Atento@Home
The secure CX solution, Everywhere

WHITE PAPER
## CONTENT

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Value Proposition</td>
</tr>
<tr>
<td>02</td>
<td>Security Matters</td>
</tr>
<tr>
<td>03</td>
<td>Atento@Home at a glimpse</td>
</tr>
<tr>
<td>04</td>
<td>A day in Atento@Home life</td>
</tr>
<tr>
<td>05</td>
<td>Takeaways</td>
</tr>
</tbody>
</table>
01

Value Proposition
Atento@Home is a secure, cloud-based solution that expands our value added in various business scenarios where location flexibility is a must, such as rapid ramp up, access to specialized talent, extra hours support, and/or business continuity plans in case of pandemics, natural disasters, or law changes.

- Cloud native solution to maximize scalability, performance and security everywhere.
- End-to-End secured connectivity.
- High-quality multichannel experience.
- Real time screen surveillance and face recognition for quality and security monitoring.
- Multi-factor authentication.
- Other unauthorized access block controls, e.g. simultaneous logins, blocking after inactivity time, CTRL-C, CTRL-V, ALT-TAB, blocked access to peripherals, etc.

- Fully integrated infrastructure control which enables robust hybrid (waha + onsite), full waha and business continuity offerings.
- Agile rollout model that enables to deploy 00’s of agents in less than two weeks.
- One-stop shop: one point of contact to manage your service and teams across regions.
- Flexible implementation capacity to hire and move agents based on skills without geography limitations.
- Increase and decrease shift based on needs.

- E2E digital smart selection and training processes based on AI to accelerate rapid and high-quality expansion/growth.
- Increased agents’ productivity and engagement via gamification, online training, collaboration and career development programs.
- Ability to operate continent-wide in Americas and EMEA, providing access to new talent pools at optimal costs.
- Gamification and Collaboration platform with live classroom trainings.
- Social inclusion and diversity policies that offer equal opportunities to our current and future employees.
We guarantee our clients’ data protection through a holistic data management process that spans from threat protection, through data encryption, to data loss prevention.

**Threat protection**
- Attack Surface Reduction reduces vulnerabilities in your applications with intelligent rules that help stop malware.
  - Pre-execution emulation and scripts.
  - In memory anomaly and behavior monitoring.
  - Machine learning and AI based protection from viruses and malware.
  - Cloud protection for fastest responses to new/unknown web-based threats.
  - Protection from fileless based attacks.
  - Advanced machine learning and AI based protection for apex level viruses and threats.
  - Emergency outbreak protection, Monitoring, analytics and reporting.

**Data Encryption**
- Automatic encryption on capable devices.
- Advanced encryption configuration options.
- Removable storage protection.
- Centralized BitLocker management and enforcement.
- Direct Access & Always On VPN device tunnel.

**Data Loss Prevention**
- Personal and business data separation.
- Application access control.
- Copy and paste protection.
- Integration with Microsoft Information Protection.
- Reduces attack surfaces, by minimizing the places where your organization is vulnerable to cyberthreats and attacks.
- Resources to configure protection for the devices and applications in your organization.
Atento@Home at a glimpse
We offer the highest standards of security and control with the flexibility of a cloud native solution that orchestrates work-at-home agents everywhere with onsite services to maximize CX, operations productiveness and employees’ engagement

• Agile solution deployment thanks to our Cloud Native technology that provides end to end secure and uninterrupted access from anywhere.

• Compliance with most exigent data security requirements: Multi factor authentication, real-time video surveillance, access blocking functionalities, etc...

• Access to new pools of talent with no geography restrictions

• Digital and agile recruitment process tailored for teleworkers, powered by AI to find the best hires, no matter where they are

• Online training, collaboration and self-management portals to expedite onboarding

• Home-kit logistics optimized to ensure our agents can work confidently and efficiently from their homes from the very first minute.

• Integrated workforce management and operations to optimize Waha+Onsite resources to best fit curves demands and maximize our clients’ business outcomes
We plan and deliver our technical integration project over a cloud native best-in-class infrastructure to guarantee a rapid and seamless rollout.

1. **Cloud Native Solution**
   By providing cloud access with no physical infrastructure restriction, we optimize our management centers and eliminate access to servers onsite.

2. **Assist, Adjust & Go-Live**
   By understanding client’s requirements, we define modular solutions and deploy Atento@Home to the full ecosystem of our clients and their end consumers.

3. **Agility**
   Guaranteeing delivery times: 600 agents for a single client in less than 2 weeks.

4. **Scalability**
   Ability to scale up as needed, everywhere and in multiple regions simultaneously if necessary: +50k agents working at home in less than 2 weeks.
Simultaneously with the technical setup, the digital recruitment process powered by AI recruits the best matching talent, no matter where it is, in record time.

1. **Profile & Wage**
   Besides behavioral profile best suited to w@ha, we also consider service skills, and cultural fit with the client’s brand.

2. **100% Digital HR Hiring Process**
   Empowered by Artificial Intelligence and social media, the selection process is executed in a complete virtual environment, which includes documents submission, interviews and onboarding.

3. **Inspection Checklist**
   To guarantee high performance levels and agents’ quality of life, we make sure they have reliable internet access, furniture and hardware, that meet our ergonomic standards.

4. **Interview and Household environment**
   We identify who is the right fit and has self-management skills. Our recruiters are prepared to provide guidance for agents and family interactions while working from home (only where allowed, and always respecting privacy laws).
In the operational Go-Live, we ensure that all performance, quality and security aspects are fully achieved, every single day.

1. **Formalization**
   Contract is executed, (includes equipment responsibility terms and confidentiality, along with benefits review and healthcare policies.

2. **Employee’s Benefits and Allowances**
   Based on each country legislation, policy allowance for electricity and Broadband reimbursement costs are defined.

3. **Home Office Best Practices Guidance**
   Multiple orientations, tips, rules, warnings and policies to guarantee the best behavioral and self-management skills, physical and mental health, technical support and HR management.

4. **HO Kit Delivery**
   Equipment distribution, including workstation, webcam, headset, softphone, comms & collaboration tools, etc.

5. **Installation and Setup**
   Assisted or unassisted configuration, tests and homologation.
We manage scheduling adherence and centralized monitoring & control in real-time, integrating work from home and traditional operations. Further on, we publish transparent business insights to our clients through our flexible BI.

1. Performance monitoring platform
   DPA – Desktop and Process Analytics, with computer activity monitoring to improve employee productivity, manage security risks, and process improvement.

2. Schedule Adherence Control
   Schedule management, stations login and logout and monitoring authorized activities. It prevents access for inactive employees (vacations, leave, absences).

3. Deployment and maintenance
   Specialized team dedicated to the end-to-end solution’s implementation and support.

4. Reporting and BI
   Flexible BI architecture that allows secure and online access to operational reports from either Atento and clients’ data. Mobile PBI access is available.
**Authorized access and data security is guaranteed to ensure our clients’ data is always protected**

1. **Biometric identity checking**
   - Multi-factor authentication
   - Face recognition

2. **Block unauthorized access**
   - Simultaneous login blocking.
   - Workstation logout after inactivity time.
   - Logon blocked when outside working hours (breaks, vacation, work schedule.)
   - Automatic shutdown of idle computers for additional protection.
   - Access restricted to those necessary apps/websites.

3. **Fraud Prevention**
   - Real-time screen monitoring with face recognition.
   - Native screen watermark (showing IP address, time and date, user, etc.)

4. **Data protection**
   - Blocked access to machine peripherals.
   - End to end data encryption.
   - CTRL+C, CTRL+V, ALT+TAB actions blocked.
   - Removable storage protection.
Our online engagement platform provides regular updates for products and operational procedures, within an agile and efficient ecosystem.

1. **E-learning and Feed**
   Agents can interact with content and ask questions, generating greater engagement versus traditional e-learning models.

2. **Wiki**
   Centralized platform to share processes and procedures. It depicts a vast library with files, including video lessons and indexed search.

3. **Gamification and Simulator**
   Smart solution for team engagement. Certificates and awards create a complete engagement and customization for each agent, maximizing CX.

4. **Dashboards**
   Imports performance indicators from other tools. Through goals and scores, teams can analyze their results and work on self-improvement.

5. **Online Manuals**
   Home Agent and Leadership Manuals and Best Practices
A day in Atento@Home life
Atento@Home – A day in the Atento@Home life

How this ecosystem works?

Remote Leadership
Performance & Quality Monitoring
Training
Need Assistance?
Engagement Initiatives
Security Matters
Atento@Home – A day in the Atento@Home life

- **Remote Leadership**
- **Performance & Quality Monitoring**
- **Training**
- **Need Assistance?**
- **Engagement Initiatives**
- **Security Matters**

**Videoconferencing with Leadership and Teammates**
Using Microsoft Teams® for communication and collaboration tool

**Real-time screen watching**
For support and quality monitoring purposes

**Workload and scale adherence monitoring**
Real-time monitoring to guarantee the planned workload accomplishment
Atento@Home – A day in the Atento@Home life

Remote Leadership

Performance & Quality Monitoring

Training

Need Assistance?

Engagement Initiatives

Security Matters

Chat and Voice calls with Quality Analysis for feedback
Dedicated sessions for continuous performance improvement
Atento@Home – A day in the Atento@Home life

- Remote Leadership
- Performance & Quality Monitoring
- Training
- Need Assistance?
- Engagement Initiatives
- Security Matters

Gamification and Collaboration platform
E-Learning and gamification for behavior, product and recycle trainings

Live Trainings - Remote classroom
Using Microsoft Teams® for easier interaction
Atento@Home – A day in the Atento@Home life

Remote Leadership
Performance & Quality Monitoring
Training
Need Assistance?
Engagement Initiatives
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Self-service portal and webchat for general issues
1-tier service desk, self-install, HR, WFM, and operational support (angels)

2-tier Service Desk and Field Support
Aggressive SLA’s to minimize productivity impact
Atento@Home – A day in the Atento@Home life

Social Programs
Promoting the employee engagement, minimizing the social distance impact and keeping them close to the company's brand and culture

Satisfaction Surveys
Gathering feedbacks to the support areas, focusing the continuous improvement of the Atento@Home program
Atento@Home – A day in the Atento@Home life

Remote Leadership
Performance & Quality Monitoring
Training
Need Assistance?
Engagement Initiatives
Security Matters

Blocked unauthorized access
Peripherals, Copy and Paste & ALT+TAB (outside VDI), URL’s, logon outside working hours, multifactor authentication, screen watermark and face recognition

Atento
Leading Next Generation CX
Takeaways
Takeaways

Atento migrated +60K agents within 45 days in the pandemic’s beginning, showing our ability to implement and manage remote agents at large scale.

Happy employees means happy customers: engagement with supervisors and agents in the new model directly correlates with better client satisfaction and higher productivity. Agile collaboration practices are essential during the end-to-end employee journey.

Having a robust, cloud native technology strategy is key to provide flexible and high-quality services, which is reinforced by our partnerships with high tech leaders worldwide.

Security is a key topic, and it involves a lot more than technology: Security needs to be managed E2E, from profiles selection down into customer experience design, connectivity, surveillance, workplace design, etc.

Atento does not sell Atento@Home as a stand-alone technology. It is an E2E solution that expands our CX services for teleworking: Ensures reliable operations and improves client satisfaction.

In a virtual environment, having solid operational processes is even more critical than on a site environment, and those processes need to be perfectly orchestrated with onsite’s, particularly in hybrid home+site models.

Atento complies with local regulations and labor laws in the countries we operate, with a cost-effective offer and it is also able to hire and manage employees everywhere for a truly global program.

When needed, we tailor solutions that comply with advanced data security requirements in industries such as BFSI and Healthcare, e.g. front-end data masking, integration with chat bots or Intelligent IVRs to manage credit card transactions, etc.

Atento@Home enables a broad range of new opportunities under development and still to explore that will come in the next months…
Better experiences. Higher value

www.atento.com