

Atento Fuels Global Ambitions with Nexidia Analytics

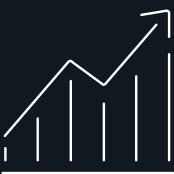
Global business process outsource (BPO) provider Atento wanted to both gain insights more efficiently and identify cost reduction opportunities. Implementing NICE Nexidia Analytics improved the speed and depth of analysis, enabled the company to shift to a customer experience-oriented agent scorecard, and improved competitive positioning.



297% INCREASE 
IN AGENT
EVALUATIONS



OPERATIONAL
EFFICIENCIES
IN QUALITY
REVIEW TEAMS



AUTOMATIC
CATEGORIZATION
OF CALLS



AUTOMATIC
FLAGGING
OF HIGH-RISK
(legal/government action)
LANGUAGE



AUTOMATIC
ESCALATION
AND REFERRAL
TO SUPERVISORS
For further review or coaching



CUSTOMER PROFILE

ABOUT	Founded in 1999, Atento provides customer relationship management and business process outsourcing services and solutions to over 400 clients in sectors including telecommunications, banking, and financial services from customer service locations in 14 countries.
INDUSTRY	Business process outsourcing
WEBSITE	www.atento.com
LOCATION	Headquartered in Luxembourg
AGENTS	150,000 employees
GOALS	<ul style="list-style-type: none">• Reduce cost of interaction evaluation• Standardize agent evaluation process across all client engagements• Gain faster, better insights from every caller interaction
PRODUCTS	<ul style="list-style-type: none">• NICE Nexidia Analytics
FEATURES	<ul style="list-style-type: none">• Standardized interaction analysis• Call scoring• Triggered workflows based on call scoring

01 THE BEFORE

A narrow understanding of agent performance

Atento recognized that its manual agent evaluation process lacked both speed and depth. Reviews by human evaluators were handled manually so throughput was limited by the size of the team. The majority of an agent’s score was based on operational metrics, which limited Atento’s understanding of customer experience.

On a macro level, Atento also recognized that it struggled to make balanced comparisons between its 400+ client operations. This difficulty was magnified by the fact that the company lacked a consistent, repeatable agent review process—another liability of the manual approach.

02 DESIRE TO CHANGE

Building a modern, big-picture view of caller experiences

In a highly competitive market for global BPO, Atento wanted to be sure it maximized every opportunity to minimize cost and waste. Slow, manual agent quality reviews were an obvious area of improvement. The company wanted to combine a revamp of the review process with a drive to better understand caller interactions, and gain better long-term, apples-to-apples comparisons between each of its client operations.

In searching for a solution, the Atento quality team prioritized learning more about quality of service, customer experience, and both critical and positive mentions of the end client.



03 THE SOLUTION

Accelerated, repeatable insights

Atento turned to Nexidia Analytics to streamline and standardize the call categorization and review process. From analysis of caller and agent audio, calls are now automatically categorized as well as scored. Scores generated by Nexidia trigger workflow actions which, for example, can escalate a call to supervisors for corrective action, enqueue with a quality analyst for further review, or publish as a high-quality gold standard example.

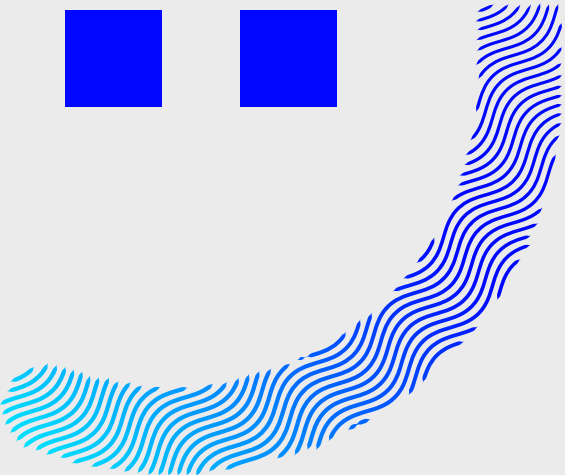
With superior categorization, Atento can now quickly identify phrases associated with potential legal action or escalation to other outside authorities. This insight helps Atento tend more quickly to high-risk issues before they become liabilities.

The company has rebalanced its agent scorecard with a 70% weighting on customer experience scores and just 30% focused on traditional service quality metrics. Many KPIs are now pulled in from Nexidia, which automatically reports data like cross-talk time and caller sentiment. And this standardized, automated approach makes performance across Atento’s hundreds of enterprise client projects possible.

04 THE RESULTS

Customer experience insights at scale

Nexidia helped Atento exceed its efficiency goals. The company hoped that evaluators would complete at least twice as many reviews with the help of automation. Across business units now leveraging Nexidia, Atento sees a 297% increase in evaluated caller interactions. This in turn has helped Atento achieve operational efficiencies on those quality review teams.



05 THE FUTURE

Multi-channel, automated insights on the horizon

Atento now processes hundreds of thousands of interactions on a monthly basis through Nexidia. In the near future, the company plans to expand the reach of these automated insights to more business units and client engagements. Results will also be processed and published on dashboards to give agents faster and more detailed access to self-service evaluations.

“The quality model we have created with Nexidia gives us a competitive advantage, and additional value discussing contracts with clients. The insights from Nexidia help us identify opportunities to improve our processes, and improve the perceived quality of our services.”

JUDSON LENNON DA SILVA
QUALITY MANAGER
ATENTO

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.

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