

ATENTO

+ The Atento  
Colombia Advantage  
in CX Solutions



# Snapshot

Colombia's attractiveness as a destination for delivering English customer support for the US market is based on multiple factors, including:

- 1 Geographical proximity
- 2 Cultural affinity
- 3 Bilingual workforce
- 4 Cost-effectiveness
- 5 Government support and investment
- 6 Stable economy and business climate

Collectively, **these factors enhance Colombia's appeal as an ideal hub for providing English customer support to the US market**, presenting businesses with abundant advantages and growth opportunities. Geographical proximity is a key factor in this regard.

## Atento Colombia maximizes on this beneficial factor in the following ways:



Seamless communication



Simplified collaboration



Enhanced availability



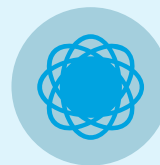
Reduced travel time and costs



Weekly flights



Telecommunications



Transoceanic fiber

The combination of frequent weekly flights, advanced telecommunications infrastructure, and transoceanic fiber networks between nations enable Atento Colombia to deliver exceptional customer support services, **bridging the geographical distance and ensuring optimal communication and collaboration for their clients.**



# Cultural Affinity

A definitive factor playing significant role in making Colombia an attractive destination for delivering English customer support to the US market. This affinity results from shared historical ties, cultural influences, and common values between the two countries, which facilitate better understanding and communication between support agents and customers.

## Key aspects of cultural affinity between Colombia and the United States include:



Shared values  
and customs



Media and entertainment  
influences



Business  
etiquette



Language  
skills

By leveraging the cultural affinity between Atento Colombia and the United States, **customer support teams in Colombia can better understand and address the needs of US customers**, leading to stronger relationships and more positive customer experience. This cultural connection also helps minimize misunderstandings and miscommunications that could arise from language or cultural barriers, ensuring a more seamless and efficient customer support process.

Atento Colombia recognizes the value of cultural affinity and brings to the table a bilingual highly qualified talent pool in delivering exceptional customer support services to the US market. By effectively leveraging these factors, Atento Colombia can ensure a superior customer experience and drive successful business outcomes for its clients.



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## Key aspects of cultural affinity between Colombia and the United States include:

Recruitment and training

Fostering cultural understanding

Seamless integration with client operations



By maximizing cultural affinity and the bilingual talent pool, Atento Colombia is better equipped to serve the US market and provide high-quality customer support services. **This strategic focus on cultural understanding and language proficiency allows us to differentiate in the competitive business process outsourcing landscape**, delivering superior value to its clients and their customers.



# Bilingual Workforce



The Colombian government has recognized the importance of a bilingual talent pool in driving economic growth and enhancing the competitiveness of the country in the global market. As a result, several government programs and initiatives have been implemented to promote bilingualism and strengthen the English language skills of the population. **Atento Colombia works closely with government partners to build a bilingual workforce pipeline**, in addition to the existing talent pool, that can handle growth and agent attrition.

## Key government programs to expand the bilingual talent pool in Colombia include:

- ▶ National bilingualism program
- ▶ Bilingual Colombia
- ▶ SENA (Spanish acronym for "Servicio Nacional de Aprendizaje")
- ▶ Public-private partnerships
- ▶ Scholarships and grants

These government programs and initiatives demonstrate a strong commitment to expanding Colombia's bilingual talent pool, as well as creating a more competitive workforce that can cater to the needs of global businesses. As a result, companies like Atento Colombia can capitalize on this growing talent pool, providing high-quality English customer support services to the US market and other English-speaking regions.



# Cost-effectiveness

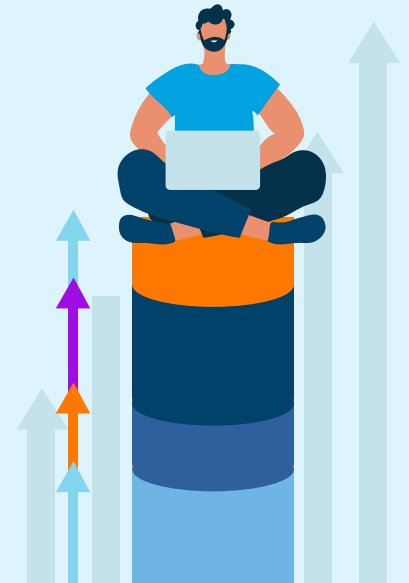


Colombia's cost-effectiveness, driven by lower operational expenses and labor costs compared to the United States, is another important factor that makes it an attractive destination for delivering English customer support. **Atento Colombia capitalizes on this cost advantage to provide high-quality customer support services at a competitive price, without compromising on service quality.**

## Here's how Atento Colombia maximizes the cost-effectiveness factor:



- Affordable labor costs
- Economies of scale
- Optimized resource allocation
- Technology-driven solutions
- Training and workforce development
- Flexible pricing models



## Here are some key aspects of Colombia's demographic structure:



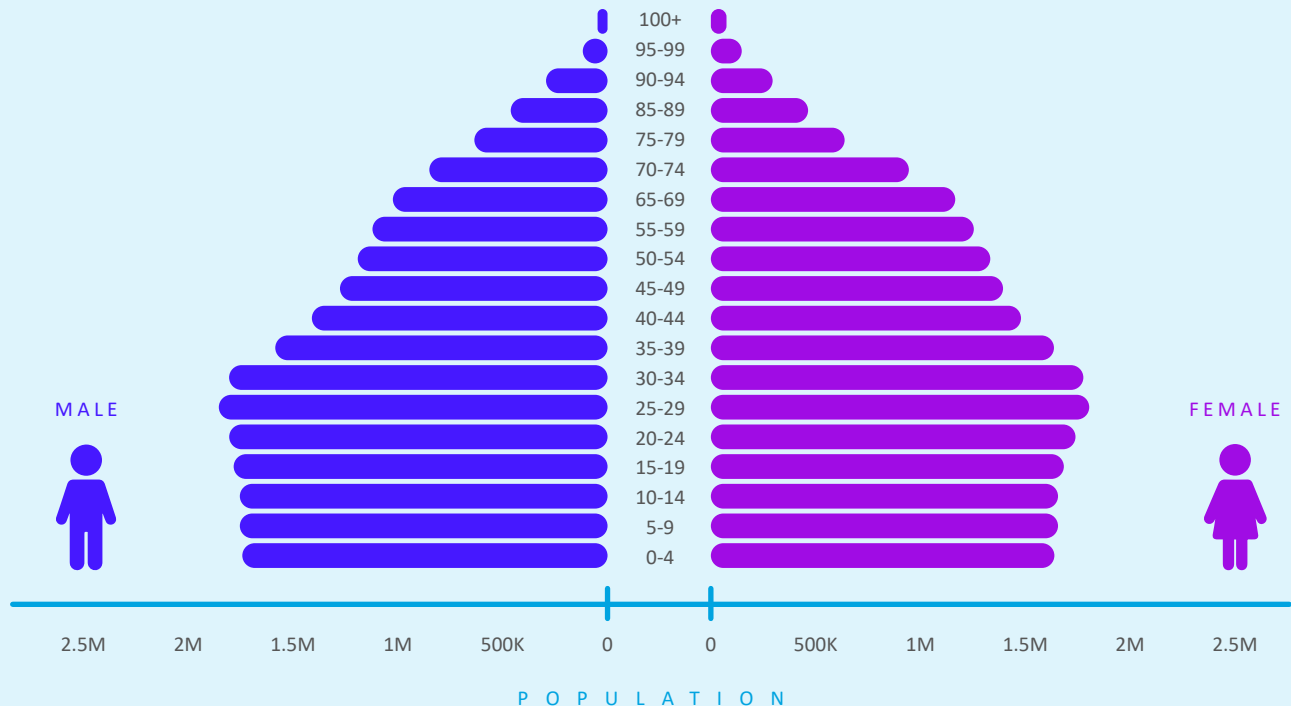
Population size: 51 million people. **3rd most populous country** in Latin America.



Urbanization: 80% of the population resides in **urban areas**.



**Age distribution:** 65% of the population between the ages of 15 and 64. The average population age is around 31 years. Which indicates **a significant portion of the population is in the working age bracket.**



**Ethnic diversity:** Ethnic diversity contributes to the **rich cultural heritage** and social fabric of the country.



**Education:** The government's focus on bilingual education and vocational training has contributed to developing a skilled workforce **capable of meeting the demands of a globalized economy.**



**Cost of living in Colombia** is significantly lower than in the United States, here are some key indicators by **numbeo.com**.

- + Cost of living in Colombia is, on average, 65.8% lower than in the United States.
- **Rent in Colombia is, on average, 83.9% lower than in the United States. Government support and investment.**



The Colombian government recognizes the importance of attracting foreign investment and fostering a business-friendly environment to support economic growth and job creation. To achieve these goals, the government has implemented various support measures and investment initiatives, including tax incentives, regulatory reforms, and targeted investment in key sectors.

Atento Colombia strategically takes advantage of the various government support measures and investment initiatives to enhance its customer support services and create a competitive edge in the market.

## Here are some specific examples of government support and investment in Colombia:

- 1 Free trade zones
- 2 Tax incentives for investment
- 3 Legal stability contracts
- 4 Public-private partnerships (PPPs)
- 5 Orange economy initiative
- 6 iNNpulsa Colombia

These examples demonstrate the Colombian government's commitment to creating favorable business environment to attract investment, stimulate economic growth and support job creation. By implementing targeted support measures and investment initiatives, the government aims to position **Colombia as a competitive and attractive destination for business in various sectors, including customer support services.**



# Stable economy and business climate

Colombia's stable economy and business climate contribute to its attractiveness as a destination for delivering English customer support services to the US market. Several factors have contributed to this stability, making it an appealing location for companies like Atento Colombia:

## Key government programs to expand the bilingual talent pool in Colombia include:

- Economic growth
- Inflation control
- Investment grade rating
- Trade agreements
- Legal framework
- Government support

By operating in a stable economy and business climate, **Atento Colombia can minimize risks and uncertainties**, allowing the company to confidently expand its operations and maintain long-term relationships with its clients. This stability, combined with the other factors discussed earlier, **makes Colombia an excellent destination for delivering English customer support services to the US market.**





## Why Atento Colombia?

Atento, a global leader in customer experience solutions operating in 17 countries, **proudly leads the industry in Latin America**. With over 10,800 professionals employed in Colombia, we are renowned for our commitment to excellence and recognized as one of the country's premier employers.



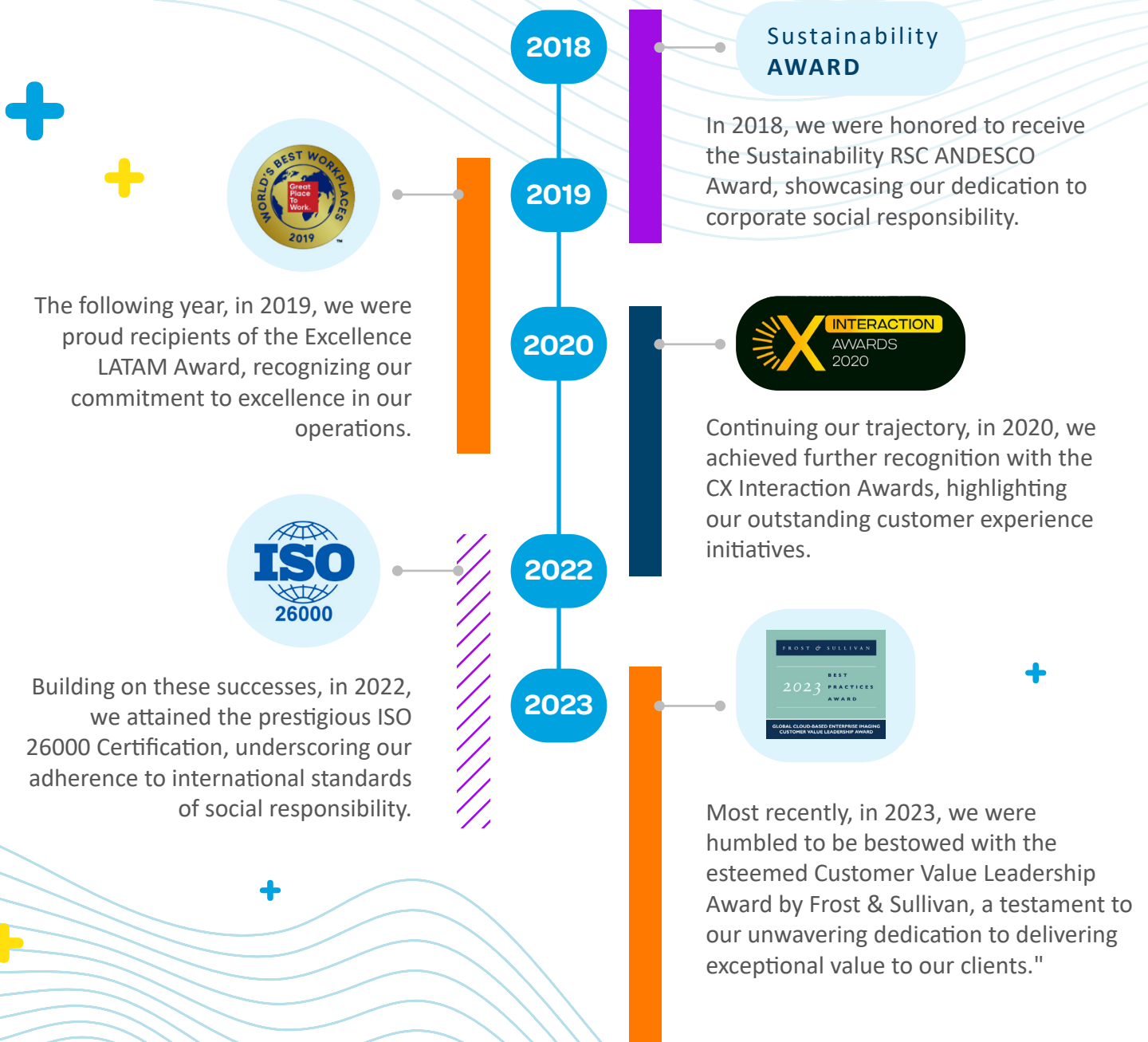
Recently honored with the esteemed Customer Value Leadership Award 2023 by Frost & Sullivan, Atento Colombia optimizes innovation, quality, and a client-centric approach. This recognition underscores our unwavering dedication to providing exceptional service and driving client success.

Moreover, **Bogotá, recently named the Nearshore City of the Year**, further solidifies Atento's strategic position in Colombia. This prestigious accolade highlights Bogotá's role as a hub for business process outsourcing (BPO) and customer experience services, supported by its skilled workforce, favorable time zone, and cultural affinity.

Spanning Bogotá, Bucaramanga, Barranquilla, Cartagena, Cali, and Medellín, Atento operates 10 cutting-edge centers. Since 2000, we've been serving Colombia with pride, expanding our presence to include operation centers in Pereira and Quibdó, boasting over 10,000 workstations.

Our dedication to exceptional service extends to our bilingual (Spanish/English) customer service agents, supported by a dedicated site catering to US/English language support.

With over 10,000 employees, our agents boast an average tenure of three years, reflecting our commitment to a supportive work environment.



Choose Atento Colombia for unparalleled customer experience solutions backed by expertise, innovation, and a client-first mindset.

Contact us: [www.Atento.com](http://www.Atento.com)

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