



## Atento in USA increased its turnover by 54% during the first two quarters of 2020

- New market needs and the digital transformation have significantly pushed up the demand for *nearshore* services
- High customer satisfaction rates, quick response times and the proximity of these countries are some of the factors that have consolidated this service in companies like Atento

**Madrid, August 26, 2020** – Atento S.A. (NYSE: ATTO) is one of the top five providers worldwide of customer relationship management and business processing outsourcing services (CRM/BPO). It is the leader in Latin America, and operates in 13 countries globally, including in the United States, Mexico and Spain, among others, and it has a great presence in all of them.

One of the principal services Atento offers in all markets is *nearshore or nearshoring*, which consists of providing customer service to a specific market from another one that is close by, geographically and culturally. At this time, the market growth is reflected mainly in the sectors of technology, *retail*, insurance and home-delivery apps.

The outsourcing market of customer relationship management in Latin American countries has growing appeal for United States companies, due to cost reduction, geographical proximity and the excellent customer support by bilingual representatives. This has generated a market of more than \$10 billion in revenues in Latin America and the Caribbean, according to data from Frost & Sullivan.

Atento, as the market leader in the region, is fully committed to next generation technologies such as automatization or RPA, which facilitate the work of the representative and allows the customer service to be more efficient and satisfactory. The application of this technology favors cost reduction, increased productivity and, in sum, a vastly improved experience both for the customer and for the team representatives.

Likewise, the COVID-19 crisis has accelerated the use of all of these technologies during recent months, and Atento has leveraged these innovations to offer remote work to more than 72,000 of its representatives globally. The Atento at Home (WAHA) project has been launched, allowing the remote work mode for nearly 50% of its workforce, compared to just 1% at the beginning of this year. All of this has led Atento in USA to realize a 54% growth in turnover during the first two quarters of 2020.

“The key factors that have driven the growth of *nearshore* are: global experience, local sensitivity, operational management, human talent development, a correlation of cultural and financial discipline, and all of it is aimed at ensuring unique client experiences,” explained **Cathrine Jooste, Chief Commercial Officer & US Nearshore Regional Director at Atento.**

The outsourcing market of contact centers in Latin America and the Caribbean has grown in a significant manner in recent years, and Mexico has become a *hub* for the United States in this segment. As a result, American firms have gained confidence to demand more services coming from the region.



At the same time, a cost efficiency of between 40% and 50% has been attained compared to other forms of outsourcing, depending on the sector and the company. There's also been a 30% percent reduction in attention time for clients, on average, which has meant an increase in sales of more than 40%.

“Right now, the channels through which care is provided to the client in the *nearshore* market are both traditional and digital: telephone calls, chats and emails are the most used. But the challenge for 2020 is to accompany the businesses in the digital transformation of customer service, through the integration of digital channels or remote work models such as Atento at Home,” Jooste added.

Clearly, one of the trends this year, given the current circumstances, is the increase of remote work models, which will see further gains between Latin America and the United States, because it's about offering services such as: customer support, sales, back office, technical support or collections, with a combination of technological infrastructure and solutions for remote management which allow the professionals to work securely from their homes.

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### About Atento

Atento S.A. (NYSE: ATTO) is one of the top five providers worldwide of customer relationship management and business processing outsourcing services (CRM/BPO). It is 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, 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 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](http://www.atento.com)

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