



## Atento Applies Artificial Intelligence to Optimize Employee Selection and Training

- *It boosts efficiency, reduces turnover, and streamlines the selection process.*
- *AI-powered customer service simulations enable candidates to experience real-world work situations and showcase their skills during the selection process.*
- *Implementing AI in training initiatives has improved the learning curve and reduced the time spent on training.*

**São Paulo, November 13<sup>th</sup>, 2023.** Atento S.A. ("Atento" or the "Company"), one of the world's largest providers of customer relationship management and business process outsourcing (CRM/BPO) services and an industry leader in Latin America, is now leveraging Artificial Intelligence (AI) in its employee recruitment and training processes, as part of its innovation strategy. The deployment of generative AI and machine learning enables continuous enhancement of internal processes, aiming to lower voluntary agent turnover and streamline the selection process to identify the ideal candidates.

A recent Deloitte survey indicates that 56% of companies plan to increase their hiring volume in the coming years, while 60% of recruiting teams will remain the same size or even decrease. These statistics underscore the growing importance of AI-driven innovations in the HR sector to optimize recruitment and training.

"At Atento, we are transforming the customer relationship by integrating Artificial Intelligence with our cutting-edge solutions to create engaging, humanized experiences. This includes applying AI to internal HR processes to simplify and enhance their effectiveness," stated Eduardo Aguirre, global CIO of Atento.

### **Optimizing the Selection Process with AI**

In Brazil, Atento has introduced AI-powered solution for candidate selection. This tool conducts a comprehensive aptitude analysis to match profiles with the specific needs of clients. Final-stage candidates engage in AI-simulated customer service scenarios, mirroring real operational tasks to demonstrate their competencies.

During these simulations, candidates encounter situations that test their empathy and problem-solving abilities. Atento's AI evaluates their performance and provides feedback, aiming to refine the selection process with benefits like increased efficiency, automated profile analysis, instant feedback, scalability, behavioral patterns, and reduced decision-making biases.

Furthermore, Atento utilizes the Gupy platform in Brazil, a partner in the selection process that harnesses AI to continuously identify the precise profile required for each business. With a fully online process, the Company has increased its selection capacity without the need for physical spaces and has cut the effort dedicated to hiring by 30%.



## **People Analytics to Reduce Churn**

Atento is also implementing People Analytics, which uses machine learning to predict the likelihood of an agent's departure (voluntary turnover) within six months, based on various data points. This predictive model enables proactive measures to decrease turnover, thus conserving training and recruitment resources.

In one client operation, this technology has helped reduce voluntary turnover by approximately 1% surpassing initial targets.

## **AI for Employee Empowerment**

Since early 2022, Atento has been incorporating AI tools in its talent training programs, creating avatars that align with each client's brand identity. "We craft avatars to reflect our clients' brand images, tailored to the realities of their businesses. These avatars facilitate remote training, enhancing the speed and personalization of the learning experience across Atento's clientele," explains Aguirre. The avatars deliver training content, developed with text-to-speech tools, in audio and video formats during fully online training sessions.

Additionally, in Mexico, Atento is advancing talent training processes by integrating AI with augmented reality (AR). This approach merges theoretical knowledge and practical application, enhancing knowledge retention and critical thinking. Executives participating in AR-enhanced courses enjoy an immersive learning experience, equipping them to meet customer needs innovatively.

"By blending theory with practice, Atento ensures its employees are not only prepared for their current roles but also the challenges ahead. This method lays the for effective learning, turning abstract concepts into tangible skills and fostering adaptability and creativity – key traits in the dynamic business landscape," concludes Eduardo 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 government sectors. In recent years, the Company has been recognized for its excellence by several industry analysts in different regions, including Everest (named as a "star performer" in 2021), Gartner (recognized as a leader for Customer Service BPO in the Magic Quadrant since 2021), Frost & Sullivan (named a leader in CX Outsourcing in Latin America for 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](http://www.Atento.com).

## **Press Contact**

press@Atento.com