

## Atento announces that another partner joins its acceleration program

- With this inclusion, the company expands the performance of Atento Next, its startup accelerator.

**SÃO PAULO, 24 March 2021.** Atento Next, the startup accelerator of Atento, a leading multinational in Customer Experience solutions in Brazil and Latin America, selected another startup with innovative initiatives and disruptive technologies to join its startup acceleration program and thus improve the Customer Experience: Twist, a Data Science company that performs data collection, processing, and analysis. The startup will have the support of the company for the co-creation of projects that contribute to enhancing the performance and results of Atento's clients in the monitoring and classification of contact profiles from social networks in real time.

"We are interested in Atento's acceleration program given the company's growing investment in technology and the quality of their CX service. We are sure that it will be a great opportunity to test our solutions and scale our business, in addition to helping us achieve our goal of growing 50% this year", says Fernando Ferreira, partner at Twist.

Atento's Director of Innovation, Mauricio Castro, explains that the company has been selecting startups that are aligned with the company's strategy and that add value to the business. "We believe that, in addition to offering valuable opportunities to partner startups, this acceleration program generates new offers and business models for our clients, maximizing results and improving the experience of their consumers," says the executive.

### Atento Next

Innovation is at the heart of Atento's strategy. In 2020, the company was the first in the sector in the world to achieve the ISO 56002 certification for innovation management. Now, Atento has launched its startup accelerator, Atento Next.

This program is one of the many initiatives of Atento's Innovation Hub, which aims to leverage disruptive processes within the company, generating new lines of business and products, in addition to approaching Born Digital companies.

### 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)

### About Liga Ventures

Liga Ventures is an open innovation platform that connects companies and startups to improve interactions and generate new business. Created in 2015, it is a pioneer in the market for corporate



acceleration and corporate risk. Over the years, Liga Ventures has helped in the implementation of an open innovation strategy in the main players in different sectors of the Brazilian market, such as Porto Seguro, Banco do Brasil and Unilever. In its portfolio, it has more than 250 accelerated startups and more than 450 projects carried out between these and large corporations. It also has Liga Insights, a market intelligence and research initiative that aims to map trends and startups that are innovating in the most varied sectors. There are already more than 25 studies, on topics such as AutoTech, Retail, HR Techs, EdTechs, among others.

#### **Media inquiries**

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