

CX Leaders discuss challenges and opportunities within the outsourcing landscape

- Atento's CCO, Cathy Jooste took part in the event which discussed a variety of subjects including working from home solutions, and Next Generation agents' skillset.
- The virtual discussion took place on 19 May 2022.

NEW YORK, May 23, 2022 – Last week, Atento's Global Chief Commercial Officer and USNS Director, Cathrine Jooste, took part in a virtual discussion amongst a panel of CX Leaders to examine some of the current challenges and opportunities in the outsourcing landscape.

Topics were selected based on the recent rise in the number of teams being outsourced, which include varying formats, including a blend of in-office and working-from-home arrangements. In order for organizations to ensure improved program performance and productivity given these new working methods, employee engagement and tool selection were highlighted as key.

In this regard, some of the advice the corporate brand executives delivered focused on the solutions companies could put in place to overcome the challenges that have become prominent given changes to new working methods. These included how to tackle new labor market realities, and understanding geolocation quality, cost, and culture dynamics, in addition to clarifying work from home strategies, and the skillsets required from next-generation agents.

Following the discussion Cathy Jooste, CCO and USNS Director, Atento commented, "Remote working has meant huge changes in the outsourced model, including ensuring employee engagement. The key to driving agent performance in a remote setting revolves around possessing the correct setup of virtual tools and maintaining a constant relationship with agents. It's not just about having KPI reviews and addressing areas of opportunity, it's about making our employees are part of the brand experience. Ultimately, improving customer satisfaction starts by building a team of satisfied agents, and empowering them with industry-leading tools."

In line with these changing times and the need for extremely tailored CX services, Atento's training strategies have progressively evolved over the years to encompass training methods that adapt to different generations as well as virtual training. This is just one of the ways that Atento is working with its customers to help them reach their own goals in their journey towards improved customer satisfaction.

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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