

# Atento@Home

## The secure CX solution, Everywhere

WHITE PAPER

ATENTO





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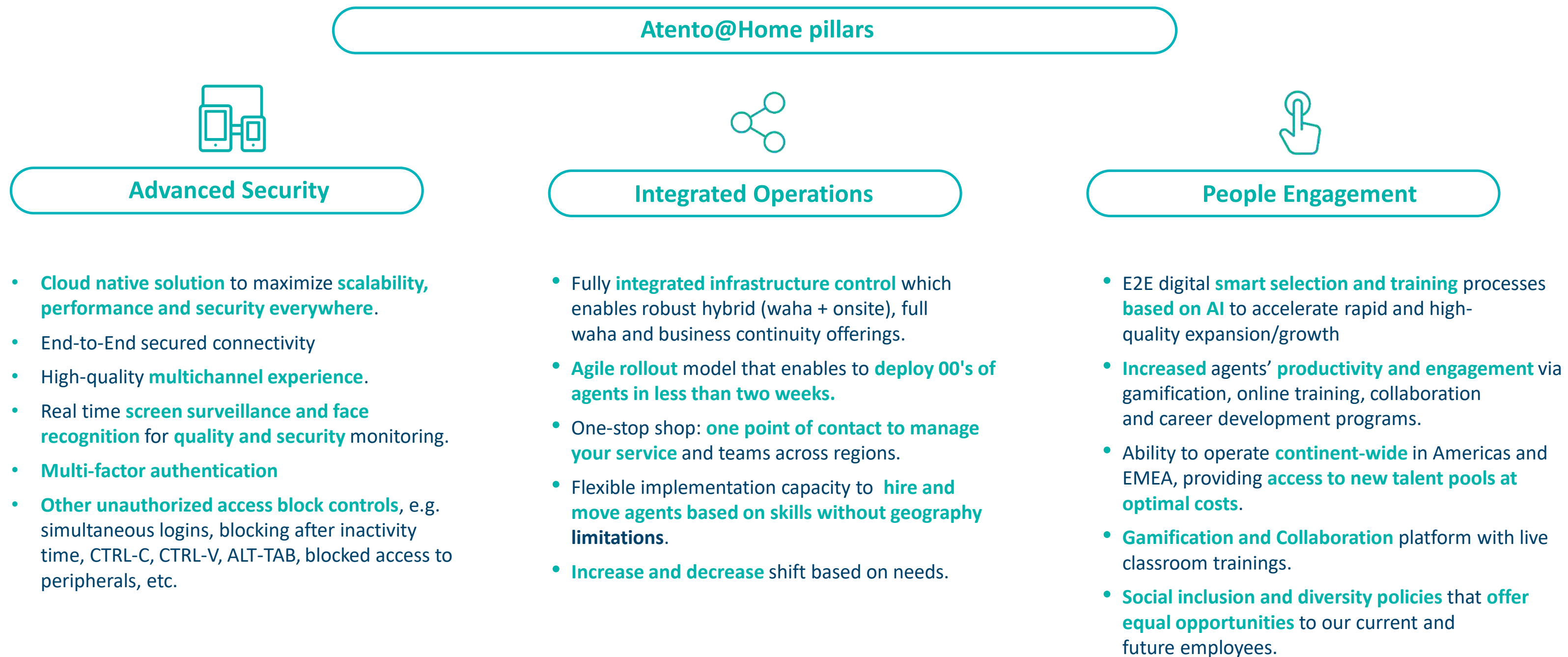
01

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# 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.*





02

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Security Matters



*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.



03

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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





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A day in  
Atento@Home life





# Atento@Home – A day in the Atento@Home life

*How this ecosystem works?*







# Atento@Home – A day in the Atento@Home life



**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



**Chat and Voice calls with  
Quality Analysis for  
feedback**

Dedicated sessions for continuous  
performance improvement





# Atento@Home – A day in the Atento@Home life



**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



**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



**Blocked unauthorized access**

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



05

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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**



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



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.



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.



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**



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



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@Home enables a broad range of new opportunities under development and still to explore that will come in the next months...



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Leading  
Next Generation CX

