

Voice remains the preferred channel for consumers to engage with brands

- On the occasion of the international Consumer's Day, Atento reveals the main trends and changes in consumer habits in its relationship with brands
- In 2019, Atento managed more than 2 billion interactions with clients through the voice and digital channels (chats, social networks, emails, instant messages and SMS)
- According to Gartner's predictions, the market for Customer Management BPO services will continue to evolve with the rapid growth of the supply of digital and automation solutions, with virtual assistants, artificial intelligence and advanced predictive analytics.
- Atento's objective is to lead the next generation of Customer Experience services, offering high-value voice services, ensuring the best channel integration and helping companies to automate their Back Office processes to guarantee the best end-to-end service.

MADRID, March 15th, 2020 – On the occasion of the International Consumer's Day, Atento, 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, reveals the main trends and changes in consumer habits in its relationship with brands, according to the latest data collected by the company. These data show that digital channels already represent a significant volume of interactions, which drives companies to focus on multi-channel integration to offer the best Customer Experience.

However, voice remains the primary channel for consumers to engage with brands, now assisted by human assistants and bots. Likewise, there is a need to take advantage of data analytics and artificial intelligence to provide high-value voice services.

In recent years, the changes in business, the expansion of digital technologies, and constant variations in the global economy have caused a profound acceleration of transformations in customer behavior. Consumers used to be more passive, and brands had fewer ways to connect with customers. Nowadays, users are using new platforms and methods to communicate (social networks, applications, bots and chats) and are obtaining information in different ways and channels, demanding speed and consistency in responses. In this context, voice continues to be the main channel used by consumers to contact brands today, although there is an increase in the choice of digital channels when communicating with them.

To provide better customer service, Atento offers more and more technology resources to its customers, but not only as a contact method, but for analysis and forecast too. The main innovations such as artificial intelligence or data analytics allow information systematization and processes automation, turning the customer service department into a multi-channel strategic area, which integrates the classic inquires reception, creates a buyer profile according to preferences and needs, and even logistics time for products or services delivery.

According to Gartner's predictions, the market for Customer Management BPO services will continue to evolve with the rapid growth of the digital and automation solutions offer, with virtual assistants, artificial intelligence and advanced predictive analytics. Atento's vision is that, in the future, customer relations will demand a balance between human and automated (bots), relying on analytical technology to offer hyper-personalized experiences based on trust and transparency.

The latest data collected by the company reveals that users continue to focus on traditional channels, with calls being the preferred method of contact for most of them. Of the more than 2 billion interactions they received in 2019, more than 1,800 million were made through telephone contact by human assistants and bots. The remaining 200 million correspond to digital channels, highlighting the strong growth of social networks, chats and instant messaging via WhatsApp, which accounted for 50 million interactions in this same period. Of the global volume of activity carried out



in 2019 by Atento, the one corresponding to Back Office tasks stood out, which involved more than 32 million managements.

Atento is committed to leading the next generation of Customer Experience services by offering high-value voice services, ensuring the best channel integration and helping companies to automate their Back Office processes to guarantee the best end-to-end service. Likewise, the use of artificial intelligence and data analytics are part of the company's value proposition, which takes advantage of these capabilities to streamline services and improve the Customer Experience.

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 globally, 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 2019, Atento has been named one of the World's 25 Best Multinational Workplaces and one of the Best Multinationals to Work for in Latin America by Great Place to Work®. For more information visit www.atento.com

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press@atento.com