



Customer Profile

Atento Brasil

Industry

Outsourcing

Witness Systems Solutions & Services

- eQuality Now
- eQuality Courseware

Region

Latin America

Locations

14 contact centers in seven Brazilian capitals:

São Paulo

Rio de Janeiro

Belo Horizonte

Porto Alegre

Salvador

Brasilia

Goiania

Number of agents

32,000

Results

- Increased agent productivity
- Increased sales
- Implemented a formal, efficient and calibrated training process
- Developed career pathing for agents to support growth and retention
- Decreased new-hire ramp-up time

About Atento Brasil

Established in 1999, Atento Brasil (Atento) has grown to become Brazil's leading provider of customer relationship management (CRM) services. Its clients include organizations in the telecommunications, finance, energy, consumer products, transportation, government and public administration industries. Atento offers innovative products and services to add value to its customers' businesses, including automated solutions that streamline processes and reduce costs, resulting in significant savings for its clients. Over the last year, the company handled more than 489 millions calls. Atento prides itself on its commitment to developing its people, constantly analyzing and implementing processes to meet clients' needs, and investing in technology that provides high value to their bottom lines.

Opportunity

As an outsourcer, Atento is committed to providing its clients' customers with seamless and consistent customer service. With such a vast agent population across Brazil, ramping-up new hires and ensuring they have a solid sales and service foundation requires a great amount of time, resources and money. In addition, continuous training – in the form of courses specific to educating Atento's agents on new products/services unique to its clients' businesses – can require many hours away from agent workstations in training rooms.

Training initiatives across Atento's multiple-site environment proved to be another challenge for the company. Inconsistent training and course redundancy led Atento to re-think all of its training programs, including the way in which courses were delivered. Evaluating the costs associated with training its entire agent population, the company decided to evaluate and invest in a dynamic learning environment – technology that would deliver integrated, personalized training to both new-hire and seasoned agents, as well as help Atento standardize training enterprise-wide.

Solution

Atento invested in e-Learning software from Witness Systems in order to deliver and reinforce training to improve agents' skills and knowledge levels, as well as support their development. It uses the eQuality® Now software as a foundation for its staff training, development and career pathing program.

eQuality Now provides an actionable learning environment, enabling organizations to quickly identify, schedule and send targeted, personalized online training directly to agents' desktops, based on identified skill gaps and ongoing learning opportunities. The browser-based software gives Atento the ability to assign, deliver and assess continuous training to its inbound and outbound agents quickly, without the hassles and expense of traditional classroom training.



"Call centers are typically viewed as service and support organizations, but we take that one step further. In the search for enhanced quality and higher productivity, we also view our centers as income resources. To optimize each and maintain a high quality of customer and agent satisfaction, e-Learning has become an instrumental part of our strategy. Using eQuality, we have streamlined our people, processes and technologies to meet both our organizational and client goals."

Madalena Paim, e-Learning Manager, Atento Brasil

In addition to investing in eQuality Now, the company purchased Witness Systems' eQuality Courseware, which is comprised of a library of 35 lessons in seven contact center skill tracks. Atento uses these lessons for soft skill and sales training purposes. It also has internally produced its own custom courses, including some that have been developed with clients that are specific to their businesses, offerings and campaigns.

eQuality Now, coupled with the extensive services infrastructure provided by the Witness Services Network, have played an instrumental role in Atento's enterprise training initiatives. Internally branded "Atento Now," the eQuality Now solution is used in both initial and continuous training performed at Atento, complementing the company's traditional one-on-one supervisor-agent coaching techniques.

Atento uses eQuality Now for its newly hired agents to train them on general company information, human resources, telemarketing concepts and company policies, as well as tenured agents for new client training. Prior to implementing eQuality Now, introductory human resources training required a minimum six hours. Since then, training has been converted into 14 e-Learning lessons that can be taken directly at agents' desktops.

"eQuality Now has been invaluable in improving and streamlining our new hire training processes," added Paim.

"We are able to more efficiently train agents, which saves time and money." eQuality Now eliminates manual work for Atento's human resources training staff, as well as contact center training managers, by automatically assigning training, tracking its completion and compiling transcripts of student training performance over time.

The solution also is part of agents' skill enhancement and development programs. If a supervisor identifies an agent who needs to improve his/her ability to handle objections during up-selling opportunities, supervisors can assign lessons focused on overcoming objections, and then receive automatic notification when the agent has completed the assigned lesson. Further, before lessons are assigned to agents, Atento has its supervisors take them first.

"One of our corporate goals is to invest in our people to create a qualified, motivated team," explained Paim. Leveraging the Witness Systems technology, fortified with a comprehensive training program, Atento is able to provide its clients with the world-class customer service delivered by agents who are well prepared to handle all types of customer interactions. "We are pleased with the results eQuality Now has helped us achieve and look forward to using it more to continue growing our business, furthering our vision to understand, analyze and deliver high-value-added solutions to our customers globally."



It's your goal.

It's our philosophy.

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Improve everything.

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