

ATENTO

# Transforming Business Through Consultative BTO Solutions

How Atento Delivers CX Transformation  
and Operational Efficiency





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# Introduction

As businesses face increasingly complex customer demands, simply outsourcing operational tasks is no longer sufficient to maintain a competitive edge. The evolving market requires solutions that not only optimize operations but also drive transformation and innovation. This is where Atento's Business Transformation Outsourcing (BTO) model comes into play—**redefining traditional BPO through a consultative approach that enhances customer experience (CX), reduces Total Cost of Ownership (TCO), and accelerates business transformation.**

## From BPO to BTO: The Consultative Approach

The evolution from Business Process Outsourcing (BPO) to **Business Transformation Outsourcing (BTO)** hinges on a proactive consultative model. While BPO typically focuses on cost-effective service delivery and tactical execution, BTO shifts the focus to strategic partnership, where Atento becomes the partner of choice for guiding clients through the full cycle of their CX transformation. From discovery and design to implementation, offering innovative, outcome-based business models that maximize business value while optimizing Total Cost of Ownership (TCO).

### Key Differences:



BPO solutions focus on **volume-driven tasks** such as contact center operations, while BTO drives total cost of ownership (TCO) reduction through process transformation, deep analytics, and AI, among other technologies including proprietary technologies.



BPO engagements often involve a tactical, middle-management relationship, whereas BTO prioritizes C-level relationships to ensure **strategic alignment with the broader business strategy.**



Atento's BTO model is anchored on CX Consulting that assesses and designs customer journeys, driving operational and customer satisfaction improvements. By adopting this consultative approach, clients gain a **holistic transformation strategy** beyond outsourcing, leveraging Atento's expertise in various industry verticals.

# Enhancing CX Through Data-Driven Insights and Technology

At the heart of Atento's BTO model is the ability to leverage real-time customer data to generate actionable insights. This means moving beyond traditional metrics, such as average handling time (AHT), to focus on enhancing the overall customer experience. *Atento's advanced AI-driven tools and task mining capabilities play a crucial role here.*



AI:

Atento's AI Studio is at the forefront of driving transformative customer experiences through the intelligent application of AI. By combining AI chatbots, speech analytics, and machine learning algorithms, the AI Studio enables Atento to deliver **automated solutions that not only manage high volumes of customer interactions but also provide personalized experiences at scale.** This technology empowers businesses to anticipate customer needs, deliver consistent messaging, and optimize interactions in real-time, leading to faster response times, reduced operational costs, and enhanced customer satisfaction.

Atento AI Studio's capabilities extend to natural language processing (NLP), sentiment analysis, and predictive modeling, **allowing clients to gain deeper insights into customer behavior and preferences.** By leveraging these tools, businesses can continuously refine their customer strategies and improve service delivery, making AI Studio a critical component in achieving operational excellence and driving measurable business outcomes.





### Automation:

Automation plays a vital role in streamlining operations and enhancing efficiency. By integrating robotic process automation (RPA) and workflow automation, Atento automates repetitive tasks and processes, **freeing up agents to focus on higher-value activities that require a human touch.** Automation enables seamless transitions between digital and human interactions, ensuring that customers receive consistent support across all channels. This approach not only improves first-call resolution but also helps companies achieve substantial savings through cost optimization and resource allocation.



### Process Mining:

By utilizing task mining, Atento can **identify inefficiencies across customer interactions** and suggest automation or redesign processes to ensure more streamlined operations.

By leveraging technology to drive customer journey mapping and touchpoint analysis, Atento ensures that clients' CX is not only consistent but also **continually optimized, helping them stay ahead of the competition.**

# Operational Cost Reduction: A Holistic TCO Approach

A critical benefit of transitioning from BPO to BTO is the ability to reduce the total cost of ownership (TCO). Atento's consultative approach identifies areas where operational costs can be optimized through technology, **reducing the need for headcount while improving process quality and efficiency.**

## TCO Savings Breakdown:

**Year  
1 to 2**

Quick wins focus on IVR consolidation, digital channel adoption, and increasing call deflection through AI copilot solutions, yielding immediate cost savings of up to 15%.



Deeper savings are realized through process mining, advanced automation and AI, driving further reductions in basic operational KPIs such as AHT, agent workload, etc. To improve business outcomes, including CSAT and other key performance indicators.

**Year  
1 to 2**

According to Deloitte, businesses that adopt consulting-driven outsourcing models experience up to **30-40% productivity improvement and 15-30% reduction in TCO**, which aligns with Atento's own results, as demonstrated by their implementation of CX process reviews and RPA integration.





# Atento's Global Footprint and Expertise: **Delivering at Scale**

One of the key differentiators of Atento's BTO model is its ability to leverage a global footprint to provide businesses with access to a vast pool of talent, industry expertise, and scalable solutions. With a presence in key markets, including Latin America, the US, and Europe, Atento has the capability to support clients on a global scale while offering localized solutions.

## Advantages of Atento's Global Presence:



**Scalability:** Atento can quickly scale operations up or down to match fluctuating business demands, particularly during peak seasons, such as Q4 for retail and e-commerce.

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**Cultural Alignment:** As a leader in the Latin American market, Atento provides multilingual support and culturally relevant customer interactions, which are crucial for businesses expanding into new markets.

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By combining this global expertise with deep vertical knowledge in industries such as healthcare, telecom, and financial services, Atento ensures that every solution is **tailored to each client's specific needs**.

# Real-World Examples: Consultative Transformation in Action

Atento's BTO model has been successfully implemented across various industries, driving both CX improvements and operational efficiencies.



## Case Study 1

### Health Insurance Company

By adopting a consultative BTO approach, a leading health insurance company was able to increase productivity by 8.6% through the use of AI-powered speech analytics and digital quality training.



## Case Study 2

### Real Estate Company

For a global real estate company, Atento's BTO solution resulted in a 16.4% reduction in TCO by increasing productivity with AI solutions and automating over 43% of customer interactions, allowing agents to focus on higher-value tasks.

These examples underscore Atento's ability to drive transformational value through a [combination of consulting, AI technology, and process optimization](#).

Explore how Atento's consultative approach has transformed businesses to achieve exceptional results. [Visit our website](#) to dive deeper into our BTO methodology and discover how we can drive meaningful change for your organization.



# Conclusion: Unlocking the Full Potential of CX **with BTO**

Atento's consultative BTO approach redefines how businesses think about outsourcing. By moving beyond tactical execution and embracing business transformation, Atento helps clients not only meet operational targets but also exceed customer expectations. With a focus on CX consulting, AI integration, and operational transformation, **Atento delivers tangible results that drive positive business outcomes and CX excellence.**

Ready to transform your business? **Contact Atento** to explore how our BTO solutions can unlock new opportunities for growth and operational efficiency.

## Sources

1. Deloitte Insights: "The Future of Outsourcing: Business Transformation through Innovation"
2. McKinsey & Company: "Leveraging Automation to Transform Customer Experience"
3. Atento Case Studies and Internal Data (Slide references)