KYP.AI | ATENTO

Case Study

# Atento Raises the Bar with Gen AI Optimization Powered by KYP.ai

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# Introduction

Atento, a leader in Business Transformation Outsourcing (BTO), aims to become the top provider of customer solutions within its industry. With more than 130,000 employees, the company is well-established in its niche and still continues to innovate.

Their enterprise clients expect automation and AI to be integral to any transformation or customer service offering. To enhance the value they provide to clients, Atento has partnered with KYP.ai, an enterprise AI mining tool.

Maria Cecilia De Luna, the Global Quality and Continuous Improvement Director at Atento, states, "***KYP is a solution that should be integral when we present to our future and existing clients. Potential clients really appreciate it; it's one of the determining factors.***"

Atento serves customers in more than 17 countries across various industries, including Consumer Packaged Goods (CPG), insurance, and logistics. Every 10 minutes, **they generate 10,000 hours of customer service experience across both human and digital channels**.

# 01
# The challenge

## Data Abundance

Companies generate vast amounts of data. Every one of Atento's clients has different processes, expectations, and protocols. Atento needs to capture and analyze this data so that they can **help their clients have the best possible experience.**

Previously, they had to spend time consolidating data from different sources or use manual observation for process discovery and value stream mapping. They now rely on KYP.ai to capture data on their clients' workforce, processes, and systems. This allows Atento to have a 360-degree view of their clients' operational data. With KYP.ai, Atento gets visibility *and* AI-derived recommendations for improvements.

The platform gives them a real-time view of how their teams work, across systems and locations. But more importantly, it shows them **where they can make the biggest improvements**—whether that's through automation, AI, or just more efficient ways of working.

It spots the hidden intricacies that slow people down: duplicated work, manual tasks that should be automated, or processes that waste precious time. KYP.ai highlights these opportunities as they emerge, so Atento can step in early and make changes that add value.

*KYP gives you a good idea of what to focus on and to understand what things are not working properly.*

Erick Stanley Lopez Rivera
Business Transformation Manager

# 02

# How KYP.ai delivers value—and how fast

One of the reasons customers choose KYP.ai is because it doesn't take months to get started or years to show results. It's designed to fit into your existing environment with minimal disruption—and start **delivering insights within days, not weeks.**

## Here's how the process typically works:

Phase
**01**

**Kickoff & Access (Day 0–5)**

We begin by aligning on your goals and setting up secure data access. KYP.ai connects directly to your existing systems, with no heavy integration or changes to your team's work. It's completely touchless for end users.

Phase
**02**

**Data Ingestion & Discovery (Week 1–2)**

Within hours, you'll see your first dashboards. Within days, you'll have early indicators of where time, effort, and cost are going. Processes will be documented, SOPs will be embedded, and actionable insights will guide you toward valuable improvements.

Phase
**03**

**Opportunity Identification (Week 2–3)**

You will have enough data collected to identify patterns and flag high-impact areas for improvement, such as processes compatible with Agentic AI, automation, duplicated work, or unexpected bottlenecks. You'll see where teams, processes, and systems are efficient, and where you still could improve.

Phase
**04**

**Action Planning  & Results (Ongoing )**

Once insights start coming in, teams can immediately act on them—whether that means launching automation, refining SOPs, reallocating capacity, or addressing hidden inefficiencies. KYP.ai highlights where the biggest gains are, so your team knows exactly where to focus.

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# 03
## Identifying Potential Improvements

KYP.ai has the unique ability to identify diverse AI and automation opportunities. While many tools focus on a single automation solution like Robotic Process Automation (RPA), KYP.ai recommends the most compatible solution for achieving business goals. This could be identifying where Agentic AI, process step elimination, or a dynamic database that helps employees find answers quickly.

One of Atento's food delivery clients uses KYP.ai to create clear action plans to improve costly inefficiencies. KYP.ai helped this client understand their current operations, diagnosing improvement opportunities that **identified productivity increases of 35%!**

Using KYP.ai's data mining AI, they identified a bottleneck in their ticketing system, which drove high levels of employee passive time. Using the discoveries from KYP.ai, Atento could show their client how to increase their ticket distribution to drive greater efficiency. They saved their clients' money and helped with employee engagement.

Typically, process inefficiencies are discovered through manual data analysis or observation. With KYP.ai, data streams are analyzed data in real-time.

*"KYP.ai gives us a clear, real-world view of how processes actually play out and how our systems are used every day. It helps us spot inefficiencies in a really detailed and measurable way, which means we can bring solid, data-backed recommendations to our clients, especially when it comes to improving processes or system integration. I wish I had access to a tool like this earlier in my career. It makes process discovery and operations analysis so much easier and more effective,"* says Fernando Orellana, QA and Continuous Improvement Manager USNS.

In addition to collecting data and making it immediately available via dashboards and conversational AI, the KYP.ai platform uses AI pattern recognition to identify where automation and/or AI can be used to increase productivity. This helps Atento find additional operational efficiencies, value adds, and cost reductions to share with their customers.
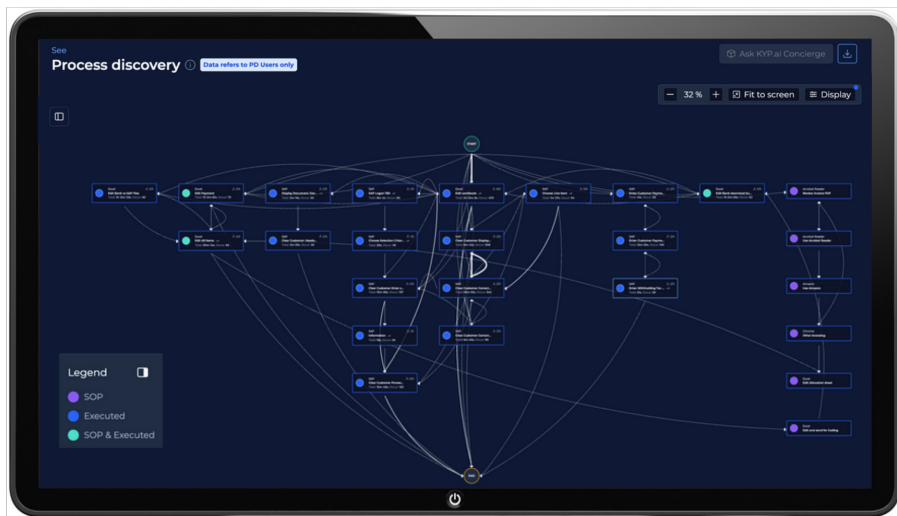


**Learn more**

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*"I was really amazed by how it's capable of bringing value to us with so little intervention,"* shares De Luna.

Continuous data capture and AI-powered recommendations from KYP. ai gives Atento the data necessary to make critical decisions, allowing a new method to provide additional value to their services offering.

## AI Readiness

Some of Atento's clients were hesitant to integrate new technologies into their existing processes. They were concerned that employees would not know how to use AI.

The AI mines the data collected, that's unique to the client and does everything from interpreting data to building a use case or highlighting key employee wins for recognition.

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**KYP.ai** is located near the top-right.

**KYP.ai Concierge** provides conversational, self-service AI that answers your operational questions in seconds. It continuously collects, organizes, and analyzes your company data, ensuring you have the data needed to reach your goals.

Together with KYP.ai, they created a series of ready-to-use, AI prompts for KYP.ai Concierge. KYP.ai Concierge helps support AI readiness across the entire organization, allowing employees to talk with AI like they would a peer.

De Luna shares, *"When they have used the tool, it really allowed them to see more of what the what transformation is capable of doing. It's a really good tool that brings recommendations and uncovers limitless possibilities."*

She also shares that the tool is easy to use, helping clients easily present data to other stakeholders.

## Efficiency

Another joint client wanted to streamline their replacement parts process. Their manufacturing client wanted to understand if their current process had any room for improvement.

To control costs, the team combines customer data, warranty tracking, and finds the most cost-efficient in-stock replacement part. KYP.ai was installed by Atento to discover every detailed process step.
It then provides recommendations on where the process could be redesigned, including why variants occurred and how to eliminate them. Ultimately, optimizing **this single process could be 25% more efficient by incorporating Gen AI.**

KYP·AI

## How this makes a difference for clients

What really sets **Atento** apart is how **they use data to make things better—not just for their own teams, but for their customers too.** With KYP.ai, they're not stuck relying on assumptions or gut feel. They can see exactly how work gets done, where things slow down, and where there's room to do better.

That means they don't wait for issues to bubble up—they're already working on them. They can walk into customer conversations with clear answers and innovative ideas, backed by factual numbers. Whether it's **cutting down handling times, spotting where automation makes sense, or improving how teams collaborate, they're always a few steps ahead.**

In a space where a lot of providers still rely on slow audits or lagging KPIs, **Atento can move faster, fix what matters, and bring more value to the table. That's what makes them different.**

**K Y P .AI**

# A Customer-Led Partnership with Atento Solutions and KYP.ai

**Why did Atento Solutions and KYP.ai create a partnership?**
Atento partnered with KYP.ai to strengthen its ability to deliver faster, measurable, and data-backed improvements for its clients. KYP.ai provides real-time visibility into how work is performed across systems, processes, and teams, enabling Atento to quickly identify opportunities for automation, increased efficiency, and cost optimization.

**When do customers see results?**
Most customers start seeing **actionable insights in the first 2–3 weeks** and measurable outcomes—such as time savings, automation opportunities, or reduced manual rework—in 14 to 30 days.

**How does it works so quickly?**
KYP.ai doesn't rely on time-consuming manual mapping or long consulting cycles. It uses real-time process data, AI pattern recognition, and built-in recommendations to speed up discovery and value.

**What do customers appreciate most?**
- Fast time to value (measured in days, not quarters)
- No disruption to day-to-day operations
- Clear, prioritized actions—not just another dashboard
- Support that adapts to their needs, not a one-size-fits-all approach

## The Extra Mile

- **15 Atento employees** have been certified on KYP.ai for Workforce Management and Process Discovery.

- Certifications include **Administrative and Analyst badges.**

- These credentials demonstrate **strong data analytics skills,** including the ability to fully **configure projects and build digital twins of operations and processes.**

Rivera notes, **"Something that caught the client's attention was the ability to capture what the agents are doing during their shift."** Understanding the most common tools used by the team and how the agents spent time helped the KYP.ai platform build its recommendations.

With this data, Atento can help clients prioritize which improvements to tackle first. Ready-to-use dashboards can be used for operational steering and continuous improvement efforts. It gives a level of operational visibility that was never possible without KYP.ai.

"*There is uncovered information that is visible with the help of KYP.ai. It conveys many different features that enables our team to understand employees performance, the way they do the work and potential improvement in those processes. In addition, the integration of AI maximizes how the analysis is structured for operations, helping not only to generate insights and deep analysis, but also provides recommendations that can be converted into tangible actions,"* summarizes Diana Morales, USCAM Senior Quality and Continuous Improvement Manager.

# Key Takeaways

The implementation of Atento and KYP.ai resulted in substantial benefits including:

- **25% Boost in Efficiency**: With the support of generative AI, Atento identified an optimization that would increase efficiency by 25%.

- **27% Improvement in Operations Management**: The tool's insights led to a 27% potential improvement in operations management, reducing operational costs.

- **20% Process Improvement Opportunities**: Atento identified 20% process improvement opportunities, allowing their client to refine workflows and enhance overall organizational efficiency.

- **35% Potential Productivity Improvement**: A potential 35% productivity improvement could help reallocate FTEs to more impactful work.

Atento continues to innovate, and push what's possible for their teams and their clients.

# Conclusion: A Transformative Partnership

The collaboration between Atento and KYP.ai showcases the transformative power of productivity intelligence. By integrating KYP. ai, Atento addressed their initial challenges and unlocked new levels of efficiency and productivity.

The partnership stands as a testament to the potential of AI and automation in driving operational excellence and meeting the ever-evolving demands of a competitive business environment.

Atento's clients have benefited significantly from this partnership. For instance, a food delivery client saw **a 35% increase in productivity** by identifying and addressing inefficiencies in their operations. Another client, in the manufacturing sector, achieved a **25% boost in efficiency** by optimizing their replacement parts process with the help of KYP.ai. These examples highlight the tangible impact of the Atento and KYP. ai collaboration on various industries.

## By the numbers

**35%** Potential Productivity Improvement

**27%** Improvement in Operations Management

**20%** Process Improvement Opportunities

**15** Employees achieving certifications

Moreover, the continuous data capture and AI-powered recommendations from KYP.ai have empowered Atento to make critical decisions and provide additional value to their service offerings. The ease of use and the ability to present data effectively have further enhanced the client experience.

In summary, the Atento and KYP.ai partnership not only addresses immediate operational challenges but also paves the way for future innovations and improvements. This collaboration exemplifies how AI and automation can revolutionize business processes and drive sustainable growth.

# Thank you

to Maria Cecilia De Luna and Erick Stanley Lopez Rivera for their contributions to this story and for leveraging KYP.ai as a part of their journey.

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## About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (CRM/BPO) services in Latin America, and among the top five providers globally. They contribute to the success of their clients by guaranteeing the best consumer experience. To learn more visit **atento.com**.

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## About KYP.ai

KYP.ai is the only productivity intelligence solution that continuously captures operational data and identifies how your workforce, processes, and technologies can best work together to perform at peak performance. Using best-in-class process, task, and technology mining, KYP.ai quantifies potential optimizations by their impact to give businesses the exact insights needed to drive transformation. To learn more visit **kyp.ai.**

# Curious to see the platform in action?

**Book a demo**