

## HFS Research names Atento Top Ten Digital Contact Center Provider

- HFS Research’s 2021 Best of the Best Service Providers report names Atento one of the world’s top ten Digital Contact Center Providers
- Atento receives high rankings in subcategories for “Scale and Delivery”, “Voice of the Customer” and “Innovation Capability”

**NEW YORK October 5, 2021** – Atento S.A. (NYSE: ATTO, “Atento” or the “Company”), the leading company in CX solutions and business process outsourcing (CRM / BPO) in Latin America and one of the five largest providers worldwide, has been named one of the world’s Top Ten Digital Contact Center Providers by independent analyst partner, HFS Research.

HFS Research’s 2021 The Best of the Best Service Providers report examines the capabilities of the world’s largest contact center service providers. The report and provider ratings are based on the extensive work of analysts who assess a set of industry-specific customer service capabilities, including execution, innovation, OneOffice alignment, and Voice of the Customer. The outcomes of these assessments are disclosed in overall and subcategory ratings, with Atento receiving the highest rankings within the Scale and Delivery, Voice of the Customer and Innovation Capability categories.

Josh Ashby, Chief Delivery Officer at Atento, said, “Our customers made a clear request for more technology-based CX services. HFS Research’s high rankings of Atento represent the culmination of investments and development work we have made in effectively combining a host of digital technologies, such as Artificial Intelligence, data analytics, and robotic process engineering, with the human touch of highly trained customer service professionals. Atento continues to be a leader at the intersection of next generation digital solutions and high-value voice by remaining at the forefront of innovation in the CRM / BPO space.”

At the heart of Atento’s approach to providing digital contact center services is the delivery of end-to-end solutions across the customer lifecycle that generate higher value for client companies and better experiences for their consumers. Atento designs and employs robust integrations with ecosystem partners, investing in and enabling digital technologies by building out scalable APIs across all CRM / BPO services. Using this approach, Atento is able to effectively align its core services with digitally native platforms.

Atento is also making a big push with technology innovation, leveraging big data to proactively identify customer needs and opportunities. Within these service areas, Atento is employing natural language processing, customer service and purchase history, push/proactive services, and a deep understanding of customer preferences, with the ultimate goal of personalizing more customer interactions.

“Atento’s Scale and Delivery capabilities, as well as strong Voice of the Customer scores, were the highlights of its performance in our recent CX Services Top Ten report,” said Melissa O’Brien, Research Leader at HFS Research. “Atento is also making big strides in co-innovation and collaboration with client companies, particularly around services related to IoT and connected devices.”

Atento continues to support a large global customer base with its next generation CX solutions. Among Atento’s clients are blue chip companies such as Telefónica, one of Europe’s largest telecommunications providers, one of the Big Four technology companies, and a large US public sector organization that relies on 94 delivery centers to carry out its operations. Behind many of Atento’s latest digital solutions are innovation centers located in multiple markets as well as open innovation



programs, such as Atento Next, a proprietary start-up accelerator program that also comprises its advanced technology ecosystem.

**About Atento**

Atento is the largest provider of customer relationship management and business process outsourcing (“CRM BPO”) services in Latin America, and among the top five providers globally. Atento is also a leading provider of nearshoring CRM BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 14 countries where it employs approximately 139,800 people. Atento has over 400 clients to whom it offers a wide range of CRM BPO services through multiple channels. Atento’s clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, health, retail and public administrations, among others. Atento’s shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2019, Atento was named one of the World’s 25 Best Multinational Workplaces and one of the Best Multinationals to Work for in Latin America by Great Place to Work®. Also, in 2021 Everest named Atento as a star performer Gartner named the company as a leader in the 2021 Gartner Magic Quadrant. For more information visit [www.atento.com](http://www.atento.com)

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