

The Digital Transformation and Its Impact on Business Process Outsourcing in Latin America

- A new Frost & Sullivan article analyzes the impact that the digital transformation is having on the outsourcing of customer related business process in Latin America
- Companies are managing the transformation of their business processes with the support of business process outsourcing providers (BPOs) that offer a comprehensive vision of the client life cycle and digital competencies in all points of interaction

NEW YORK, November 20, 2018 – Today Frost & Sullivan, the global consulting firm specializing in growth strategies, has published the article “Rethinking Business Process Outsourcing: Technologies and Processes Focused on the Customer Experience” sponsored by Atento S.A. (NYSE: ATTO), the leading provider of customer relationship management and business process outsourcing (CRM/BPO) services in Latin America, and among the top five providers worldwide. The article identifies the main trends in the Latin American BPO market driven by the digital transformation and the need to offer an excellent experience over the entire customer journey.

The digital transformation and the rise of new technologies applied to customer service — such as cloud services, analytics, voice recognition, omnichannel capabilities, digital services, smart IVR, virtual agents and, more recently, artificial intelligence — is requiring companies to make larger investments in order to offer the best customer experience to consumers, as well as having new professional skills and greater abilities to administer them.

To be able to offer this improved customer experience in the digital era, companies are turning to BPO service providers that combine consulting, specific competencies in their vertical, understanding of the client's digital maturity and unique implementing abilities through omnichannel platforms and the use of analytics and cognitive technologies. Thus, for Latin American organizations, the outsourcing and the transformation of their customer-related business processes can meet the demands of consumers who are increasingly digitally-minded and is a way to boost their own digital transformation.

In this context, companies are looking for providers that can be true strategic partners instead of simply carrying out a business process. Many business process outsourcing service providers are currently expanding their value proposition to offer end-to-end solutions that cover everything from strategic consulting on business processes to the implementation of 100% digital solutions at any point in the customer life cycle.

This is true of Atento, which in recent years has expanded its BPO value proposition through the acquisition of majority stakes and/or shares in companies like R Brasil, Interfile and Keepcon to expand its competencies in areas like back office automation, digital collections and semantic technology among others. Moreover, Atento is building an ecosystem of strategic partnerships to be able to offer a comprehensive suite of business process transformation services. These strategic agreements, including the partnership reached with the management consultant Falconi, enable Atento to offer its clients end-to-end solutions aimed at transforming their businesses processes, from consulting services to the full automation of the most routine processes related with the customer experience.

You can find the full Frost & Sullivan article “Rethinking Business Process Outsourcing: Technologies and Processes Focused on the Customer Experience” at: <http://www.atento.com/news-room/thought-leadership>

If you want to learn more about Atento's Business Process Transformation services, please contact Richardson Tordin, Atento's Backoffice Solutions Manager at richardson.tordin@atento.com

About Frost & Sullivan

For more than five decades Frost & Sullivan has enjoyed prestigious global recognition for its advising of investors, corporate leaders and governments in relation to managing economic changes and identifying revolutionary technologies, megatrends, and new business and enterprise models, resulting in a continuous flow of growth opportunities to boost future success.



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 worldwide, based on revenues. Atento is also a leading provider of nearshoring CRM/BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 13 countries where it employs 150,000 people. Atento has over 400 clients to whom it offers a wide range of CRM/BPO services through multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2016, Atento was named one of the World's 25 Best Multinational Workplaces by Great Place to Work® for a fourth consecutive year. For more information visit www.atento.com

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