

Efficient Multichannel Management Could Increase Online Sales by 20% According to Report Sponsored by Atento

- According to the report, *eCommerce Evolution and Prospects in Spain 2017*, 70% of eCommerce businesses choose multichannel sales
- The study is based on a survey of over 20,000 Spanish online businesses
- 56% of online businesses surveyed use customer satisfaction tools

MADRID, March 6, 2017 – 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 three top providers worldwide, has sponsored the *eCommerce Evolution and Prospects in Spain 2017* report, which identifies the use of multiple channels as one of the main trends in electronic commerce in Spain. According to the conclusions of the study performed by the Observatorio eCommerce and EY, 70% of online businesses opt for multichannel sales and state that efficient multichannel management allows them to increase sales by between 15% and 20%, a trend which is on the rise in 2017.

Additionally, the report reveals an increase of six percentage points compared to 2015 in the number of online businesses that use customer satisfaction tools. Over half of the businesses surveyed, 56%, already have this type of tool to establish channels of direct contact with their customers, which allows them to obtain direct feedback on the purchase processes and helps create a better customer experience. The report also noted the importance of the value of emotions in interactions with the customer, and how humanizing these channels is going to continue to be essential in the future, beyond the sophistication of new technological tools that enable companies to provide customer service without human interaction.

One of the other important aspects mentioned by the report is the exponential growth in the use of user support and information tools during the online purchasing process. With the aim of preventing shopping cart abandonment, online businesses have incorporated mechanisms that are present at the customer's moment of truth, and which are helping drive sales. Thus, the number of eCommerce businesses that have incorporated an online customer service chat function has nearly doubled, from 27% in 2015 to 45% in 2016.

According to the study, 90% of online stores surveyed have forecast profit increases in 2017, and 65% forecast an increase in their average transaction. Furthermore, 63% forecast that the increase in their sales will be greater than 10%, while 25% believe sales may increase by up to 10%.

About the Report

The *eCommerce Evolution and Prospects 2017* report, prepared by the Observatorio eCommerce and EY, includes the perceptions of Spanish eCommerce stores themselves on the evolution and prospects of electronic commerce in 2017. To compile the report, a survey was performed using the sample panel of the Observatorio eCommerce y Transformación Digital, which is made up of over 20,000 online stores, guaranteeing a high degree of representativeness at the geographical and sectoral level.

About the Observatorio eCommerce

The Observatorio eCommerce began as a group of leading companies in their respective fields in the electronic commerce market. This group leads research and the expansion of eCommerce knowledge, information, and culture to promote growth in the sector and for all its participants. The Observatorio creates an annual work plan which includes drafting reports on the evolution of the sector, publishing white papers, organizing national and international events, creating training programs, and promoting work and business opportunities. More information available at: www.observatorioecommerce.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 of nearshoring CRM/BPO services to companies that operate 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 more information, visit www.atento.com

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