



Atento Unveils AI-Powered Humanized Virtual Agent for Enhanced Customer Experiences

- *The Virtual Digital Agent (VDA) interprets customer intent, streamlines interactions, and serves as a supportive co-pilot to human agents.*
- *Utilizing Large Language Models (LLM), the VDA continuously learns, generates real-time insights, and informs decision-making.*
- *The Global Artificial Intelligence Committee spearheads the development of personalized solutions.*

New York, June 6th, 2023 – Atento (NYSE: ATTO, "Atento"), a leading customer relationship management and business process ("CRM BPO") provider in Latin America, is once again at the forefront of innovation to enhance customer-brand interactions. The company's Global Artificial Intelligence Committee spearheaded the development of this pioneering solution that will accelerate service delivery and improve efficiency by interpreting users' intent and automating action steps based on the nature of requests.

VDA – Atento's proprietary Artificial Intelligence (AI) solution transforms traditional digital customer interactions into dynamic and seamless experiences. Acting as a human agent's co-pilot, the VDA handles back-office operations in real time, providing vital information, answering queries, and directing users to appropriate channels. This feature eliminates the need for agents to navigate multiple screens, thereby expediting service delivery and ensuring data accuracy.

This innovation aligns with consumer expectations for AI-enabled, faster, and more fluid conversational services. Per CX Trends 2023, approximately 80% of consumers find these technologies valuable for simpler calls and swift responses, while over 70% seek immediate, natural language support. Moreover, these customers anticipate the context of their interaction to be understood, regardless of their point of contact.

"The unique advantage of VDA lies in its capability to provide a comprehensive service history to agents, regardless of the initiating contact channel, eliminating the need to open multiple screens or keep the customer waiting," notes Eduardo Aguirre, Global CIO at Atento.

The VDA boasts a customer demand understanding and accuracy rate exceeding 90%, thanks to analytical tools that identify conversational intents for rule application. "This powerful AI resolves customer queries in a human-like manner on digital channels and delivers agile, personalized services, even when handled by human agents," adds Aguirre.

The solution's learning capability, powered by LLM, evolves with each interaction, identifying novel demands, and generating real-time insights for decision-making. Over time, the VDA will better interpret customer sentiment during interactions, anticipate requirements, and offer increasingly personalized services in alignment with customer expectations for data-driven experiences (CX Trend reports this expectation among 59% of consumers).



Efficiency Assured

In voice, chat, and email channels, interactions that typically took 600 seconds have been cut down to 124 seconds with the VDA. This tool boosts operational efficiency and elevates user experiences, making each interaction genuinely effective and personalized.

"We envision this solution as the start of a transformative journey for the CX market. It opens avenues for innovations like digital service avatars providing personalized, efficient customer support, guiding potential customers through the buying process, offering tailored recommendations, solving technical issues, and ultimately enhancing sales conversions and customer satisfaction." Added the executive.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM, BPO") services in Latin America and one of the world's leading providers. Atento is also a leading provider of nearshoring CRM BPO services for companies operating in the United States. Since 1999, the company has developed its business model in 17 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 mainly leading multinational companies in sectors such as telecommunications, banking and financial services, healthcare, retail and public administration, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2019, Atento was elected one of the 25 best multinational companies in the world 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 for two consecutive years as a leader in its Magic Quadrant starting in 2021. For more information, visit www.Atento.com

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