

## Atento Named a Leader in Gartner’s Magic Quadrant for Customer Management Contact Center BPO

- Gartner evaluates firms on completeness of vision and ability to execute
- Atento also placed as the company with the highest execution ability among those participating in the research

**NEW YORK, February 4, 2016** – For the third consecutive year Atento S.A. (NYSE: ATTO), has been named a Leader in Gartner’s Magic Quadrant assessing companies that provide Customer Management Contact Center Business Process Outsourcing (BPO) services<sup>1</sup>. In addition, the same report places Atento as the company with the highest execution ability among those participating in the research. Gartner’s opinions are a primary reference for companies around the world when they consider and select customer-management contact center BPO providers.

Focused strategy, commitment to customer experience and execution has established Atento as a reference company worldwide for customer management and business process outsourcing. Atento Chief Executive Officer Alejandro Reynal said that customer experience is a key source of competitive advantage in today’s increasingly digital world, and accounts for a company’s sustained and growing reputation. “In this context, we are transforming the way companies manage their customer relations through solutions that increase business efficiency, drive higher customer satisfaction and build long-term loyalty” said Mr. Reynal.

“I believe our position among the leaders in the Gartner’s Magic Quadrant reflects the value that we deliver to our clients and the solid relationships that we maintain with them. As you can imagine, Atento people around the globe are extremely proud of this recognition, and see it as further confirmation that the path we are on is the right one – for our clients and our company.”

According to the report, “Leaders demonstrate market-defining vision and the ability to execute against that vision through CM contact center BPO services, a superior market share (among the top 10 providers in regions where they compete), and solid references for CM contact center BPO services worldwide, including a cross section of vertical industries. Leaders also have superior investments in innovative CM contact center BPO service offerings, business/pricing models and service delivery models. They have a superior understanding of client needs and of current market conditions, and they are actively building competencies to sustain their leadership position in the CM contact center BPO market across multiple regions. The CM contact center BPO service providers in this Leaders quadrant generally also have strong global and regional service delivery operations and deep technology to leverage, and they deliver above-average customer experience.”

<sup>1</sup> Gartner, Magic Quadrant for Customer Management Contact Center BPO, January 28, 2016

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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). In 2015, Atento was named one of the World’s 25 Best Multinational Workplaces by Great Place to Work® for third consecutive year. For more information visit [www.atento.com](http://www.atento.com)



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