



Atento Transforms Healthcare with Cutting-edge CX Solutions like Omnichannel Fluidity and Data-driven Automation

- The combination of advanced technology and human touch drives satisfaction, loyalty, and results for the healthcare industry.
- State-of-the-art technology and data analytics allow healthcare providers to tailor their services to each patient's individual needs.

Madrid, August 20, 2024. Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of customer relationship management and business transformation outsourcing (CRM/BTO) services and an industry leader in Latin America, is transforming healthcare by integrating innovative CX solutions that combine cutting-edge technology and human touch to deliver an exceptional and transformative patient experience. These solutions enable healthcare organizations to significantly improve patient satisfaction, strengthen loyalty, and ultimately optimize health outcomes.

Challenges in patient care

Patients are increasingly informed and demand better services and more personalized care. Therefore, it is important to know and face the challenges faced by the medical sector, including:

1. Fragmented data and lack of a holistic view of the patient: due to the dispersion of data between different providers.
2. Balance between privacy and digital innovation, which complicate the adoption of new technologies. Strict regulations like HIPAA make it challenging for healthcare organizations to adopt new digital technologies and improve the customer experience while maintaining data privacy and security.
3. A change in mentality from patient to consumer because patients now have more information to demand quality service.
4. The lack of personalization, since some health organizations do not have the tools to meet so many demands.
5. Administrative issues, such as incorrect billing, long wait times, and difficulty scheduling appointments.
6. Delay in technology adoption, compared to other industries.

Atento's innovations for this industry

To address these challenges, Atento has developed an [approach](#) based on three pillars:

- **Omnichannel fluency:** ensuring seamless communication across all channels, allowing patients to interact with healthcare providers in a way that suits them best.
- **Compassionate Team Members:** Trained professionals handle every interaction with empathy and respect, building trust and improving the overall patient experience.
- **Data-driven automation:** Using patient data and advanced analytics, Atento automates routine tasks and personalizes interactions, streamlining the patient journey and strengthening connections with healthcare providers.



Impact on the industry

The integration of Atento's solutions has shown remarkable results:

- An improvement in conversion rate, up to 47%
- An increase in the level of customer service satisfaction, reaching 79%.
- Agile and effective management with an average of 258 seconds.

Case study: Holistic view of the patient with the consumer at the center

The implementation of this approach has enabled a leading [pharmaceutical company in Mexico](#) to increase the sales of its products and exceed its KPIs, through the efficient monitoring of operations. In short:

- A shift in customer service focus to a sales-driven model was implemented.
- It was possible to monitor the fulfillment of their KPIs with the use of advanced reports with the support of Atento's Performance Manager.
- The implementation of Avaya technology allowed for smoother communication.
- The personnel management tool, Verint, provided schedule flexibility for the call center, optimizing the workforce.
- Atento's CRM solution optimized inbound and outbound customer service.
- [Leviathan](#)'s technology enabled enhanced data analytics.

Synergy between patient care and customer experience

Integrating Atento's solutions into medical services helps bridge the gap between patient care and customer experience. This synergy allows healthcare organizations to offer people convenient access to care, given that they can effortlessly access medical services such as appointment scheduling or telemedicine consultations.

Advanced technology allows for the secure use of patient data, so healthcare providers can tailor their services to each patient's individual needs, contributing to a more personalized care experience. In short, by leveraging innovative solutions and insights derived from data analytics, healthcare companies can continuously improve their services to stay ahead of their patients' needs and expectations.

With these innovations, Atento not only improves health outcomes, but also strengthens patient loyalty, setting a new standard of excellence in the healthcare customer experience.

"At Atento, we are redefining customer relationships across various sectors by delivering innovative solutions that foster engaging and humanized experiences. In healthcare, where patient trust and loyalty are paramount, our approach uniquely blends cutting-edge technology with the professionalism of our team members. This powerful combination empowers healthcare providers to deliver exceptional, transformative experiences, significantly enhancing patient satisfaction and loyalty," stated Brent Bush, EVP Sales & Business Development at Atento.



About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM BTO") services in Latin America and one of the leading providers worldwide. Atento is also one of the leading providers of BTO nearshoring CRM services for companies operating in the United States. Since 1999, the Company has developed its business model in 17 countries, employing approximately 110,000 people. Atento, which serves more than 400 customers, offers a wide range of CRM BTO services through multiple channels. The majority of Atento's clients are 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 global industry analysts, including Everest, Gartner, Frost & Sullivan and ISG. Forbes recognized Atento as one of the 100 best companies to work for in Spain in 2023, while Great Place to Work® has continuously ranked us as one of the 25 best companies to work for worldwide. We have also been recognized as the 1st company in the sector worldwide to achieve the ISO 56002 Innovation Management Certification, which we have maintained for four consecutive years. For more information visit www.atento.com