

Atento Sets the Stage for Leadership as Business Transformation Outsourcing (BTO) with its new Innovative Strategy.

- Atento's transformation strategy leverages proprietary technology, artificial intelligence (AI), and intelligent automation, focusing investments on delivering superior customer experiences that are enriched with a personal touch.
- The company's offer includes intelligent, agile and humanized services, placing human interactions at the forefront of its interactions.

Madrid, April 2nd, 2024 -- The evolution of outsourcing within the global economy has been significant since the 1990s, with advancements in cloud technology and artificial intelligence reshaping business processes. In today's digital transformation era, companies are pursuing operational efficiencies and a complete overhaul of their business structures and methodologies. Atento Luxco 1 ("Atento" or the "Company"), a leading global provider of customer relationship management and business process outsourcing (CRM/BTO) services and an industry leader in Latin America, is steering its business strategy beyond a traditional process optimization offering, redefining organizational engagement with customers, marking its ascent as a Business Transformation Outsourcing (BTO) pioneer.

Following a successful financial restructuring, the company recently announced a new chapter in its business strategy, with a strong focus on investing in technology to enhance CX services further while expanding its geographic footprint. In this new stage, the company's service offering will also focus on the evolution from BPO - Business Process Outsourcing to BTO - Business Transformation Outsourcing, in which AI and automation play a crucial role in strengthening competitiveness, driven through CX (Customer Experience) consulting.

"BTO represents the ideal solution for companies facing the dual challenge of maintaining a competitive edge while achieving economic growth, with an internal focus on operational tasks," explains Dimitrius Oliveira, CEO of Atento. "Our role, as a BTO, a leader in the offer of CX solutions, our mission is to facilitate our clients' business transformations, guiding them through the entire transformation cycle, from conceptual design to operational execution. We aim to enrich consumer relationships with greater intelligence and technological integration in every step," Oliveira continues.

With this new guideline, Atento's extends its offering beyond traditional customer service outsourcing. It involves a consultative approach to identifying challenges and opportunities throughout the customer relationship lifecycle, leveraging experience and innovation to streamline and automate customer processes. This approach aims for operational excellence and optimal business outcomes for clients.

The demand for hyper-personalization and advanced interactive experiences in various industries, such as retail, healthcare, insurance, banking, and consumer goods, has increased substantially. This has led companies like Atento to shift their focus from cost optimization and productivity to revenue generation. BTO's strategy aligns with Atento's goals of working with customers to address the main challenges they face in their customer service transformation journey.

According to Atento's CEO, companies now require more than just productivity gains through outsourcing. They are looking for comprehensive process improvements and cost savings beyond traditional strategies. Atento operates in this process by transforming the entire service chain with agents and specialists equipped with a wide range of data and automation tools, led by AI. This increases the interaction of their transactions and strategically contributes to the business results of their clients. They aim to deliver an impact on the experience and retention of the end consumer, ultimately contributing to generating revenue.

Learn more at www.atento.com.

About Atento

Atento stands as the largest provider of customer relationship management and business transformation outsourcing ("CRM BTO") services in Latin America and as one of the global leaders. Furthermore, Atento ranks as a top provider of nearshoring CRM BTO services for US-based companies. Since its inception in 1999, the company has expanded its business model across 17 countries, employing 110,000+ people. Serving over 400 clients, Atento delivers a broad spectrum of CRM BTO services across multiple channels. The majority of Atento's clients include multinational corporations across telecommunications, banking and financial services, healthcare, retail, and government sectors. In recent years, Atento has earned accolades for its excellence from various industry analysts globally, including Everest, Gartner, Frost & Sullivan, and ISG. Forbes recognized it as one of the 100 best companies to work for in Spain in 2023, while Great Place to Work® has consistently ranked it among the top 25 companies to work for worldwide. Atento has also distinguished itself as the first company in the sector worldwide to secure the ISO 56002 Innovation Management Certification for three consecutive years. For more information, visit www.atento.com.