



Digital channel Automation by Atento Ensures Significant Cost Savings in CX services

- Aleatica's channel automation process, delivered by Atento, resulted in impressive annual savings of \$350k annually.
- For 75% of Aleatica users, receiving agile and effective response to their requests is very important.

MEXICO CITY, MAY 30, 2023.- Atento S.A. (NYSE: ATTO, "Atento" or the "Company"), one of the largest providers of customer relationship services and business process outsourcing (CRM / BPO) in the world and an industry leader in Latin America, is proud to announce the successful implementation of a digital channel automation project for Aleatica. This groundbreaking initiative has revolutionized the CXt Aleatica, resulting in impressive annual savings of up to 60% in the Customer Experience (CX) strategy.

Aleatica, a prominent company operating in the transport infrastructure sector across Europe and Latin America, has integrated TeleVía, a leading Mexican electronic toll company, into its business units. TeleVía often entered a significant volume of user interactions related to balance inquiries, billing and lost reports. Recognizing the need to streamline these processes and enhance response time, Atento worked with Aleatica to optimize their operations by implementing automated digital solutions tailored to their specific requirements.

This strategic move has improved resource efficiency, significantly empowering Aleatica to reduce operating costs. Integrating automation technologies with a human touch has revolutionized the customer experience, offering unparalleled agility, efficiency, intelligent virtual agents, smart data processing, and the prioritization of RPA workflows. Alejandro Godfrey, Director of Business Deliver at Atento Mexico, highlights the impact of this innovative solution: "Integrated automation represents a holistic approach that combines cutting-edge technologies with personalized customer experiences. It has proven instrumental in enhancing agility, efficiency, and overall customer satisfaction.

Through meticulous analysis of Big Data and comprehensive CX assessment, Atento identified over 15 frequently asked questions that could be automated, allowing their skilled human agent to focus on handling more complex interactions. This approach has simplified the service process for end users, enabling a more personalized and efficient service. Atento's Director adds: "The success of these initiatives stemmed from a collaborative effort that involved process optimization and system development within TeleVía."

Investing in a well-defined CX strategy aligned with organizational objectives can yield up to a 3.5-fold increase in annual income for companies. Furthermore, today's consumers demand quality, personalization, and speed when acquiring products and services. Businesses can generate more value and foster customer loyalty by prioritizing these factors and enhancing the overall customer experience.

For more information on Atento's solutions , visit: <https://Atento.com/es/soluciones-cx/>



About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM BPO") services in Latin America and is one of the world's leading providers. Atento is also one of the leading providers of CRM BPO services under a nearshoring regime for companies operating in the United States. Since 1999, the company has developed its business model in 16 countries, where it employs approximately 135,000 people. Atento has more than 400 clients to whom it offers a wide range of CRM BPO services through multiple channels. Atento's clients are mostly leading multinational companies in sectors such as telecommunications, banking and financial services, healthcare, retail and public administrations, among others. Atento shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2019, Atento was named one of the 25 best multinational companies globally and one of the best multinationals to work for in Latin America by Great Place to Work®. In addition, in 2021 Everest named Atento as a "star performer". Gartner has named the company two consecutive years as a leader in its Magic Quadrant since 2021. For more information visit www.Atento.com

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