

Leveraging technology and Customer Insights to improve Empathy towards Customers

- The conclusion of the discussion was that customer loyalty can be vastly improved through AI, data science and analytics.
- Atento's Chief Delivery Officer, Josh Ashby, took part in the webinar sharing some of Atento's best practices for increasing customer loyalty through improved data science.

NEW YORK, 30 May, 2022 – Last week, Atento's Chief delivery officer, Josh Ashby, contributed to CX Network's webinar "How to increase customer loyalty through data-driven customer empathy", an event which focused on the ability of AI, data science and analytics to improve customer loyalty amongst brands, ultimately increasing companies' profitability.

The impetus for the event came about due to the changing landscape in terms of increased connectivity that has prompted a change in the way brands interact with consumers, opening up a range of different channels and means through which to connect and engage. Given this, those companies that embrace data science and analytics as a way to monitor consumer tendencies are expected to successfully increase customer loyalty and, ultimately, improve market share.

Other areas covered throughout the webinar included:

- The value for customers and brands of empowering high-performance CX agents with AI, data and analytics
- How to deliver consistent omnichannel customer experiences, seamlessly across digital and voice channels
- How to automate repetitive manual activities to increase productivity and optimize efficiency

The webinar concluded that it was crucial to find humanized touch points for consumers and this could be achieved by leveraging technology to empathize and create powerful connections by companies in the customer experience sector. Josh Asby explained how Atento accelerated companies' customer-centric innovation agendas, while optimizing resources technology, knowledge and talent.

After the event, Josh Ashby, Chief Delivery Officer, Atento said, "The Customer Experience is in constant evolution thanks to the accelerating adoption of digital services in every aspect of our lives. With a new generation of consumers and employees comes new opportunities to enhance the way we deliver brand experiences. We need to reimagine the way we measure excellence in CX, and start thinking about how we can achieve consistent quality, across every single channel and touchpoint."

Atento is committed to helping its customers follow consumer tendencies and find ways to constantly innovate so that customer experience does not falter. Doing so instills greater trust in consumers and can lead to boosting profitability for customers.

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 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 150,000 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 industries 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 for two years in a row, since 2021 in the Gartner Magic Quadrant. For more information visit www.atento.com

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