

Atento sponsors Frost & Sullivan Customer Contact West

- The event took place from October 16 to 19 in Tucson, Arizona.
- Representing Atento, Robert Head and Beth Burgener lead two thought leadership sessions and were joined by CX executives from leading brands.

NEW YORK, October 20, 2022 – Yesterday saw the culmination of the Frost & Sullivan Customer Contact West event, which took place in Tucson Arizona and for which Atento, one of the five largest providers worldwide and a leading company in customer relationship services and business process outsourcing (CRM / BPO), was one of the official sponsors.

In its 18th edition, the Frost & Sullivan Customer Contact West Executive Mind Xchange welcomed attendees from the Customer Experience sector, to discuss and share best practices regarding customer contact strategy by participating in interactive sessions held on a variety of pertinent topics for the industry.

Representing Atento, attendees included Robert Head, VP, Business Development; Beth Burgener, Director, Partner Channel & Alliances; Matthew Frandsen, VP Sales; and Andrew Lange, Director, Inside Sales. Robert Head and Beth Burgener also led two thought leadership sessions in which CX executives from leading brands were invited to participate on two interesting themes:

Raising the Bar on CX Using Next Generation Analytics

In today's world of big data and analytics, given the move away from traditional data, surveys, and quality management techniques within contact centers a "Think Tank session" observed how teams can be repurposed to leverage next generation data and analytics, given the right tools, producing strategies can help drive an improvement in products, customer journeys, and even reduce overall costs along the way.

Within this context, a productive dialogue took place amongst the attendees, who considered a range of matters for discussion based on case study scenarios.

Transformation of the CX Agent Skillset

Another interesting conversation took place during the *Transformation of the CX Agent Skillset* session which highlighted the influence of innovation and today's economy in the staffing and development of CX Agents. This led to an examination about what the future of the Contact Center might look like and the human element in brand experiences.

Talking after the session, Robert Head remarked, "It's wonderful to see so many peers coming together and engaging in enriching discussion about the future of our industry. One of the big takeaways from me over the course of the past four days has been that through carefully managed strategies focused on innovation with the human touch, the customer experience sector will continue to go from strength to strength, providing more sophisticated solutions for clients with increasingly complex challenges."

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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