

## Atento co-hosted webinar with Nearshore Americas:

### Reaching the Gold Standard of a Culturally Aligned Workforce

- The webinar took place on July 28.
- Atento Global Vice President of Talent Acquisition, Jeff Luttrell discussed Reaching the Gold Standard of a Culturally Aligned Workforce

**NEW YORK, August 2nd, 2022** – Atento, S.A. (NYSE: ATTO) (“Atento” or the “Company”), one of the largest providers worldwide and the leading company in customer relationship services and business process outsourcing (CRM / BPO) in Latin America, co-hosted a webinar in conjunction with Nearshore Americas on 28 July at 1pm ET.

The webinar, which was entitled *Reaching the Gold Standard of a Culturally Aligned Workforce*, discussed the many forms of talent acquisition in the global contact center business. Atento’s Global Vice President of Talent Acquisition took part in the event, imparting his own experience on the subject in a bid to examine what it takes to reach a ‘gold standard’ of operational excellence.

“The contact center sector is incredibly competitive, and candidates make job choices based on their assessment of many factors. Potential employers are being scrutinized more than ever nowadays, meaning that they need to gear up if they are to attract, build up and retain talent. At this new crossroads, following the COVID-19 pandemic, the event was a great opportunity to be able to discuss how to work towards developing an updated benchmark for recruitment standards across the industry”, commented Jeff Luttrell, Global Vice President of Talent Acquisition, Atento.

Within this context, some of the main topics explored during the event included:

- Tools and innovations to measure and sustain workplace values
- New technologies to help provide faster response time (AI, Automation and Messaging)
- Driving consistency in recruitment standards across outsourced and internal teams
- Company culture as the #1 driver for new hires
- Refocusing advertising & partnerships with analytics and data-driven initiatives aligned with company goals

For more information please visit: <https://www.nearshoreamericas.com/webinars/reaching-the-gold-standard-of-a-culturally-aligned-workforce/>

### 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](http://www.atento.com)

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