

ECommerce grew 18% in 2020, Atento offers services leveraged by Data Science to provide higher quality and added value to the sector

- *The next generation technological solutions used in eCommerce help companies to satisfy user demand and increase sales conversions through digital channels.*
- *According to data provided by eMarketer in June 2020, online purchases in 2020 grew by 18% versus the previous year boosted by older users who increased online purchases.*
- *Atento offers Data Science solutions, Semantic Analysis, and social networks engagement to improve customer experience and meet their new needs, becoming the strategic partner for eCommerce services.*

Madrid, September 10th, 2020 – Due to the COVID-19 pandemic, many purchases in physical stores were eliminated, reduced, or relocated to digital channels, increasing the e-commerce demand. As recently published by Salesforce in their Shopping Index report, e-commerce revenue in the USA grew by 18% in June compared to the previous year.

To guarantee the best user experience in virtual channels and meet the new market needs, Atento, one of the five largest providers of customer relationship management services and business process outsourcing (CRM/BPO) in the world and leader in Latin America, offers high added value solutions, with digital channels integration, Data Science Tools, and semantic analysis.

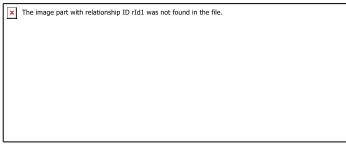
Among the solutions to add value to e-commerce is Digital Sales, which combines sales in digital and traditional channels, using Data Science tools and always focusing on the customer experience. It is capable of increasing purchase probability, improving CX and, besides, facilitates investment management in digital media for lead generation. This solution supports sales processes through analysis, which helps improve media buying, allowing us to better focus on potential customers. The combination of this technology and human value offers great potential.

Another Atento's solution is the Digital Customer Service, which manages the user experience in the digital environment, providing a higher conversion rate through channel integration. With the use of Data Science and semantic analysis, we recommend the best offer and provide customized answers to every single client, combining Language User Interface (LUI), systems integration through web service/RPA, and adding human contact when necessary.

And finally, Atento offers Social Media Engagement, which manages consumers' interactions with the brand's social networks. This solution monitors, moderates and delivers decisive and automatic actions in real-time, allowing end-to-end CX management, by classifying, prioritizing, and transferring to human or automated service. This offers resolution, engagement, and automation using Cognitive Artificial Intelligence.

Atento considers the demand increase in this market, as well as the new consumers' profiles and new demands in the e-commerce landscape, require new strategies and better solutions. "To make virtual purchases more efficient and have a maximum conversion rate, we combine digital and traditional channels with the use of Data Science and high human value. By doing this, we can offer an agile





automated service and humanize relationships, always solutions-oriented, delivering empathic interactions throughout the journey", said Cathrine Jooste, Chief Commercial Officer of Atento.

E-commerce is a segment that is growing exponentially around the world and continuous innovation is a must to meet consumers' increasing needs and demands. And to guarantee a delightful experience in the digital landscape, it is necessary to have a partner with solid experience, who puts the client first and knows how to use the data to deliver the best outcome.

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 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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