

Atento, recognized as one of the leading companies in customer experience management services by Everest Group

- The research and consulting firm places Atento as a Major Contender in Customer Experience Management (CXM), awarding it the Star Performer recognition in its annual PEAK Matrix Assessment 2020 report
- Atento has stood out for fostering a culture of co-innovation, offering integrated multi-channel capabilities based on Artificial Intelligence, IoT and RPA, as well as advisory services such as process consultancies

Madrid, July 21st, 2020. Atento S.A. (NYSE: ATTO) one of the five largest providers of customer relationship management and business process outsourcing (CRM/BPO) services worldwide and a leader in Latin America, has been recognized by the research and consulting firm, Everest Group, as one of the leading companies in Customer Experience Management (CXM) in its annual Customer Experience Management (CXM) PEAK Matrix® Assessment 2020 assessment.

The Everest Group report has evaluated 37 companies specializing in CXM services based on their success in the market, their vision, strategy, and delivery as a service provider, classifying them into the three categories of Leaders, Major Contenders and Aspirants. The assessment also identifies Star Performers based on the greatest positive relative year-over-year movement on the PEAK Matrix. In this sense, Atento has been awarded the designations of Major Contender and Star Performer.

As one of the leading companies in this field, Atento has been distinguished both for its impact on the market, and for its evolution, vision and capabilities in 2019. The company has been recognized for having increased its presence in the US and Europe, and for its active search for agreements with rapidly evolving industries such as electronic commerce or the healthcare sector. In addition, Atento is also backed by buyers who have conveyed a high level of satisfaction and highlighted their executive excellence, customer focus and flexibility.

“Atento is driving the adoption of digital CX in Latin America by leveraging its position as a market leader in the region. It has been making in-house investments and forging alliances to offer solutions in areas such as advanced analytics, automation or RPA, omnichannel platforms, and intelligent virtual agents (VAT),” said Sharang Sharma, Practice Director, Everest Group.

In turn, as a Star Performer, Atento has stood out for promoting a culture of co-innovation, offering integrated multi-channel capabilities based on programming, Artificial Intelligence, IoT (Internet of Things) and RPA (Robotic Process automation), as well as advisory services such as process consulting and building an increasingly satisfying customer experience. Other investments it has made, such as innovation laboratories and improving the combination of processes and channels, allow it to be a strategic digital transformation partner for clients.

“Aiming to drive co-innovation and partner with customers, Atento is also leveraging next-generation results-based pricing models and investing in its talent enhancement initiatives. This positions Atento very well for success in a competitive market where customers increasingly expect their service providers to exhibit proactivity and drive innovation,” Sharma added.



“Atento is proud of this recognition and endorses the work done in recent years to offer increasingly satisfying experiences for customers and users. This award is an impulse to continue growing and innovating in the field of technology and customer experience”, says Pablo Sanchez, Marketing Director of Atento.

About Atento

Atento one of the five largest providers of customer relationship management and business process outsourcing (CRM/BPO) services worldwide and the leader in Latin America. 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 technology, new digital companies, telecommunications, 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 was 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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