



## Atento supports GameStop to overcome pandemic shortfalls

- Atento agents were actively working from home in a few weeks to provide the best CX during one of the most uncertain moments of the pandemic.
- GameStop found a reliable partner in Atento to solve its outsourcing challenge.

**NEW YORK, March 29th 2021** -- The health pandemic brought about a large number of business challenges when it became apparent that Covid-19 was going to be more than a short-term global interruption. It prompted companies to reassess priorities and react to the changes going on around them. This observation is also true of the customer service industry, as experienced first-hand by Atento when providing support to many of their global clients over the past few months.

An example of one such business challenge can be illustrated by an incident faced by Texas-headquartered Fortune 500 Company, and Atento client, GameStop, which was faced with an unexpected situation early on in the pandemic.

“In April, we were suddenly left without a considerable number of our customer service agents, who were unable to access their place of work due to the pandemic. Our service provider at that time could not find a workaround, meaning that we needed to find an alternative solution rapidly”, recounts Mark Qualls VP US Operations, GameStop. Faced with this unexpected happening, GameStop approached Atento to see if it could help.

“In just a few weeks, we were able to get the project up and running by moving the project to Guatemala, where the pandemic was not yet so prevalent”, explains Wesley O’Brien, VP of Sales, Atento. Indeed, although initially starting with customer service over email, the project was quickly expanded in scope to include chat, and by the end of the year it encompassed voice capabilities, as well.

“The nature of the pandemic, and the rate at which we began to see that digitalization and seamless customer experience were becoming a key requirement for the end-customer, made us look at more innovative and effective ways of connecting with consumers. Atento advised and guided us throughout that journey”, adds Mark.

While still in its early days, the project started by providing CX via email and it quickly moved to chat, based on Atento’s capabilities, pointing to the fact that aside from simply making the best of a bad situation, GameStop’s customers were also offered a quicker way to receive customer service.

“What we are seeing is that in the wake of the pandemic, companies are looking for service providers that can guarantee flexibility, agility and security. This is a tendency we can only believe will continue over the coming months and years”, concludes Wesley.

### 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](http://www.atento.com)