



Unlocking the Potential of a **Bilingual Workforce** + for the US Market



In this comprehensive document, we explore the unique advantages that make Atento Perú a standout destination for providing exceptional English customer support to the US market. Discover how Atento can help your business leverage these benefits to enhance customer satisfaction while reducing operational costs.



Expanding English Customer Support Services: The Strategic Advantages of Atento Peru as an Outsourcing Destination for the US Market



Atento Peru, as an established and reputable company in the industry, leverages its deep understanding of the Peruvian market and extensive experience in customer support services to help US-based businesses unlock the potential of this emerging English support hub. **By partnering with Atento Peru, companies can expect to improve customer satisfaction, enhance collaboration, and achieve significant cost savings**, all while benefiting from the various strategic advantages that Peru offers as an outsourcing destination.

Growing Bilingual Talent Pool

One of the primary reasons Peru is an excellent destination for delivering English customer support to the US market is its growing bilingual talent pool. The country has recognized the importance of English language proficiency as a critical skill in the globalized economy and has made significant investments in bilingual education programs and initiatives. The following aspects contribute to the development of a strong bilingual workforce in Peru.



Education System



Cultural Exchange Programs



BPO Industry Growth



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Favorable Time Zone Alignment with the US Market



Peru is situated in the same time zone as the Eastern Standard Time (EST) during Standard Time, and just one hour behind during Daylight Saving Time. This advantageous time zone positioning offers several benefits for US-based companies:



Real-Time Support



Enhanced Collaboration

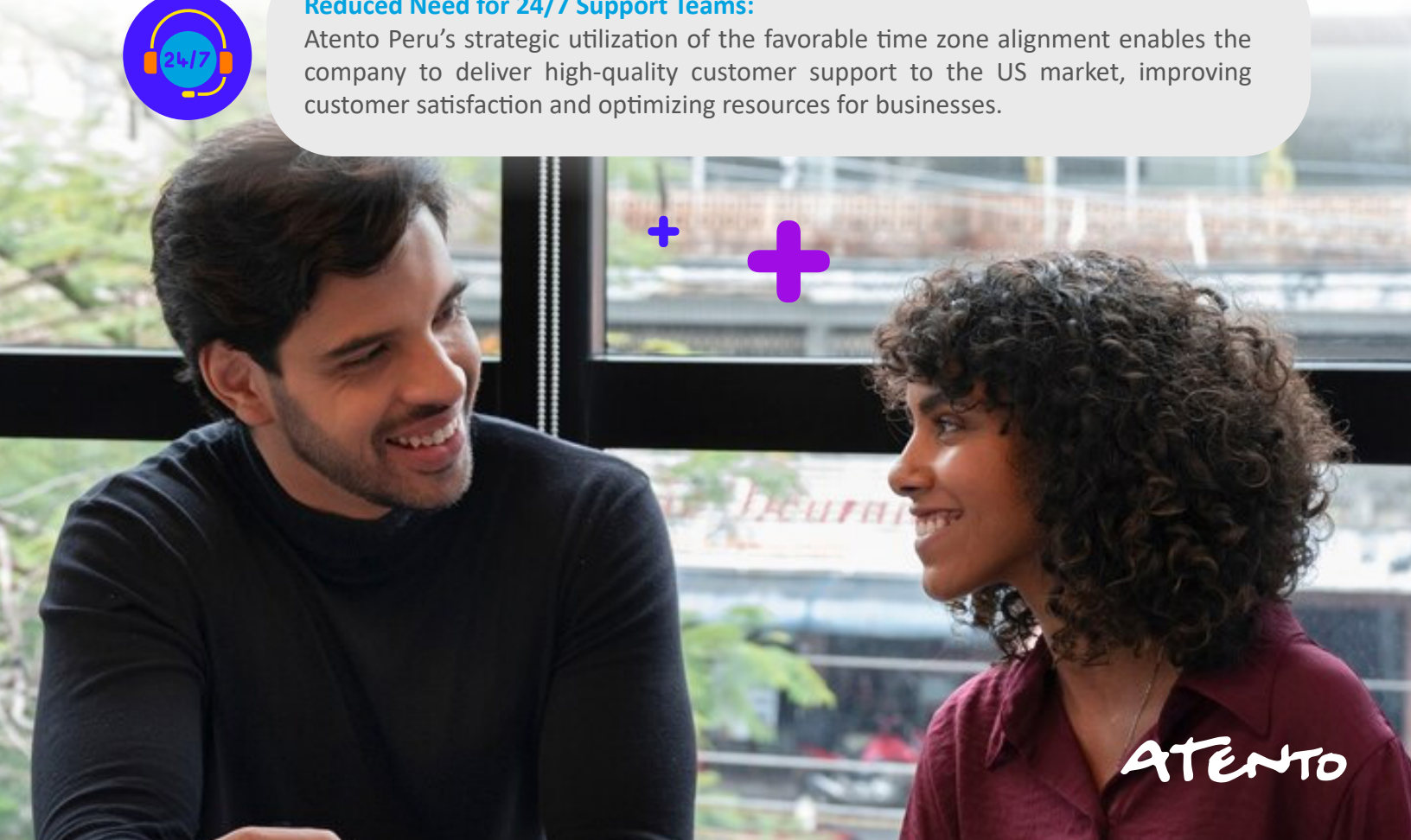


Work-Life Balance for Employees



Reduced Need for 24/7 Support Teams:

Atento Peru's strategic utilization of the favorable time zone alignment enables the company to deliver high-quality customer support to the US market, improving customer satisfaction and optimizing resources for businesses.



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Competitive Labor Costs

The lower cost of living and wages in Peru, as compared to the United States, allows companies to maintain high quality customer support while reducing their overall operational expenses. The following demographic data and points highlight the cost competitiveness of Peru's labor market:



Strong Cultural Affinity with the United States

Peru's strong cultural affinity with the United States is another significant factor contributing to its attractiveness as an outsourcing destination for English customer support services. This cultural connection results in better understanding, empathy, and communication between Peruvian customer support agents and US customers, leading to improved customer satisfaction. The following points outline various aspects of Peru's strong cultural affinity with the United States.





Supportive Government Policies and Infrastructure

Peru's supportive government policies and infrastructure further enhance its attractiveness as an outsourcing destination for English customer support services to the US market. **The Peruvian government has recognized the potential of the Business Process Outsourcing (BPO) sector and has implemented various measures to facilitate its growth and attract foreign investment.** The following points outline the key aspects of these supportive policies and infrastructure: I apologize, but without the document you are referring to, I am unable to identify the specific keywords. Please provide the document or relevant text, and I'd be happy to assist you in identifying the keywords for SEO.



Investment Promotion



Special Economic Zones (SEZs)



Legal Framework



Telecommunications Infrastructure



Skill Development Initiatives



Public-Private Partnerships



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Potential Risks and Atento's + Mitigation Strategies for Outsourcing English BPO Services to Peru

While outsourcing English BPO services to Peru offers numerous benefits, there are potential risks that businesses may encounter. This appendix outlines the possible risks associated with outsourcing to Peru and the strategies that Atento employs to mitigate these concerns.



Language Proficiency Variability: While Peru has a growing bilingual talent pool, there might be some variability in language proficiency levels among the frontline.

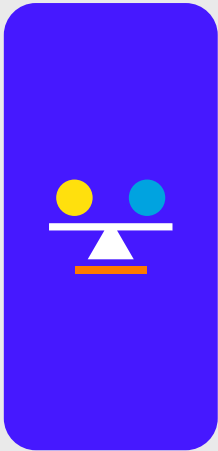
Mitigation Strategy: Atento addresses this risk by implementing rigorous recruitment processes and language assessments to ensure that hired employees meet the required language proficiency standards. Furthermore, **Atento provides ongoing training** and development opportunities to enhance the language skills of its workforce continuously.



Data Security and Privacy Data: security and privacy concerns are crucial in any BPO engagement, especially when handling sensitive customer information.

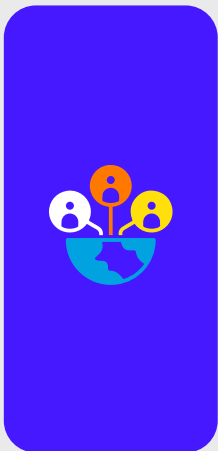
Mitigation Strategy: Atento implements stringent data security measures, including encryption, secure data storage, and access controls, to protect client and customer data. **The company also adheres to international data protection standards and regulations**, such as GDPR and the California Consumer Privacy Act (CCPA), to ensure compliance and safeguard customer information.





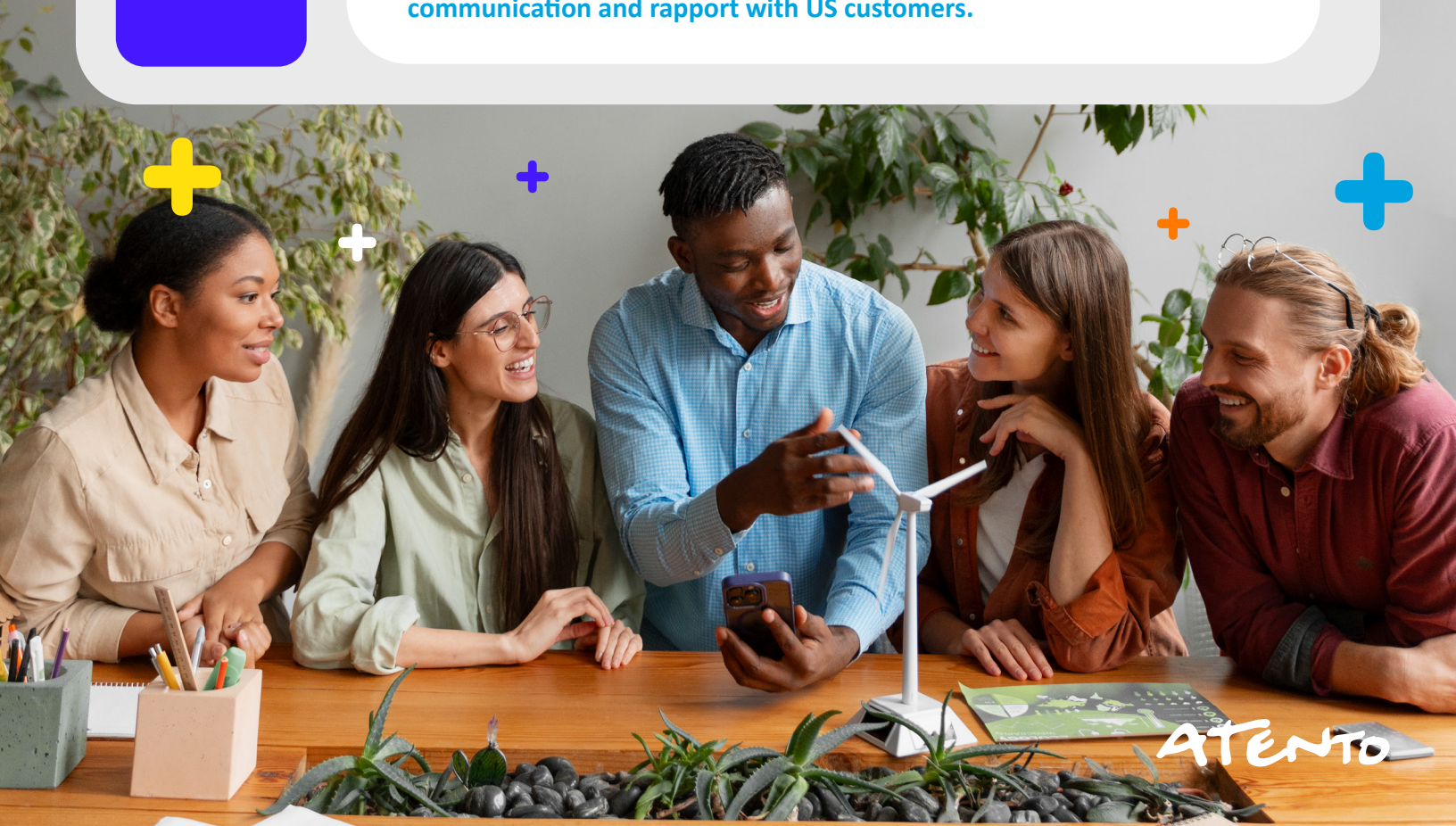
Political and Economic Stability: Peru's political and economic stability could influence the outsourcing environment and potentially impact service deliver.

Mitigation Strategy: Atento constantly **monitors the political and economic landscape in Peru and maintains contingency plans to address any potential disruptions.** By staying abreast of developments and having a proactive approach, Atento can minimize potential impacts on its operations and service delivery.



Cultural Misunderstandings: Despite the strong cultural affinity between Peru and the United States, there might still be occasional cultural misunderstandings that could impact customer interactions.

Mitigation Strategy: Atento provides cultural awareness training to its employees, ensuring that they are well-versed in the nuances of American culture and business practices. **This training helps minimize the risk of cultural misunderstandings and fosters better communication and rapport with US customers.**



Atento: Leading the Way in Customer Experience Solutions in Peru



As the largest provider of CX solutions in Peru, Atento holds a pivotal position in the industry, recognized as the most significant company in the field.



With a strong presence since 1999, **Atento operates efficiently with two operation centers and one Engagement Center** strategically located in Lima, boasting over 6,000 workstations.



Our dedicated team of customer service agents fluently speak **Spanish, English, and Portuguese**, ensuring seamless communication with our diverse clientele.



With over 8,000 employees, our agents bring an average of three years of invaluable experience to Atento, fostering a culture of expertise and excellence.



We take pride in our inclusive installations, tailored to accommodate individuals with disabilities, reflecting our commitment to accessibility and diversity.



Furthermore, Atento has been recognized for its commitment to diversity and inclusion, certified as one of the **20 Best Places for LGBTIQ+ Talent** in 2020 and honored with the **Leader of Change Award and Best Workplace** accolades in the same year.

Our commitment extends beyond business success, with Environmental, Social, and Governance (ESG) programs aimed at enhancing the quality of life. Initiatives such as EducAtento, EmpleAtento, tree planting campaigns, and Ecomurales underscore our dedication to social responsibility.

Choose Atento for **innovative CX solutions** backed by **expertise, inclusivity, and a commitment** to social impact in Peru.



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