



Atento offers four free hours of high-level CX process consulting this Black Friday

26 November 2020, New York - Atento welcomes in the Holiday season this Black Friday offering four hours of high-level process consulting to new prospects in the USA, in a bid to help some of the most forward-facing companies scale their business needs in the post-pandemic digital era. This special offer is available exclusively in the USA from Black Friday (November 27th, 2020) until Friday, December 11th, 2020 by emailing to contacto@atento.com.

In an ever increasingly customer-focused environment, process consulting allows companies to learn about the tangible and intangible problems faced by customers and consumers. This in turn means they can better understand process flows and customer journeys and analyze the market to establish best practices through which they can construct an updated proposition model with the aim of ensuring greater efficiency, quality and scalability to their businesses.

Both new companies yet to formalize these CX processes for their current needs and companies that already have sophisticated digital systems in place but whose needs are changing can benefit from process consulting. The service provides clients the opportunity to successfully pinpoint areas that would benefit from improvements, readjust process flows performed and introduce new solutions such as the implementation of response robots during peak periods to relieve traffic build-up.

Wes O'Brien, USA Group SVP, Atento Multinational Services explains: "Companies are constantly being nudged towards models that have digital at their core, yet this can be an overwhelming challenge if you don't know where to start. Process consulting can help companies identify which aspects of their current operations would be best served, as well as enlightening them to the necessary processes they must put in place to achieve their goals".

The methodology for the consultation consists of an eight-step phase:

- **OPPORTUNITY IDENTIFICATION** - Understanding the demand and its gaps to help define challenges, glean opportunities and set eventual goals.
- **ASSESSMENT** – Carrying out an in-depth analysis of the current situation through an internal audit, interviews and focus groups.
- **CONSTRUCTION AS IS** – A construction of the current scenario based on the information gathered in the assessment, providing a view of processes, channels, technology, HR profile of performance, identification of the results achieved and identified gaps.
- **MARKET ANALYSIS** - Market analysis of similar operations, consumer profiles and business models.
- **CONSTRUCTION TO BE** - Construction of the proposed scenario correcting the identified gaps and opportunities and aligned with the problems identified.
- **STRATEGY/GAINS** - Definition of bets and expected earnings, recalculation of the operational sizing to meet the new concept of the planned project.
- **VALIDATION** - Complete solution review, validation with internal areas and validation of technical and technological feasibility.
- **PRESENTATION/DEFENSE** – Project presentation and defense to clients and decision makers.

"For the new American prospects that inquire about this offer, we will assign an account manager as well as a high-level consultant from our CX Process Consulting Center of Excellence and together with their delivery teams, we will take a look at existing call volumes, KPIs, SLAs and WFM and make a high-level recommendation where we believe there could be efficiencies gained through a consultative analysis. The deliverable will be a presentation on initial findings and recommendations."

The fast-growing rhythm of the corporate world today requires players to make swift but smart decisions for their business choices based on data-driven fundamentals. Atento, through its experience and durability in the



CRM/BPO sector and through offerings such as high-level process consulting, affords companies the skillset that can help them on their way to gaining that competitive edge.

This offer is only valid to new prospects located in the United States of America, who reach out to Atento before 6pm EST on December 11th, 2020.

About Atento

Atento is one of the five largest global providers for client relationship management and business process outsourcing services nearshoring for companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 13 countries with a workforce of 150,000 employees. Atento has over 400 clients for which it provides a wide range of CRM/BPO services through multiple channels. Its clients are leading multinational companies in the technology, digital, telecommunications, finance, health, consumer and public administration sectors, amongst others. Atento trades under ATTO on the New York Stock Exchange. In 2019 Atento was recognized by Great Place to Work® as one of the 25 World's Best Multinational Workplaces and as one of the Best Places to Work in Latin America. For more information www.atento.com

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