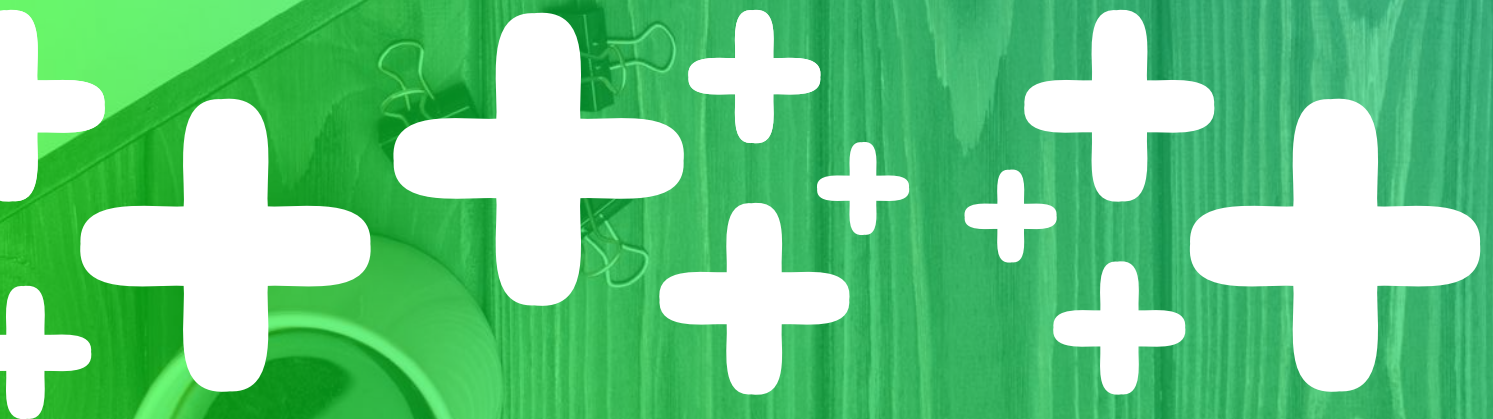# ATENTO

## Omnichannel 360°

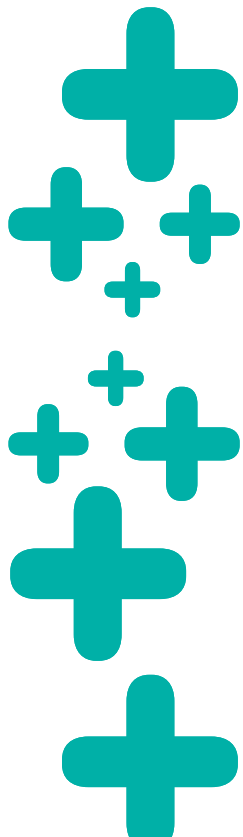## The keys to an innovative strategy that ensures your organization's success.

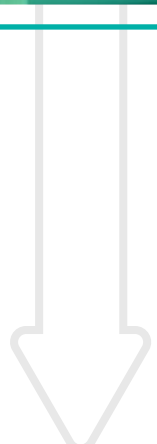# Content

# ATENTO

# Why creating an omnichannel strategy?

A channel is any medium through which the customer **can interact with brands.** Each channel represents an opportunity to establish a **strategic presence** to reach the right consumer, but integrating and coordinating all channels not only ensures an extended presence, but also creates a **holistic experience** capable of delivering the right information at the right time.

## Omnichannel approach

Integrates all channels into a seamless and consistent experience at every touchpoint

## Multichannel approach

Uses several channels, disconnected from each other, to be used independently

## Traditional Approach

It focuses on a single channel, isolated from all the others.

**Omnichannel** seeks to remove barriers and provide a seamless experience, in which customers **easily access touchpoints according to** their preferences and needs. This means that the brand will be able to:

- Offer **consistent service**, as **more than 50% of customers use three to five channels** during their purchase or service process.
- It provides a **unique customer experience** by allowing the customer to flow and accelerate their lifecycle.
- **Collect and use information** to better understand consumers and provide them with personalized attention.

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# A customer centric experience

An important feature of the omnichannel approach is that it tends **to be customer-centric**, as the value and performance of the experiences offered depends on **their behaviors and preferences**.

Increasing digitalization drives consumers to adopt new channels and constantly change them, which is why organizations that adapt and understand these movements are able to improve their relationship with their customers and results:
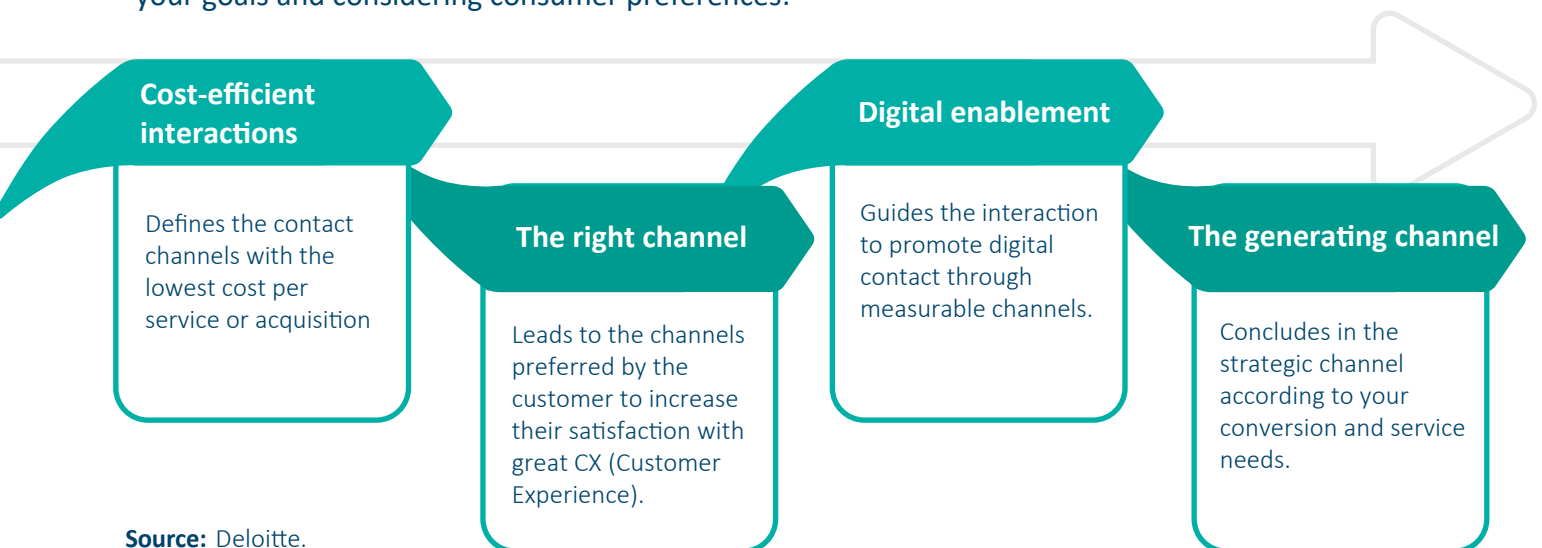
A high-quality omnichannel experience makes customers
## 3.6 times more likely
to purchase additional products or services

**Source:** Deloitte.

In order for your omnichannel strategy to be anchored in the needs of consumers, it is advisable to design a **specialized strategy** that defines the priorities of your business throughout the lifecycle of each customer.

To get started, you can follow this flow, which includes an **analysis of your channels**, relating them to your goals and considering consumer preferences:

## Cost-efficient interactions

Defines the contact channels with the lowest cost per service or acquisition

## The right channel

Leads to the channels preferred by the customer to increase their satisfaction with great CX (Customer Experience).

## Digital enablement

Guides the interaction to promote digital contact through measurable channels.

## The generating channel

Concludes in the strategic channel according to your conversion and service needs.

**Source:** Deloitte.

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# Innovation for the new omnichannel approach

**Technology** is vital for sales, collections, service, and CX operations to create a **synergy that drives your bottom line.**

At **Atento**, we've spent more than 20 years upgrading our capabilities according to customer trends to **drive efficiencies and deliver the best return on investment** in every channel:

People seek human attention when it comes to interactions with brands. That's why we have specialized agents who, thanks to our technology, know each customer thoroughly.
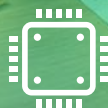
Insights are the foundation of an effective omnichannel strategy. We analyze data in real time to understand consumer behavior and preferences.

Human touch

Data Science

artificial inteligence

Automation

AI has revolutionized the customer experience, which is why we implement sentiment analysis, natural language processing, IVR, and chatbots that learn with each interaction.

Systematizing repetitive processes is vital to focus on the core business. We automate front and back office processes to increase operational efficiency.

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# Intelligent Omnichannel

The revolution that technologies have driven in customer interaction reveals the importance of **implementing innovative solutions**, not only to achieve **operational efficiency**, but to aspire to a true **omnichannel digital transformation.**

For this reason, at Atento we have prioritized **Artificial Intelligence** and **intelligent automation** to, in addition to optimizing processes, redesign the way in which organizations relate to customers.

Meet **Atento AI Studio**, our **intelligent platform** to drive your CX:

## Atento Insights

We analyze and interpret data from thousands of customer contacts to make informed decisions, personalize services, and drive growth.

## Atento Knowledge Assistant

Dynamic information delivered in real-time to agents by an AI co-pilot designed to provide the most current and relevant information.

## Atento Conversations

An advanced AI in the form of a Brand Persona that speaks the language of your brand and provides an experience that conveys values.

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Integrating innovation and CX technology has allowed us to:

Reduce resolution times **by 50%.**

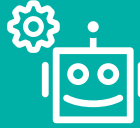Achieve 65% **resolution rates with bots.**

**Increase customer satisfaction** by more than **12%.**

**Doubling down on** our clients' financial goals

Automate more than **30 million calls** per year.

Optimize up to **25%** of **operations** with **RPA.**

Accumulate more than **10 thousand hours** of CX knowledge and **data** every 10 minutes.

Have more than **a thousand IT professionals** specialized in CX technology

To be recognized by Frost & Sullivan as **a Growth and Innovation Leader in the 2022 Frost Radar™**

We can help you implement an omnichannel strategy powered by AI and specialized technologies that has a real and measurable impact on your business processes:

**Customer Experience**
- Customer Service
- Digital customer care
- Retention
- Loyalty

**Sales**
- Digital sales
- Inside sales
- Cross y up-selling
- Placement of credits

**Collection**
- Digital early collections
- B2B Collections
- Late Collection

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# Significant results with Atento

We want consumers to maintain a **long-term relationship with your brand** by designing a complete and intelligent strategy to deliver value to them in every part of their journey. To achieve this, **we integrate the services you need** into a holistic solution that impacts your metrics.

Here are some success stories that we are proud of:

## 360º experiences for Telecom customers

The leading **telecommunications operator in Brazil** wanted to improve the experience of its **B2B customers** through omnichannel. With the aim of digitizing and optimizing its service, it was looking for a comprehensive solution that would **fully track the customer journey**, individualized attention, agile and standardized responses through multiple communication channels.

Through an **omnichannel solution** that included the adoption of **advanced technologies** to identify customers, manage emails, and drive live interactions, efforts were transformed into:

- Significant improvement in **customer satisfaction**, measured through surveys.
- Shift to the most convenient service channels, going from 80% by voice and 20% by email, to **10% by voice and 90% by email.**
- **99% of resolutions via email** within the agreed deadline.
- 100% customer service **guarantee.**

# Satisfactory CX for passengers and drivers

A major **urban mobility application** needed an **automated digital solution** to answer frequently asked questions, **a team of CX advisors** to perform after-sales tasks for passengers and drivers, as well as a **back office solution** that would allow them to activate and modify new driver data.

Together, we redefined their **customer journey** and implemented **an end-to-end solution that included the human touch and automated chatbots**, integrated into their main service channels. These actions made it possible to:

- Scale and support the **growth operation** quickly.
- Achieve **87% in quality indicator**, exceeding the established goals.
- Resolve more than **10,000 monthly cases.**



# Xtrabot smart for rail travellers

A company dedicated to rail **transport**  needed  to **reduce its service costs** and **increase customer satisfaction**.

With a comprehensive strategy focused on **automation** and **personalization**, we implemented a system to provide **real-time information**, our **NLU-based Xtrabot**  with the option of open questions and **satisfaction** surveys achieved:

- **94% call**  management and reliable routing for the remaining 6%.
- A system capable of handling **180 simultaneous calls** and up to **10 thousand calls per hour.**
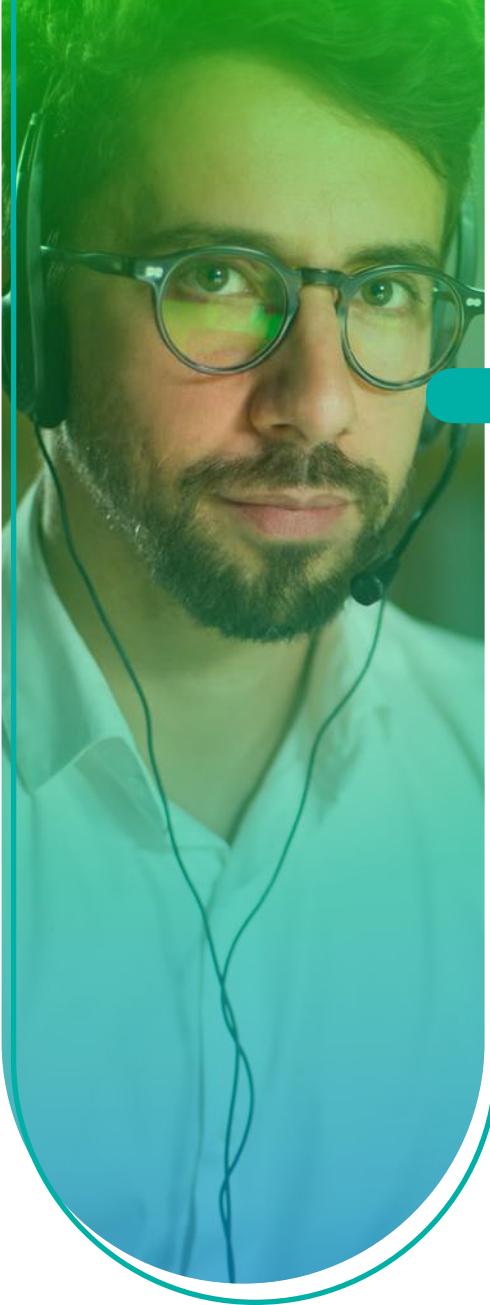
# ATENTO
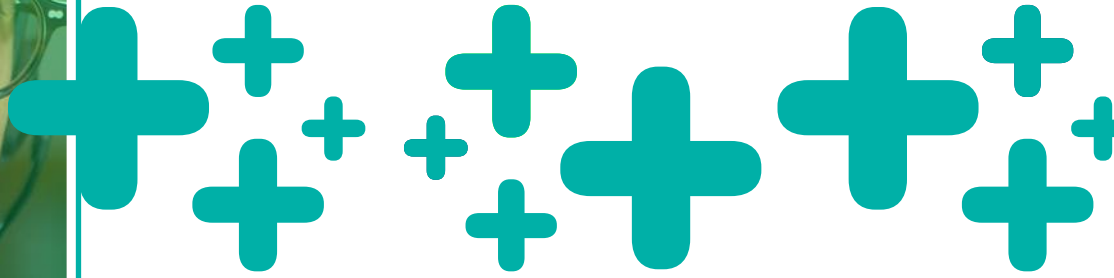
## Why Atento?

We are **leaders in Customer Experience.** We have contributed to the success **of more than 400 companies** in **17 countries around the world**. We have more than 95 service centers and more than **100,000** specialized collaborators. In addition, we are constantly updating our **capabilities and technologies** to spearhead the **next generation of omnichannel CX.**

**If you are considering implementing an omnichannel approach in your sales, collections or customer service area,**

**Atento** is your best strategic partner.

## Talk whit us:

🌐 **www.atento.com**

📞 **(+52) 55 5233 5225**

✉️ **contacto@atento.com**

**in** **Atento**

Leading
Next Generation CX