

Atento unveils Flexible CX: a scalable customer service solution created for start-ups

- Research shows 70% of start-ups do not have a CX strategy.
- Flexible CX allows fast-growing companies to connect with customers in a flexible way.
- The solution is scalable to drive businesses of any size while creating unique experiences for customers based on the highest quality technology, management models and security.

NEW YORK, December 1st, 2021 – Atento S.A. (NYSE: ATTO, “Atento” or the “Company”), one of the five largest providers worldwide and the leading company in customer relationship services and business process outsourcing (CRM / BPO) in Latin America, has today unveiled a new product, Flexible CX.

Research shows that [70% of start-ups do not have a CX strategy](#). Flexible CX is an innovative customer service solution created to help startups and fast-growing companies connect with customers in an agile and flexible way, while still ensuring a seamless and comprehensive customer experience. In this way, customers can take care of their core business and gain CX expertise in a cost-effective way.

The main benefits to be gained from Flexible CX include the fact that it is adaptable to projects with the potential to grow rapidly and optimized operating costs ensure customers gain flexibility when compared to traditional customer service structures. Through the Flexible CX service, clients can create unique experiences for end customers due to high quality technology, management models and security, which in turn, can give the business a more human face. It also allows emerging companies to integrate disruptive digitalization in their customer service processes thanks to Atento’s constant commitment to innovate within the industry.

Pablo Sánchez, CMO Global, Atento said, “With Flexible CX we combine our omnichannel services with our extensive know-how to create unique customer experiences that can better serve our clients from fast-growing companies. We know that many start-ups do not have in-house CX expertise, and there is resistance to share resources. Similarly, higher costs for customization can make these companies hesitant about embarking on a far-reaching CX campaign. Thanks to Flexible CX we can serve, assist, look after and understand our clients’ end-customers providing a service that is unique to them but also scalable to drive businesses of any size and adapt with these organizations as they grow.”

With this omnichannel offering, clients can communicate with their customers in the way that they prefer using a single integrated platform, through which the most common requests can be automated. Where requests require a higher degree of interaction, agents are then incorporated ensuring the human touch is still employed, where required.

Regardless of the channels used, Atento designs post-sales processes such as delivery confirmations or payment reminders to build customer loyalty, while the CX Tailored for You solution allows clients to better understand their customers by collecting data and information through the form of general surveys and customer satisfaction surveys.

Atento continues to support a large global customer base, co-innovating and collaborating with client companies to tailor its services to their specific needs while combining a host of digital technologies to generate higher value and better experiences for the end-customer.



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

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