

## Atento granted award by Frost & Sullivan for Leading the Customer Experience (CX) Outsourcing Services Industry in Brazil with Trendsetting Solutions

- Frost & Sullivan recognized Atento in its Best Practices Award citing the company's commitment to delivering a wide range of CX solutions including AI-powered products and highly trained human talent.
- Atento is praised for helping its clients successfully differentiate and enhance brands through a customer-centric approach.

**NEW YORK, 23 November, 2022** –Atento, one of the five largest providers worldwide and a leading company in customer relationship services and business process outsourcing (CRM / BPO), has been named by Frost & Sullivan for leading the CX Outsourcing Services Industry in Brazil thanks to a range of innovative solutions, and for enhancing CX digitalization in the Brazilian market.

The Frost & Sullivan Best Practices Awards are announced every year and acknowledge companies that have proven outstanding achievement and superior performance in several areas including performance in leadership, technological innovation, customer service, and strategic product development. The Customer Value Leadership Award for delivering superior CX services and facilitating CX digitalization in the Brazilian market is presented to the company that demonstrates excellence when creating value for its customers through the implementation of strategies that improve the return on the investment that customers make in its services or products.

Among the reasons why it was chosen as a leader, the research firm cited Atento's capacity to deliver a wide range of CX solutions which, in turn, allow its clients to differentiate from their competitors and boost brands through a customer-centric approach. Frost & Sullivan also mentioned how Atento is paving the way for CX outsourcing services through the use of innovative offerings including AI products, an optimized virtual hub, detailed analytics and world-class consulting services. Overall, Atento's recognition was based on its unique focus on increasing customer value beyond good customer service.

Speaking of the decision, Juan Gonzalez, Research Director at Frost & Sullivan said, "Atento Brazil has a strategic role in the improvement and development of the company's NGS global portfolio. By leveraging Atento Next (Atento's startup accelerator program born in Brazil), the company was able to move forward with new AI-based products and applications. The company is not only the largest provider of CX outsourcing services in the country. The combination of increased investments in advanced technologies, innovation, social responsibility, and the human touch contributes to the perception of the Atento Brazil brand as a leading light in the next generation of CX."

Dimitrius Oliveira, President, South America region, Atento commented, "We are proud to have received this award by Frost & Sullivan in a region where we continue to hold a secure position in the market. As the main provider of CX outsourcing services in Brazil, by partnering with local startups and thanks to a number of innovation programs, including Atento Next, we can continue to adapt and provide increasingly innovative products and services in an environment in which our clients are always seeking a better service and higher-quality solutions for the end-customer".

## 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)

### For more information, please contact:

Weber Shandwick

Kirsty Whatmough [kwhatmough@webershandwick.com](mailto:kwhatmough@webershandwick.com)

+34 676 23 03 45

### Media Relations USA

Atento USA

Geraldine Totesaut +1-305-930-0367

[Geraldine.Totesaut@atento.com](mailto:Geraldine.Totesaut@atento.com)