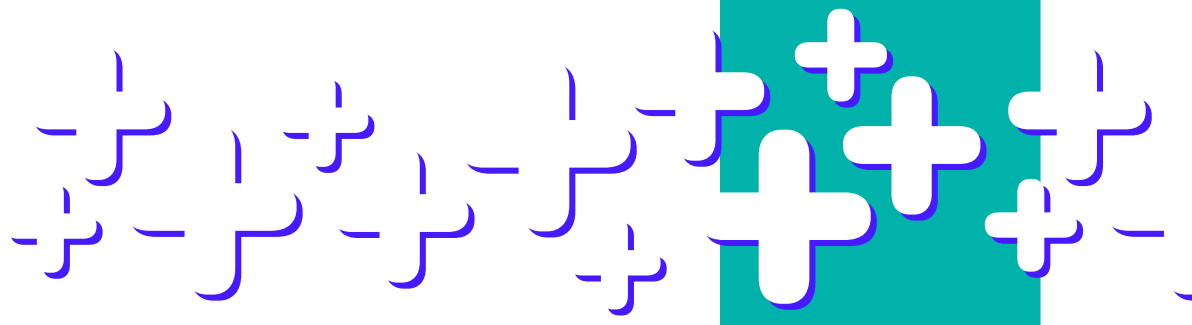


Insurance



5 Innovative Strategies to
enhance the CX for insurance
companies

ATENTO



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The real focus is on Transforming The Insurance Industry

The insurance industry faces the challenge of redefining customer experience (CX) to stay competitive in an increasingly digitized and personalized market. This process not only involves adopting new technologies, but also transforming organizational culture and redefining interaction with customers. As insurers look to differentiate their services, CX is emerging as a critical pillar for loyalty and operations optimization.

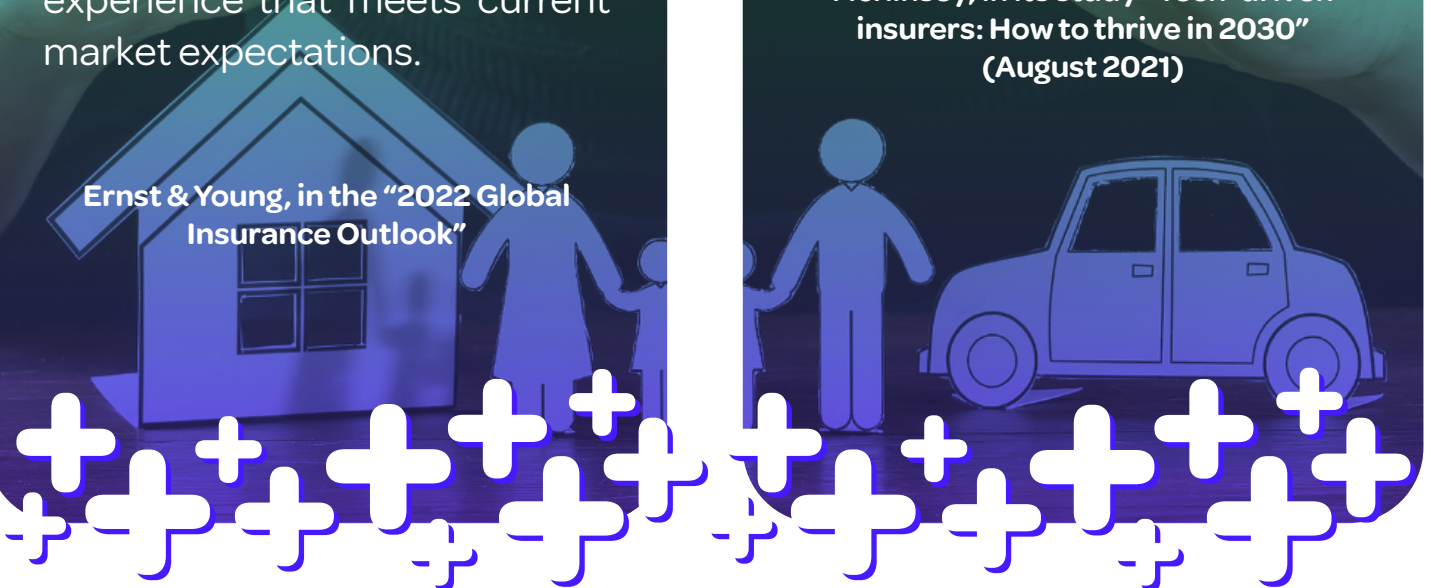
The Importance of CX in the Insurance Sector

Companies that manage to offer a conflict-free experience gain significant advantages in terms of customer satisfaction and retention. However, many still struggle to get rid of outdated processes and modernize them to ensure a smooth and interactive experience that meets current market expectations.

Ernst & Young, in the "2022 Global Insurance Outlook"

Insurers with advanced technological capabilities show a growth in revenues five times higher than their competitors. This demonstrates the critical importance of investing in technology to improve CX.

McKinsey, in its study "Tech-driven insurers: How to thrive in 2030" (August 2021)

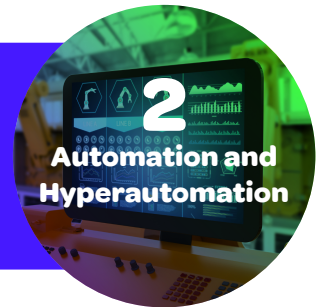


The 5 Key Strategies



Insurers must leverage the analysis of data collected from multiple sources to gain a complete view of customer needs and preferences. Artificial intelligence and machine learning facilitate this process, allowing you to identify trends and personalize offers proactively and efficiently.

Implementing technologies such as AI streamlines operational processes, reduces response times, and improves efficiency by automating tasks. Chatbots, for example, handle customer inquiries by providing instant responses and freeing up employees for more complex tasks.



Through data analysis, insurers can personalize services and optimize their communications to fit individual customer needs. This improves satisfaction indicators and encourages the loyalty and retention of their users.

Protecting customer information and IT infrastructure is crucial. Insurers should implement advanced measures such as encryption and multi-factor authentication, conduct regular audits, and train employees on security practices to protect against cyberattacks.



Insurers must invest in the continuous training of their staff in new technologies and soft skills, ensuring that they are prepared to handle technological demands and offer high-quality customer service.

With the right technology infrastructure and strategies focused on customer experience, insurance organizations can predict actions, automate repetitive tasks, and, with the intervention of the human touch, improve their interaction so that every touchpoint is seamless, secure, and exceeds expectations.

Atento's Solutions for the Insurance Industry

In the dynamic world of insurance, Atento becomes a strategic innovation partner, transforming the customer experience (CX) through cutting-edge solutions that not only elevate the quality of service but also redefine the possibilities within the insurance sector. With a focus on agility and adaptation, Atento stands out for its ability to effectively manage the workforce and meet the unique demands of the insurance industry, even in remote work environments.

Our solutions include:



Customer Experience (CX) Management

We redefine every customer touchpoint, ensuring a frictionless experience that fosters end-user loyalty and satisfaction.



Automation and Hyperautomation

We optimize operational processes using advanced technologies, such as artificial intelligence and machine learning, to reduce response times and improve efficiency.



Advanced Data Analytics

We use analytics tools and big data to obtain a comprehensive view of the customer, which allows us to personalize offers and anticipate needs.



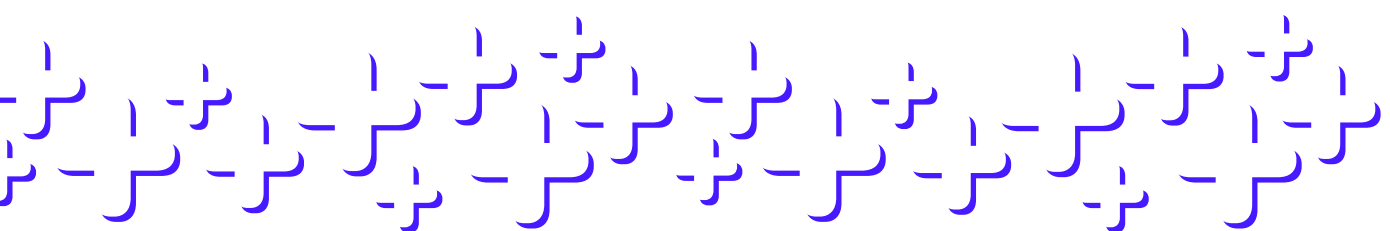
Security and Compliance

We implement advanced security measures to protect customer information and technology infrastructure, ensuring regulatory compliance and risk mitigation.



Continuous Training

We invest in the continuous training of our team, ensuring that they are equipped with the latest technological and communication skills to offer a high-quality service.



Case Studies

Raising the Standard in Insurance Service in Brazil

A leading financial group in Brazil has partnered with Atento to redefine excellence in its customer service. Since 2019, we have implemented a Concierge customer service model designed to offer an exclusive and personalized experience.



Challenges:

Raise the Net Promoter Score (NPS) and overall customer satisfaction.

Solutions:

- + Adopt continuous improvement methodologies.
- + Perform a thorough mapping of the customer journey.
- + Implement training programs in empathic communication.

Results:

- + The NPS increased from 66 to 77, exceeding the zone of excellence.
- + Improved productivity and speed up problem-solving.



Case Studies

Centralization of the Mexican Insurance Market

A multinational bank needed to expand its insurance sales in Mexico. Atento was selected as a global partner, offering High-Value Voice and Digital Sales solutions.

Strategy:

- + Launched a pilot plan with 5 agents in El Salvador.
- + Conducted specific cultural training.
- + Incorporated Call Manager technology and a recording system for quality monitoring.



Results:

- + In 3 years, our call center became the bank's first sales channel.
- + Sales multiplied 86 times monthly compared to the pilot plan.

Conclusion

To improve the customer experience in the insurance sector, it is essential to implement strategies based on five key pillars: service personalization, process automation, integration of emerging technologies, strengthening security, and continuous staff training. These strategies reflect the insurance industry's commitment to differentiation in a highly competitive and specialized market.

With these solutions, insurers can effectively address the challenges of personalizing services and anticipating future customer needs. By adopting advanced technologies and innovative practices, not only is the customer experience improved, but operational efficiency is also boosted, and security is strengthened. Combined with a committed and trained team, this ensures that the insurance industry remains competitive and advances in its digital transformation.



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