

Case Study

Atento

CUSTOMER PROFILE

Business Process Outsourcing

WEBSITE

www.atento.com

LOCATION

Throughout Brazil

BUSINESS NEED

- Efficient quality management
- Customer satisfaction
- Optimized productivity
- Actionable analytics

NICE SOLUTIONS

- Quality Central
- Nexidia Analytics

THE IMPACT

- 51.4% QA workflow automation
- 40% increase in productivity
- 2x – 3x more analyzed interactions
- 14% improvement in AHT
- 79% increase in customer NPS

ON THE NICE SOLUTION

“From the moment of implementation, we saw how we’d achieve solid benefits from NICE Nexidia and its actionable recommendations.”

Helena Ghidelli de Abreu
Head of Digital Voice

ATENTO

Latin America’s Largest BPO Turned to NICE for Customer Service Transformation

ABOUT ATENTO

Atento is the largest business process outsourcing and customer relationship management company in Latin America, and among the top five worldwide. The company provides services for more than 400 clients with over 500 million customers across Latin America, the USA, and Europe. Atento has over 151,000 employees in 13 countries.

Atento’s contact centers, located in 14 cities across Brazil, employ over 80,000 agents. They handle an estimated annual volume of 90,000,000 voice interactions. Additionally, Atento provides in-person services in more than 900 cities throughout the country.

THE CHALLENGE

Atento’s approach to maintaining its leading role in the BPO and CRM sector is to treat its relationship with each of its clients like a true business partnership. In that regard, the company focuses on implementation of world-class customer experience and omnichannel solutions, with an ongoing investment in new technologies.

Atento leadership noted that contact centers, including those of the company itself, tend to use a different approach to quality assurance than other sectors. This tends to focus on limited parameters, with simple, binary analyses regarding meeting certain standards.

Case Study

With better information and more complex analyses, however, Atento's contact centers could do more than maintain standard quality. They would be able to play a fundamental role in a customer service transformation. To accomplish this goal, Atento needed a new quality assurance methodology and more robust tools to carry it out.

THE SOLUTION

Atento decided that applying speech analytics to its contact center interactions would be an important step in its customer service transformation journey. Adding the voice of the customer to the data assessed by the company's quality assurance personnel would improve the outcome, because one of the purposes of QA is ensuring a quality customer experience.

Atento quality assurance leadership determined that speech analytics would be significantly more effective if it could be focused and customized for each area of the company's operations: customer care, retention, sales, etc. This was also intended to accelerate the time to impact of any quality assurance measures, as they would be highly targeted.

In order to find the best technological platform to support Atento in that effort, a proof of concept process was designed and applied. It allowed the organization to gain a better understanding of proposed solutions and to provide the QA team with data for a business case justifying the initiative.

Quality Central, along with omnichannel Nexidia Analytics, was selected for the single, holistic view of quality management it provides, linking interactions with performance metrics reflecting strategic business objectives. End-to-end automation and robustness combine with comprehensive, actionable sentiment analytics, including identification of root causes, trends, and churn risks.

GAINING INSIGHT INTO AGENTS AND CUSTOMERS

Quality Central's rapid, easy-to-use interactivity and customizable centralized administration provides a line of sight into agent performance, as well as into its effect on the customer and customer feedback. Atento's CX leadership gets detailed customizable reports and instant answers to sophisticated queries, at any time, with the most up-to-date information, so it can guide employees to adopt proven best practices.

The Atento team adopted strategies to produce clear and integrated KPI insights from the Nexidia data, framed in the context of business strategy.

"From the first stages of implementation, we already knew we could achieve solid benefits from Nexidia Analytics and its recommended actions," said Helena Ghidelli de Abreu, Head of Digital Voice for Atento.

Atento implemented a truly customer experience-driven strategy for each segment of its service. The company's QA team cross-checked Nexidia sentiment indicators with the appropriate metadata, available in Quality Central, to determine which frontline agents need to be coached, on what, why and how.

EFFICIENCIES THAT BENEFIT EVERYONE

By implementing Quality Central and Nexidia Analytics, Atento streamlined and automated QA processes, improving operational efficiencies. Optimizations included:

- 51.4% of the QA checklist has been automated (average)
- 40% increase in productivity (in just the first year)
- 2x – 3x more analyzed interactions

In addition, the quality assurance team gained serious business insights from implementation of the NICE solutions:

- Process improvement recommendations
- Sales, claims and objection-handling best practices
- New contact reasons identified (with the word cloud and root cause analysis)

The positive customer service results of Atento's QA initiative were also evident in measurable metrics and KPIs:

- New KPIs were created for non-talk, crosstalk, and sentiment scores
- High attrition calls were analyzed for sentiment and crosstalk markers
- 14% improvement in AHT (after script remodeling based on analytics)
- 79% increase in customer NPS

The streamlining of quality assurance processes with Quality Central and Nexidia Analytics has benefited Atento agents, managers, and – most important of all – customers.

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

www.nice.com

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