

## Are we nearing the death of the call center? Atento and Nearshore Americas host webinar

- The event will take place at 2:00pm EDT on Tuesday July 13th.
- Speakers will discuss the new direction the CX sector is taking in the wake of the Covid-19 pandemic and consider a set of core pillars that will become central to this approach.

**New York, 7 July 2021.** At 2:00pm EDT on Tuesday, July 13th, Atento, together with Nearshore Americas, will hold an engaging virtual event focused on the changing landscape of the modern contact center, prompting the question, “Are we nearing the death of the call center?”

During the event, the speakers will tackle a series of queries surrounding the evolution of the modern contact center, asking whether the customer service is beginning to move in a new direction and examining what client organizations are doing to make “new CX” central to their mission.

The webinar will also dig deeper to unearth the core pillars that have emerged due to this new era in the Customer Experience sector (CX) which largely stems from the changes brought about due to the Covid-19 pandemic and they will seek to address how these tools can be applied in a live setting.

“The key factors that have driven the growth of our *nearshore business* are: global experiences of best practices and innovative solutions, agility in operational management, and empathetic human talent development all of which is aimed at ensuring unique customer experiences,” explained Cathrine Jooste, Chief Commercial Officer & US Nearshore Regional Director at Atento.

The outsourcing market of contact centers in Latin America and the Caribbean has grown in a significant manner in recent years, and Mexico has become one of the *hubs* for the United States in this segment. As a result, American firms have gained confidence to demand more services coming from the region.

DJ Oreb, President Manage Mobility Services for DMI will be the guest speaker. He will share his experience working with Atento and his view about the future of the call center.

Webinar will include very practical themes, explaining how remote working agents will be integrated into contact center operations going forward, in addition to intelligent automation, the management of remote teams and the use of next generation services.

The full list of guest speakers is as follows:

- Cathy Jooste, Chief Commercial Officer and US & Nearshore Region Director, Atento
- Dave McAbee, SVP Sales, US & Nearshore, Atento
- DJ Oreb, President, Managed Mobility Services Division, DMI
- Kirk Laughlin, Managing Director and Founder, Nearshore Americas

For more information and to register, visit: [Atento-Americas Nearshore webinar](#)



## **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)

## **Media inquiries**

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