

ISG announces Atento as leader in the U.S. in its 2021 Contact Centre Customer Experience Services Quadrant Report

- ISG Research has published a new report in which it has named Atento as Leader in three categories of its Quadrant Report.
- Atento was named Leader in the areas of Digital Operations, Work From Home Services and Social Media CX Services, and Challenger in the area of AI & Analytics.

NEW YORK, November 10 2021 – Atento S.A. (NYSE: ATTO, “Atento” or the “Company”), one of the five largest providers worldwide and a leading company in customer relationship services and business process outsourcing (CRM / BPO) has been named as Leader in three categories by ISG Research in the 2021 ISG Provider Lens Quadrant Report.

The Quadrant Report is research-based and examines a number of customer experience providers’ strengths, challenges and competitive differentiators. The provider position reflects the suitability of IT providers for a defined market segment (quadrant). Atento was picked as Leader for the Digital Operations, Work From Home Services and Media CX Services segments, and was highlighted as a Challenger in the AI & Analytics quadrant.

Cathrine Jooste, Atento Chief Commercial Officer and US Regional Director said, “We are delighted to have been named by ISG as a Leader in three categories of the Quadrant Report and to be named as a Challenger in another segment. The pandemic has changed the nature of the CX industry, with our customers calling for new levels of flexibility, agility, and partnership across their core business. Atento is leading with the highest levels of customer experience, to ensure retention, brand promotion, and ultimately top line growth while simultaneously driving efficiencies. As a fairly new entrant into the US market, with a strong foundational legacy in CX globally, we have been able to disrupt the industry with targeted next generation services, capabilities, and operations that has resonated admirably in the US market. Our record breaking growth in this market and now recognition in the ISG Provider Lens Quadrant Report is testimony to our efforts and we will continue to drive the very best customer experience for the US Consumer”.

Atento has made known its ambition to grow its presence in the US market over the coming years as part of its strategic plan. To this end, it has gained a number of key clients in the region and has added a new US sites, a strong and secure Atento@Home model and been able to attract and employ more US-based agents in an effort to boost its technology-based CX services with the human touch.

The past year has seen a requirement for improved customer experience and a rise in omnichannel experience with service providers delivering an experience that is both seamless and efficient. The report also notes a number of trends within the industry, witnessing a growth in outsourcing, in general, and a rise in the rollout of certain technological features such as conversational AI and asynchronous messaging. ISG also remarked that a new hybrid working model will dominate new working patterns in the sector with many agents working from home.

Kenn Walters, ISG Global Lead Analyst and Executive Advisor said: "Atento is well placed to grow its share in the CX market in the U.S., with advanced next-generation toolsets and methods, consulting led client engagements, and nearshore capabilities. It has been investing significantly in highly effective remote and traditional CX center management and efficiency tools, as well as

having an advanced proprietary and partner-backed products and solutions set for the social media CX space in the U.S.”

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 140,000-139,800 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

Media inquiries

Press@atento.com