



Atento enhances its digital offering ecosystem with both proprietary and strategic partner solutions.

- Investment in technology is one of the pillars of the company's transformation, which aims to lead the BTO - Business Transformation Outsourcing sector.
- Boasting a robust portfolio rich in innovations equipped with AI and automation, the company offers its customers the most cutting-edge technology to deliver the best customer experience.

Madrid, February 7th, 2024 - Atento Luxco 1 ("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, continues to invest in the transition to leadership as a BTO - Business Transformation Outsourcing. One of the main pillars of this journey is transformation through technology, which is why the company has updated its digital capabilities, integrating them into a single ecosystem, enhancing agility and efficiency to elevate both Customer and Employee Experience journeys, thereby boosting its clients' businesses.

All this work was executed by the development of proprietary solutions, boosted by artificial intelligence, automation, and data analysis. To ensure the best results, the company also has strategic partners to complement its portfolio, including Google, Microsoft, Meta, CrowdStrike, among others.

In its Generative Artificial Intelligence platform, Atento AI Studio, the company consolidates several technology components and the expertise of specialists such as data engineers, data scientists, prompt engineers, and computational linguistics, committed to translating the advances of Generative AI into practical and innovative solutions. The new portfolio includes business insights generation, agents and digital assistants boosted by AI-powered conversation, sentiment analysis for more humanized interactions, Intelligent IVRs, and voice bots, among others. Also noteworthy are cognitive AI assets, the use of advanced AI biometrics, and facial recognition technology to significantly improve security measures.

Aware that automation coupled with artificial intelligence will be one of the major keys to the success of CX strategies, Atento's investments also involve this front, with solutions grounded in proprietary technologies that enhance efficiency and agility across back-office processes. One of the most relevant offers within this ecosystem is the DAP - Automatic Process Distributor, ensuring agile task assignment in accordance with specific business rules, thus maximizing operational efficiency and productivity.

Besides, Atento's automation delivery includes iBPM, a cloud-based solution built on a microservices architecture for modern business process management through a versatile and cost-effective approach. Also noteworthy is the evolution of digital agents with advanced ability to resolve conflict situations, such as collection processes, for example.

The company also continues to invest in analytics solutions, which include predictive models, big data, sentiment analysis, and analysis and interpretation of audio data to extract valuable information (speech analytics), which provide in-depth insights to maximize business potential, using data ocean, a proprietary platform to manage vast amount of information.

This technology is also applied in Employee Journey solutions, enabling the monitoring of team productivity and applied in platforms like Qualistore, a proprietary tool that offers gamified communication, content and training and where agents can track their performance, quality and metrics, promoting a proactive approach to improve overall performance and business results. In addition, its use in people analytics methodologies allows, for example, to predict agent attrition, anticipating the need for proactive talent management and retention strategies.

"Our portfolio is continually evolving to shape the future of customer experience, merging the finest technology with a human touch to ensure optimal business results," said Eduardo Aguirre, CIO of Atento. "This work is carried out through the development of our own technologies and with strategic partnerships, which ensure specialization and greater efficiency in delivery," he adds.

An example of the success of the integration between Atento and its partners is Atento Knowledge, which, with the adoption of Microsoft Azure OpenAI Service, integrated with proprietary tools – such as DAP and Qualistore – acts as a Copilot, integrated with customer service agents, streamlining service processes, and improving customer and employee journeys. "In a project we implemented, in the first few weeks, we noticed an increase of more than 20% in customer satisfaction," says Aguirre.

Learn more about Atento's technology ecosystem at <https://atento.com/en/technology-ecosystem/>.

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.