



Atento launches Microsoft's Generative AI solution

- *Initial weeks show a 20% rise in customer satisfaction and a 30% boost in productivity.*
- *Microsoft's collaboration played a pivotal role in tool calibration and taxonomy.*

New York, October 25, 2023 - Atento, one of the largest providers of customer relationship management and business process outsourcing (CRM/BPO) services worldwide and an industry leader in Latin America, is embracing the generative AI revolution. With the adoption of Microsoft Azure OpenAI Service, the Company introduces its latest innovation, which will act as a pilot for customer service agents.

Designed as a digital assistant for customer service agents, this advanced solution automates process distribution, ensuring nimble and apt responses during negotiations. It manages the entire interaction, from system formalization to status updates, and harmonizes with the communication mediums preferred by customers.

"Our recent pilot showed an impressive 20% surge in customer satisfaction within weeks, underscoring the tool's potential in bridging consumers and brands more effectively, shared Eduardo Aguirre, CIO of Atento.

Microsoft's expertise was instrumental in refining the tool taxonomy and calibration. The integration of its Power Automate solution streamlined legacy systems, minimizing manual interventions. The result? A noteworthy **30% productivity spike and nearly 20% dip in operational discrepancies.**

In the age of data breaches, security and compliance were prioritized. Azure OpenAI Service ensures data anonymization, safeguarding it within Atento's infrastructure, thus upholding stringent confidentiality standards.

"Atento's AI initiative is twofold: bolster customer service and elevate team efficiency. The early stages have already showcased promising outcomes", remarked Christiano Faig, Vice President of Technology and Solutions at Microsoft Brazil.

"The successful journey of this project began with a thorough mapping of the stages of the relationship cycle from the perspective of the customer and the employee. Our seasoned consultant team's expertise was invaluable," says Aguirre.

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 leading providers worldwide. Atento is also one of the leading providers of nearshoring CRM BPO services for companies operating in the United States. Since 1999, the Company has developed its business model in 17 countries, employing approximately 120,000 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 the telecommunications, banking and financial services, healthcare, retail and public administration sectors. In recent years, the Company has been recognized for its excellence by several industry analysts in different regions, including Everest (named a "star" in 2021), Gartner (recognized as a leader in Customer Service BPO in the Magic Quadrant since 2021), Frost & Sullivan (named a leader in CX Outsourcing in Latin America in 2022), or Forbes (selected as one of the 100 best companies to work for in 2023 in Spain). For more information, visit www.Atento.com.

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