



## PRESS RELEASE

# Atento receives five LATAM and CIC awards for customer experience

**Madrid – June 30, 2015** – Atento (NYSE: ATTO), a leading provider of customer relationship management and business process outsourcing services worldwide has been recognized with five distinctions at the 2015 LATAM and CIC awards for best customer experience. The awards ceremony took place last evening within the framework of the International Congress for Customer Experience Management held in Sao Paulo, Brazil.

The LATAM Awards are among the most important recognitions in Latin America in the field of customer experience and business process outsourcing. Their main goal is to promote and reward best practices in the CRM/BPO industry in countries such as Argentina, Brazil, Colombia and Mexico. The awards are granted every year by ALOIC (Alianza Latinoamericana de Organizaciones para la Interacción con el Cliente).

Atento won the following LATAM awards at the 2015 ceremony:

- LATAM Gold for Best Human Resources Management
- LATAM Silver for Best Company Strategy
- LATAM Bronze for Best Outsourcing Company

The CIC awards recognize best practices and excellence in customer experience management in Brazil.

Atento won the following CIC awards in the category of Outsourcing Contact Center Company:

- CIC Gold for the practice Excellence in Customer Service
- CIC Bronze for the practice Innovating Leadership

According to Alejandro Reynal, Atento's CEO "Once again Atento has been recognized for the innovation and quality of our customer experience solutions. We adapt these solutions to the specific needs of each company to enable them to develop long-term relationships with their final customers. We are very proud to receive the LATAM and CIC recognitions which help reinforce our leadership position in Latin America as providers of innovative and excellent customer experience services and solutions."

The LATAM Awards identify and showcase excellence in customer relationship management in Argentina, Brazil, Colombia, and Mexico. In order to participate, a company must have received a national award the previous year recognizing their excellence in the same field, such as the Amdia Prize in Argentina, the CIC Award in Brazil, or the National Prize for Excellence in the Contact Center and BPO Industry in Colombia, among others.



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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 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 more than 160,000 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. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). For more information visit [www.atento.com](http://www.atento.com)

### **Media contacts**

Maite Cordero  
+ 34 917 40 74 47

Carolina Herves  
+ 34 917 40 74 67

[media@atento.com](mailto:media@atento.com)