



PRESS RELEASE

## **Atento Opens Customer Experience Solutions Center in Mexico**

- **The Center is located in Mexico City and focuses on innovation in the field of customer experience and business process outsourcing**
- **A state of the art facility within the Mexico's CRM/BPO industry for developing and testing advanced customer experience solutions**

**MEXICO CITY, October 29, 2015** – Atento S.A. (NYSE: ATTO), a leading provider of customer relationship management (CRM) and business process outsourcing (BPO) services worldwide, recently held an inauguration ceremony for its innovation and development center for Customer Experience Solutions in Mexico City. The Company has invested over 10 million Mexican pesos in the center, which encompasses 50 0 square meters entirely dedicated to innovation, experimentation and the development of new solutions to improve the consumer and user experience with leading brands.

"This Customer Experience Solutions Center is a clear reflection of Atento's strategic commitment to Mexico as one of our main markets and innovation hubs in the CRM/BPO industry in Latin America," stated Alejandro Reynal, Atento's Chief Executive Officer. "In today's dynamic environment where digitalization and increasing customer demands present great challenges, this investment will allow us to offer incremental value to businesses by transforming the customer experience into a competitive advantage."

Miguel Matey, Atento Mexico and Americas North Region Director underlined, "The new Customer Experience Solutions Center is the latest major investment made by Atento in our country in 2015. In June, Atento inaugurated the Americas Operations Command Center in this very building, and we plan to open a new customer relationship center in Guadalajara before the end of the year. In sum, Atento has invested over 140 million Mexican pesos in our country in 2015." According to Miguel Matey, "Our objective is to work in direct collaboration with businesses to develop solutions that combine a multichannel platform, leading-edge technology, analytical capabilities, and vertical specialization to offer the best customer experience in the market."

### **Market Leader in Mexico and the wider Latin America Region**

Atento has become a leading example of innovation within the Mexican CRM/BPO industry, where the Company leads the market with over 16.5% market share, according to the Frost & Sullivan annual industry study. In Mexico, Atento provides services to 40 leading brands in different economic sectors and has over 20,000 employees, 15 customer relationship centers, the Americas Command Center, more than 9,500 workstations of installed capacity, and now an innovation center for customer experience solutions.

In addition to strengthening the Company's position as a sector leader, the center also represents Atento's commitment to offering value to businesses in the United States that manage their customer relationships from Latin America using nearshore solutions. These solutions benefit from the competitive advantages

that this region, and Mexico in particular, offer such as: geographical proximity and timezone, cultural affinity and access to a bilingual workforce.

**Key facts about the Customer Experience Solutions Center in Mexico City:**

- **500 square meters** facility located at Avenida de Yucatán 15 in Mexico City
- It will serve as a **collaboration and interaction center** between Atento's experts and those responsible for customer experience in businesses
- **It will oversee the development and testing of solutions** centered around key services such as customer service, sales, technical support and back-office processes, among others
- Brands could visualize and experiment innovative solutions developed by Atento to enhance the **customer experience across the whole customer journey** from promotion and acquisition to attention and retention

The inauguration ceremony was presided over by Alejandro Reynal and Miguel Matey, and attended by the Economy Secretary of the federal government, the Secretary for Economic Development of the local government, ProMexico, customers and corporate executives from various sectors.

**To view images of the customer experience solutions center in Mexico City, click here:**

<http://we.tl/JbViRUD9aZ>

**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)

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