



New IDC Research Identifies Nearshoring in Latin America as Platform for Growth for US Based Companies

- **New opportunities identified to generate business value by outsourcing customer relationship services to nearshoring destinations in Latin America**
- **Key advantages include geographic and time zone proximity, access to bilingual labor pool, strong cultural affinity and modernization of technology infrastructure**
- **Nearshore destinations for the US include Mexico, Guatemala and El Salvador due competitive mix of talent and infrastructure**
- **Atento recognized as a customer relationship service partner in a unique position to capitalize on the competitive advantages offered by Latin America as a nearshore destination**

NEW YORK, 6 May, 2015 - International Data Corporation (IDC) today released a new whitepaper titled “Nearshore in Latin America as a platform for growth.” The research, sponsored by CRM/BPO supplier Atento, redefines the criteria US-based companies should use when making customer care outsourcing decisions.

The research comments that the unique combination of Latin America’s proximity to the US and the right CRM/BPO service partner can be a significant competitive advantage and platform for growth for U.S. companies in today’s demanding customer environment. It also noted that short-term cost advantages and labor arbitrage are no longer the only factors companies use to select a CRM/BPO partner and outsourcing destination. Rather, a CRM/BPO partner’s capacity to generate value along the customer lifecycle has become a more definitive factor.

IDC Research Manager Alberto Belle, author of the whitepaper said, *“We have determined in this research that US-based companies’ have new opportunities to generate business value by outsourcing customer relationship services to destinations such as Mexico, Guatemala and El Salvador. To take full advantage of these opportunities, it is critical that companies select a supplier that can combine local and regional expertise with a portfolio of solutions adapted to today’s increasing customer demands – a combination that can increase efficiency and generate value throughout the customer lifecycle.”*

In addition, the most experienced CRM/BPO providers can capitalize on the unique benefits offered by different countries, ensuring compliance with local regulations and processes while rapidly deploying resources towards servicing clients.



Atento U.S. Nearshore Director Bruce Dawson said “For U.S. companies looking for an optimal customer experience partner, Atento and the Latin American region offer clear advantages over other services provided in more distant countries. We have state of the art infrastructure and a large pool of talented agents fully dedicated to manage customer relations for very prominent brands in the telco, retail and consumer electronic sectors in the US. We continue to leverage our market leadership and expertise in Latin America to help companies realize value creation opportunities offered by the region.”

The “Nearshore in Latin America as a Platform for Growth” whitepaper and infographic can be accessed at:

http://www.proyectosidc.com/atento_report/IDC_Atento_White_Paper_Nearshore_Latam.pdf

http://www.proyectosidc.com/atento_report/Infographic_atento.pdf

An interview with Bruce Dawson, Atento US Nearshore Director, about competitive advantages of nearshore solutions can be accessed at:

<https://www.youtube.com/watch?v=HeFpXQQ31TU&feature=youtu.be>

KEY FINDINGS AT THE NEARSHORE DESTINATION LEVEL FOCUS ON MEXICO, EL SALVADOR, GUATEMALA	KEY FINDINGS AT THE CRM/BPO SUPPLIER LEVEL ATENTO
<ul style="list-style-type: none"> ▪ Geographic and cultural proximity to the US ▪ Similar time zone ▪ IT user maturity and technology infrastructure ▪ Mexico has a sizeable pool of candidates and a mature CRM / BPO industry, paving the way for growth in value-added, sophisticated services ▪ The efforts of governments and industry bodies in El Salvador and Guatemala combined with a well-trained labor pool and strong infrastructure make them attractive destinations for nearshore 	<ul style="list-style-type: none"> ▪ Long-term presence and market leadership in Latin America (11 countries, # 1 supplier in the region based in revenues) ▪ Comprehensive customer experience solutions including multichannel end-to-end solutions, business intelligence and analytics capabilities ▪ Loyal customer base of blue chip multinationals ▪ Robust expertise in vertical markets such as telecoms and financial services ▪ Capabilities in various sectors including IT, consumer products, travel/leisure and healthcare ▪ Recognized by Great Place to Work Institute (GPTW) rankings in 9 different countries, one of the Best Latin America Work Places, only CRM/BPO among the 25 Best Multinational Workplaces in the world

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps



IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC.

About IDC contact:

Alberto Belle
IDC Research Manager
abelle@idc.com

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 three providers globally, based on revenues. Atento is also a leading provider for U.S.-based companies nearshoring CRM/BPO services to Latin America. Since 1999, the Company has developed its business model in 14 countries where it employs approximately 153,000 people. Atento has over 400 clients to whom it offers a wide range of CRM BPO services across multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, media and technology, health, retail and public administrations, among others. For more information visit www.atento.com.

Media

Maite Cordero
+ 34 917 40 74 47

Kerry Kelly
+ 1 646-541-9933

media@atento.com