



Atento focuses on hyper-personalization and hyper-automation offerings aligned with consumer expectations

- From personalization to hyper-personalization and from automation to hyper-automation of the *customer journey*, the future of CX is all about prediction and delight to attract and retain new consumers
- The analysis of interactions through various channels allows the detection of the profile, lifestyle, needs and desires of users

Madrid, September 23rd, 2024. Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of customer relationship management and business process outsourcing (CRM/BTO) services and an industry leader in Latin America, is investing in the evolution from personalization to hyper-personalization and hyper-automation as a way to improve the experience of consumers around the world and drive the generation of new business.

Through Data Science, Analytics and AI resources, Atento focuses on identifying customers' needs, preferences and emotions in an increasingly deep way with brands. The company is committed to the use of predictive and prescriptive analytics, combined with the hyper-automation of customer service and back office processes, to process large volumes of data quickly and generate actionable insights in real time.

Thanks to the availability of real-time information, artificial intelligence and advanced analysis tools, it is possible to analyze user interactions at all touchpoints with a brand, allowing you to understand their profile, predict behaviors and anticipate their present and future needs. As a result, this allows the creation of personalized, highly attractive offers, building longer-lasting relationships, increasing audience engagement, which translates into higher conversion rates for companies in addition to adding greater value for the user, creating *personalized and seamless* customer journeys.

"We believe that moving beyond personalization is a key transition for companies that want to remain competitive and relevant. We support our customers in this challenge. Customers are eager for deeper personalization, want to be recognized and treated as individuals, and expect an integrated service that provides personalized recommendations capable of proactively identifying potential difficulties, resolving them quickly or even anticipating them. By investing in hyper-personalization and hyper-automation, we offer a direct response to these expectations," says Dimitrius Oliveira, CEO of Atento.

In addition, consumers value convenience and relevance. To do this, they are willing to share their data in exchange for an exclusive experience. According to an Accenture survey, 91% of people are more likely to buy from companies that offer relevant recommendations. Additionally, [according to a McKinsey report](#), 71% expect personalized interactions and 76% express frustration when their expectations are not met, emphasizing the growing demand for highly individualized experiences.

Hyper-personalization increases revenue by 10% to 15% and up to 25% for the digital native sector ([McKinsey, 2021](#)) and, according to research published by Deloitte, up to [80% of customers](#) are more likely to buy from companies that offer a personalized experience.



"While personalization may suggest products based on previous purchases, hyper-personalization anticipates when a consumer may need a specific product by proactively offering it, perhaps even at a special discount, right at the moment they are considering the purchase. In this context, it is necessary that the entire back office is also prepared to guarantee the same agility, for example, when it comes to releasing additional credit, financing or the necessary documentation for a transaction," highlights the CEO.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("BTO CRM") services in Latin America and one of the world's leading providers. 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 120,000 people. Atento has more than 400 customers, to whom it offers a wide range of BTO CRM 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 performer" 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.

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