

New Frost & Sullivan Thought Leadership Article “Digital Consumers and Their Relationship with Brands” Points out That Customer Experience Makes the Difference in the Digital World

- The article analyzed the increased digitalization of the relationship between brands and their customers
- Acquiring a customer is the first step, but it's the experience that makes the difference along the digital customer journey
- The analysis identifies challenges and opportunities presented by this increased digitalization of the customer relationship management and comments on Atento's Data Driven Digital Sales to deliver sales conversion and customer satisfaction in this new environment

NEW YORK, October 29, 2018 – Frost & Sullivan today released a new thought leadership article under the title “Digital Consumers and Their Relationship with Brands”. The research sponsored by Atento S.A. (NYSE: ATTO), the leading provider of customer relationship management and business process outsourcing services (CRM/BPO) in Latin America, and one of the top five providers worldwide, identifies that in an environment where the relationship between brands and costumers is increasingly more digital, the customer experience still makes the difference.

The research shows that, in todays’ business world, companies’ decision-makers top priority is the digital transformation of their business. Digital transformation processes are long and requires the implementation of a series of small projects that will eventually allow a company to successfully evolve and compete in the digital era, an environment where customers’ needs, expectations, and demands are constantly changing.

Technological trends such as automation, integration of digital and traditional channels of communication, data analytics, and semantic technology are shaping the new customer experience. According to Juan Manuel Gonzalez, Research Director at Frost & Sullivan, “A command of these technologies and their seamless integration along the customer lifecycle is essential to take the customer experience to the next level”. Mr. Gonzalez added, “We are seeing a significant increase in the adoption of new technologies along the entire customer lifecycle from lead generation and acquisition of customers to back office and collections processes generating efficiencies for business. However, it is the customer experience that still makes the difference in this evolving environment.”

The article also commented on Atento’s customer relationship and business processes outsourcing evolved solutions to meet the needs of the digital consumer. Atento’s customized digital customer experience solutions generate business efficiencies and increase customer satisfaction. For example, Atento's Data Driven Digital Sales solution is a 100% digital solution that includes everything from the use of digital marketing to generating and capturing leads to sales conversion, leveraging data and analytical capabilities to increase conversion rates and customer satisfaction. The solution is customized, meeting the needs of each company or campaign and the characteristics of each sales process. It has a sales portal and combines marketing tools, an omnichannel platform and RPA technology to fully automate the sales process.

You can download the full article by Frost & Sullivan here: <http://www.atento.com/news-room/thought-leadership>

About Frost & Sullivan

For over five decades, Frost & Sullivan has become world-renowned for its role in helping investors, corporate leaders and governments navigate economic changes and identify disruptive technologies, Mega Trends, new business models and companies to action, resulting in a continuous flow of growth opportunities to drive future success. Contact us: Start the discussion.

About Atento Digital

Atento Digital is the company’s digital business unit providing customized digital solutions for the new reality presented by the digital consumer and for the challenges companies face when seeking customer satisfaction in the digital world. Atento Digital provides tools for digital marketing, front- and back-office customer relationship management process automation and a solid omni-channel platform for greater efficiency and improved results in acquiring, managing and retaining customers. It also offers solutions for advancing digital transformation processes while fully leveraging existing systems. Atento Digital's proposal incorporates the use of cognitive technology based on Keepcon's semantic engine and

comprises a wide a range of solutions including 100% online sales, digital customer service, digital technical support, or digital debt collection. Atento's Digital proposal also includes consultancy services, and the use of analytics and automation tools to improve the effectiveness and efficiency of customer-related processes.

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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