



## The New Imperatives in Retail and eCommerce CX Atento teams up with Nearshore Americas to host webinar

- The event took place on 17<sup>th</sup> March 2022.
- Speakers discussed the dramatic change e-commerce has undergone during the pandemic era and how to overcome the current challenges in the industry.

**New York, March 22 2022.** Last week, Atento, together with Nearshore Americas, hosted a webinar that explored the shifting dynamics of the Retail & eCommerce segment.

The event took place, following news that eCommerce grew exponentially during the 2019 health pandemic, giving rise to new challenges in the field of customer experience. With this in mind, speakers, including Atento's Chief Commercial officer, Cathy Jooste, and Head of Customer Experience for Fanatics.com, Carlyne Truelove, discussed some of these key challenges being faced by organizations in the post-Covid era, given the expansion in omnichannel retailing coupled with the higher customer demands for seamless service provision.

During the event, which was hosted by Managing Director and Founder of Nearshore Americas, Kirk Laughlin, the speakers addressed a number of topics, including the proliferation of hyper-connectivity and its influence on customers attitudes and tendencies, and the critical role that CX plays in providing the cornerstone for business success in this new landscape.

The speakers also provided their specialist advice on how Retail & eCommerce businesses can overcome business challenges in the new normal. Among these suggestions, came the notion that data can be leveraged to prioritize empathy, given that the more companies understand their customers and their journey, the better they can be served. There was also discussion around how employee experience has changed, becoming a top priority in a work at home environment with specific attention being placed on constant connection, gamification, growth opportunities, diversity and inclusion, and a safe work environment are paramount.

Speaking after the event, Cathrine Jooste, Chief Commercial Officer, said, "Consumers' attitudes have changed dramatically, accelerating the adoption of digital services for work, shopping, and entertainment. In this new landscape, efficiency and agility is the new empathy. CX organizations that can more effectively leverage data, AI and analytics to understand consumers tendencies and behaviors will be able to create valuable, long-lasting connections with these customers."

Indeed, while the pandemic accelerated the evolution of customers' expectations when it comes to CX, a transformation has already been under way for some time. In this regard, the event highlighted how consumer loyalty has been growing for brands that are able to provide frictionless and rewarding experiences.

### 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)

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