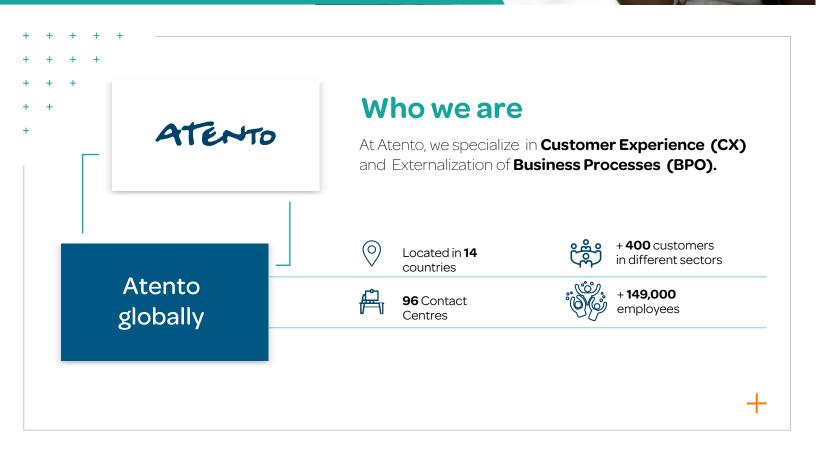


Infographic

Atento@Home

Guarantees Customer Experience in an agile and reliable way





Landscape:

Recently, we underwent a dramatic change in the way we collaborate. In the wake of the COVID-19 health crisis and social distancing measures, companies are challenged to **continue** their operations, while meeting the expectations of more customized, omnichannel, agile, and efficient interactions for CX and management processes.

During these pandemic times, sales decline was steep across all industries





The current crisis redefined work models and the Go to Market strategies to reach out to needs, at Atento we designed an integrated offer that involves agents working remotely, while allowing our clients to keep operating with no interruptions, transparently and safely. Our solution Atento@Home raises the bar for commitment and productivity, providing a superior tailor-made customer experience

What is Atento@Home?

It is a secure, cloud-native solution that expands our added value to various business scenarios, when location flexibility, rapid acceleration, access to specialized talent, overtime support, and/or business continuity plans are needed in the event of pandemics, natural disasters, or changes in legislation.



Atento@home is designed to deliver the highest standards in safety and control, fulfilling the new reality challenges, while maximzing CX and productivity for our customer's operations.

Focus on CX is a winning strategy during challenging times.



Atento@Home pillars



Advanced Security

- + Cloud NativeSolution: Flexible, Scalable, Secure, and High Performance
- + Secure end-to-end connectivity.
- + High-quality omnichannel experience.
- + Real-time screen surveillance and facial recognition for quality monitoring and keep data safe.
- +Multi-factor authentication



Integrated Operations

- + Fully control of the integrated operation.
- Agile onboarding model: Enables thousands of agents in less than two weeks.
- +One-stop shop: a single point of contact to manage your services and equipment in all regions.
- + Flexible agent deployment, to move



Participation

- + E2E (End-to-end) digital recruiting and training process, using Artificial Intelligence, accelerating quality growth, or expansion.
- + Productivity increase and engagement through gamification programs (learning using games), online training and collaboration and, supported by personalized professional development.
- + Operating capacity in the USA, Latin
- (Two-step identity verification, password, and biometric data such as scanning fingerprints).
- + Blocking unauthorized access.

and hire agents based on their skills, with no geographical limitations.

- + Agents' time shifts, based on workflow peaks.
- America, and EMEA.
- + Gamification solutions and collaboration with live training.
- + Diversity and inclusion policy that offers equal opportunities to our current and future employees.

Why Atento@home?

At Atento we migrate some of our operations remotely at various locations and thus guarantee the continuity of our services for end consumers.



We support the Telco, Insurance, Banking, Health, Food/Logistics, Retail, Consumer, and Entertainment sectors.

Evolve your CX with Atento@Home!

Sales, Customer Service, Consumer Service, Technical Support, and more

One of the examples of the most relevant transformation comes from the pharmaceutical sector.





In 2020 Q1

The COVID-19 pandemic affected the 600 largest laboratories globally.



They lost \$452 million

in the stock exchange market.

20 large merger and acquisition agreements were place on hold. One of them with a **\$58M value.**

Challenges

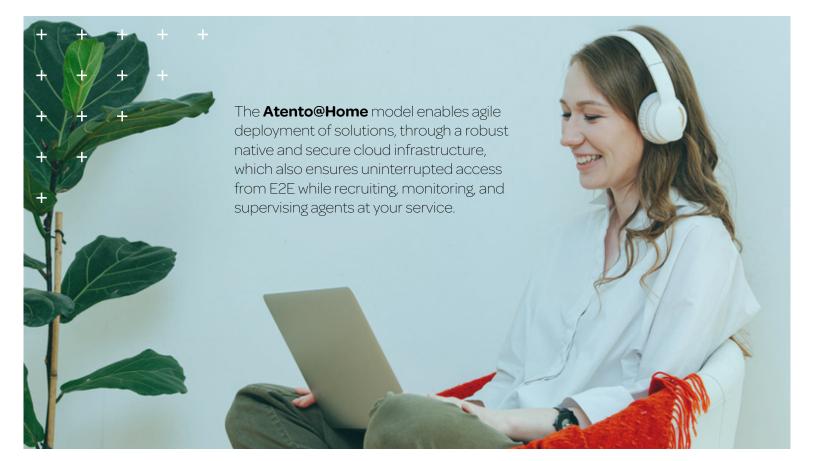
Keep prescriptions delivered to patients while being under quarantine.

Improve requests management and CX to more than 40k business accounts and 30k patients.

They had strong security and control protocols.

Atento@Home support

- + Reduced order management and delivery time to just one **hour.**
- + Migrated 50% of agents to work from home in less than two weeks: breaking records.
- + Guaranteed operation continuity.
- + Raised customer service levels.
- + Established security protocols to ensure information security.
- + A new webchat platform was created, providing greater options for CX.



9TENTO

Better experiences. **Higher value**



Leading Next Generation CX

