

ATOS

Overview

Based in France, Atos is a globally active digital services IT vendor that strengthening its customer focus through a stronger vertical go-to-market approach. The firm has 120,000 employees in 73 countries and generated €12.3 billion in 2018, of which €1 billion comes from the UK and Ireland. In the area of branding and brand management services, Atos does not have its own offering but relies on partners to meet specific client requirements.

Strengths

360° customer insights: Atos' advanced analytics help boost customer acquisition and cross-selling, reducing churn and increasing loyalty. Its Customer Journey Analytics offering delivers evidence-based analytics to provide reliable insights into actual customer experience while dealing with digital channels. It can unlock value from customer data for a seamless, personalized and contextual service across every channel.

Atos CX Lab: In the CX Lab, Atos builds a modern customer journey prototyping to enhance collaboration with clients and other stakeholders. The concept follows three elements: define (include the right data in the analysis), design (incorporate new ideas into existing and new designs of prototypes), and deliver (map the important testing as well as do the necessary integration to enable a go-live). The firm covers strategy definition (StratHacks), self-assessment (positioning), value creation, hackathons, and DevOps workshops or blueprinting support.

Human-centered AI: Atos is a technology specialist with expertise in databases, automation, data intelligence, cybersecurity and data security to provide high-quality advice to clients on these digital crown jewels. The firm brings first-class knowledge into partnerships in order to design, store, integrate, read and secure any data-related task for the optimization of the customer journey or the use of the resulting data.

Caution

Atos invests in customer experience but does not seem to have a dedicated unit externally, which could limit the effectiveness of the services and it would be difficult to advise customers remotely from different centers.



2019 ISG Provider Lens™ Leader

Atos supports many major brands in their customer journeys and excels in terms of customer experience in almost all areas of consulting and implementation.