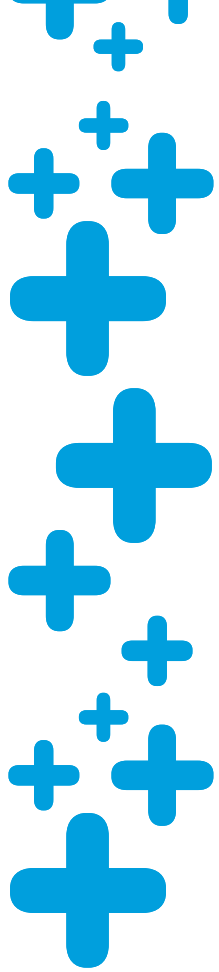




How does CX Drive Sales?

Keys to Building a Customer Experience That Delivers Results

ATENTO



Content:

The role of Customer Experience in sales

Sales with CX for End Customers

CX + Inside Sales for the B2B market

Atento, The Comprehensive Solution

Our results speak for themselves



The Role of Customer Experience in Sales

How organizations **interact** with their customers throughout the journey determines their ability **to sell solutions** and **build customer loyalty**. The key is **to focus on the customer** and offer a complete experience that not only meets their immediate needs but also forges a **long-term relationship** based on trust and continuous satisfaction.

Whether selling to the end consumer or large corporations, customers always want their expectations met, and they want to feel your organization cares about their context and needs.

A great customer experience significantly drives sales in any business model:

B2C



Investing in **CX** can increase cross-selling by up to **25%** and improve engagement by up to **30%**.

Source: **McKinsey**.



86% of shoppers are **willing to pay more** if they perceive a **great experience** during their buying journey.

Source: **Walker**.



64% of users prefer a **completely personalized experience**.

Source: **Atento**.

B2B



40% of B2B buyers are looking for **immediate answers** in their interactions.

Source: **McKinsey**.



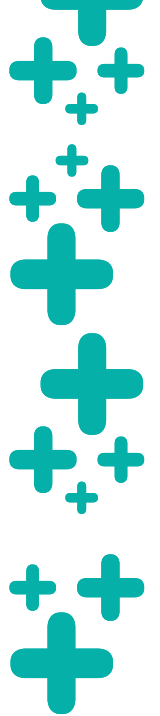
8 out of 10 B2B decision-makers will look for another salesperson if their needs are not met.

Source: **McKinsey**.



In 2023, **33%** of CMOs in B2B organizations put **customer experience** as their **top priority**.

Source: **Forrester**.



Sales with CX for End Customer

Competition and the general state of the market have led consumers to seek quality products and services and want consistent and seamless experiences before, during, and after their purchase. Companies that offer a superior experience establish a clear differentiator that allows them to retain customers, sell more, and acquire new ones.



81% of retailers have **increased their investment** in CX in recent years.

Source: **D/A Retail.**

To manage a **complete** and exceptional experience, organizations must:

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1 Focus on the customer

Putting the consumer at the center of all decisions requires a **deep understanding of their needs, wants, and behaviors**. Responding quickly to changes during their journey makes customers feel valued and understood.
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2 Apply Data Science

You can't understand or predict consumer actions without collecting data from all interactions. **Identifying patterns, trends, and insights allows you to make informed decisions** and anticipate market demands.
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3 Personalize care

Presenting unique interactions is key to building customer loyalty. Sales can be increased by presenting **the right offer, at the ideal time**. Analyzing the journey and implementing personalized communications will not only make customers feel valued but also guarantee the perfect timing for their acquisition.
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4 Offer omnichannel

Integrating touchpoints and avoiding friction requires a precise and coordinated interconnection of social, digital, and traditional channels. Achieving this **improves the customer experience and increases sales opportunities**.

CX + Inside Sales for the B2B market

Purchasing decisions in the B2B business model are driven by collective, complex, metrics-based decisions. That's why **B2B customers are looking for complete, personalized, and seamless experiences**. The big players know that the market has changed, which is why they have incorporated Inside Sales strategies, which focus on building strong relationships and selling remotely using advanced technology and data.

By 2025, **80% of B2B interactions** between suppliers and buyers will occur across multiple **digital channels**.

Source: **Gartner**.

Thanks to **CX enabling technologies** and a **customer-centric** approach, more effective and personalized Inside Sale strategies can be put in place. Here are some **customer experience keys** that drive B2B sales:

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1 Demand generation

Organizations must **create and maintain a steady stream of qualified leads in line with market and industry trends**. It helps to **create personalized content and** distribute it on the right channels and at the right pace.
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2 Specialized agents

Having professionals with a complete view of the customer journey, as well as the industry and the products and services offered, is vital to turning every interaction into a sale. Well-trained agents can seamlessly transition between channels, **get your brand's message across, and back up their actions with metrics and results**.
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3 Data Science and AI

Having technological co-pilots makes it easier for professional agents to access specialized information, accurate predictions, and the right ways to address potential customers. These technologies **improve engagement, promote informed decisions, and simplify workflows**.
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4 Proactive omnichannel

Because a large portion of deals are closed through multiple digital channels, organizations must seek a **seamless connection that is amenable to optimization**.

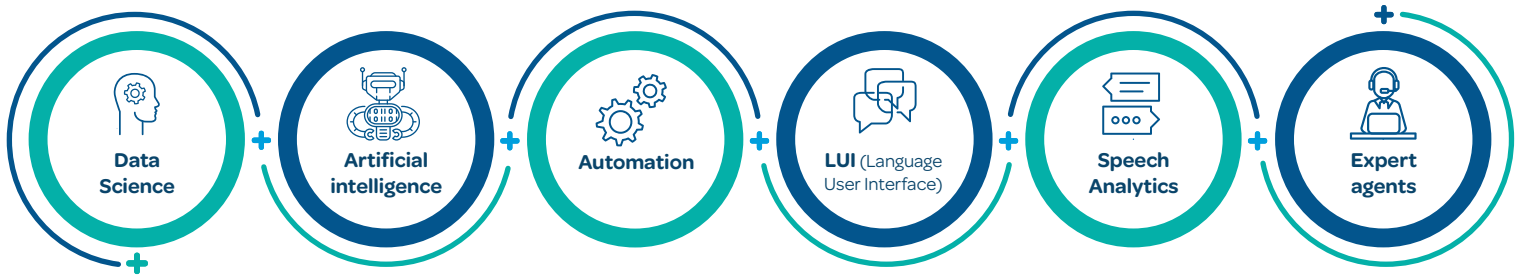
Atento, The Comprehensive Solution

No matter the focus of your business, boosting sales requires time, resources, and strategic allies. At Atento, we are your ideal partner for achieving real and measurable impacts on your sales metrics.

Through **Rocket Sales**, a modular solution that accompanies your customers and prospects throughout their journey, we aim to **double your conversion rates**.



In addition, we have world-class tools and capabilities:



Thanks to them, we have been

Digital Sales for the B2C Market

+85% of the **database covered**

+60% of **contacts effectively reached**

74% more revenue effectiveness

Inside Sales for the B2B market

75% increase in **customers reached**

+50% increase in **NPS rating**.

Up to +40% in **sales**

Our Results Speak for Themselves

At Atento, we ensure that each challenge has a complete and appropriate solution for your organization's needs. We look for meaningful sales that add value to your business as much as your customers. Our focus is on end-to-end support for lead generation, optimizing the consumer journey, and creating **exceptional experiences**.



As an example, here are a couple of **success stories** that excite us:

Satisfied customers = guaranteed sales



Faced with increased market demand, **a major department store chain** in Mexico and the United States needed to answer more than 255,000 calls per month in English and Spanish to **increase customer satisfaction and improve its results**.

Atento implemented a state-of-the-art holistic solution that led them to achieve:

- + **86%** in the level of **customer satisfaction**.
- + Significant reduction in **operating costs**.
- + **Considerable increase** in **sales revenue**.



+sales, +protection



A major **auto insurance company** in Latin America wanted to increase the **monthly leads it receives and its conversion rate**.

After a year of implementing Inside Sales, Atento's solution was able to:

- + **43% increase** in **leads generated** per month.
- + Increased the **conversion rate** from 19 to **38%**.
- + Extend the sale of policies by **78%**.



ATENTO

If you want to boost your **sales** and ensure an **incredible experience** for your customers, **Atento** is your **ideal partner**.

Let's work together!:



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