

Atento announces contract renewal with the Public Administration in Spain providing next generation Omnichannel technology

- The new service employs highly advanced digital solutions aimed at improving the citizen's experience.
- The number of agents will double to 260.
- At least 70% of staff will be working remotely.

Madrid, 24 June 2021. Atento, one of the five largest providers of customer relationship services and business process outsourcing (CRM / BPO) worldwide, and a leader in Latin America, announces the renewal of its contract with the Spanish regional authority, the Government of Catalonia, to manage citizen services for the next few years. This is a benchmarking project in Public Administration involving highly advanced digital and omnichannel solutions aimed at improving citizens' experience.

"We are very proud that the Government of Catalonia has entrusted us once again to undertake this project. Since we began working together over 15 years ago we have always felt fortunate to have a client with such a futuristic vision of the User Experience, which allows us to launch more innovative products", commented José María Pérez Melber, General Director of Atento Spain.

Catalonia is one of Spain's most populated regions. As a result, the Public Administration required a robust omnichannel product that included, among other solutions, the implementation of a CRM system based on Salesforce technology to simplify citizenship management. The full integration of this CRM system will offer several advantages, such as a global view of user interactions across all channels, as well as swift and agile management by agents, improving efficiency levels. The product designed by Atento allows for a log of all interactions made by citizens, regardless of the channel used.

Similarly, in order to ensure the continuity of services in the event of any contingency, as well as offering agents a better Employee Experience, at least 70% of them will be able to work from a remote setting. Thus, Atento proposed that a teleworking model was incorporated within the public administration services. In this manner, the Company will rely on Atento@Home, a solution that combines the most advanced technological infrastructure and management tools to transfer agent operations securely to their off-premises location while guaranteeing a seamless experience to the citizens.

The service is made available 24/7, 365 days a year, a necessary requirement for meeting the large volume of requests for a project of such magnitude. During 2020, 1.2 million citizen inquiries were serviced. Atento also manages the email and instant messaging channels via Telegram, to get closer to younger generations.

With this contract renewal, Atento will more than double the number of agents available to service citizen requests, to 260 up from 126 agents in July 2020. The hiring and training process has already begun, and the plan is to be fully operational as of July 1st.

In addition, Atento is maintaining its long collaboration with the Catalan Public Administration. The partnership began in July 2005 with an original end date of December 31, 2022, and included the option to be extended three times, ultimately concluding on December 31, 2025.



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 14 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