

Atento Democratizes the Use of Artificial Intelligence in Customer and Employee Experience

- The company consolidates its technology-oriented business strategy with artificial intelligence solutions that already address real business challenges for nearly 100 clients across different industries
- Through its ecosystem of solutions and its proprietary AI Studio platform, Atento puts innovation at the service of customers and employees

Madrid, on April 1st of 2025. Atento Luxco 1 ("Atento" or the "Company"), one of the largest global providers of customer relationship management and business process outsourcing services (CRM/BTO) and industry leader in Latin America, consolidates its transformative role in the Business Transformation Outsourcing sector. Through its innovative solution offering aimed at enhancing Customer Experience (CX) and Employee Experience (EX), Atento redefines how brands interact with their customers, democratizing access to advanced high-impact technologies across various industries.

Since implementing its strategy based on proprietary technology, artificial intelligence, and intelligent automation, Atento transforms key processes in customer service. This evolution translates into hyper-personalized experiences, more intuitive interactions, and more efficient operations for nearly 100 clients currently, and continues to be expanded to many others across all regions. Thanks to the development of Atento's technological ecosystem, the company has achieved notable results that reflect its ability to scale innovation:

- **Advanced Insights:** With over 125 thousand hours of processes analyzed - this solution facilitates strategic decision-making through advanced data analysis.
- **Knowledge Assistant:** Virtual assistants that have completed 125,000 interactions with customers and employees.
- **Smart Recruiter:** Recruitment process automation with nearly 250 defined profiles and approximately 150,000 interviews conducted, optimizing candidate experience and accelerating talent selection.
- **Atento Conversations:** Generative conversational platform with over 32 million interactions and various advanced conversational AI concept tests in development for client base.
- **Corporate Chat:** Internal corporate chat that has managed more than 675,000 questions and answers for almost 8,000 users, improving productivity and employee experience.
- **Dynamic Automation Platform:** Platform with 5,500 active users to date, facilitating intelligent automation of repetitive tasks and business processes.
- **Qualistore:** Real-time quality tool with more than 25,000 users in 4 countries, focused on continuous improvement of CX processes. One of its most striking features is gamification, which includes elements like points and rankings, encouraging employees to actively participate in training, creating a competitive and fun environment where users can track their progress and engage more in learning activities. This approach not only increases employee motivation but also contributes to a more dynamic and collaborative environment, promoting continuous team development.
- **Integrated Login:** Intelligent authentication solution already implemented for several clients and thousands of users, strengthening security and access experience in digital environments.

"At Atento, we integrate Artificial Intelligence at the heart of our solutions so that any company, regardless of its size or digital maturity, can benefit from it," highlights Dimitrius Oliveira, CEO of Atento. "With over 100,000 people, we are truly focused on developing, scaling, and democratizing AI advances. Our objective is clear: democratize access to advanced technologies and turn innovation into concrete results for customer and employee experience," he concludes.

Taking Customer Experience to the Next Level

Through its ecosystem of proprietary solutions, Atento has integrated artificial intelligence into critical processes, improving efficiency, personalization, and scalability for its clients worldwide. A large part of these solutions are concentrated in Atento AI Studio, its AI platform designed to transform customer experience and operational efficiency in secure environments. Currently, it already impacts companies in sectors such as financial, automotive, energy, and payments, among others.

- **Banking:** Atento Insights is also applied to thoroughly analyze service interactions to identify critical areas and improvement opportunities. With the objective of increasing a large bank's customer satisfaction score, the tool was used to identify the main reasons for detractor customer dissatisfaction in the CSAT survey and the root cause directing calls to human analysis. Around 10 friction points related to communication topics were identified, and AI indicated 4 initiatives to achieve process improvements, thus achieving a 3.5% increase in CSAT in just 2 months, in addition to a 5% reduction in callback rate. With this work, the 82% resolution stability in channels was also maintained.
- **Energy Sector:** A major electric energy sector company relied on AI Studio to improve customer complaint processes related to installment payments, identifying the main reasons for dissatisfaction and developing prompts to help agents empathize better, identify the root cause of complaints, and successfully guide the customer. This has provided a better final experience and managed to increase the customer satisfaction indicator by 8.64% and NPS by 9%, with a 65% reduction in the number of dissatisfied customers.
- **Payments Sector:** We implemented AI Studio capabilities for a payments sector company, with the objective of reducing customer leakage to critical channels, ensuring the operation has better customer engagement and satisfaction. With the implementation, we could contextually analyze customer interactions, allowing precise problem identification and solution adoption, ensuring each case was monitored until resolution. With a 22% reduction in leakage between January and December 2024, we demonstrated substantial operational efficiency improvement. Additionally, operator training and collaboration between Quality and Innovation areas resulted in valuable insights that further improved service quality. These advances are reflected in satisfaction metrics, with CSAT increasing by 4% and NPS by 31%, showing an upward trend during the period.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing services ("CRM BTO") in Latin America and one of the main global providers. Atento is also one of the primary CRM BTO nearshoring service providers 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 clients, offers a wide range of CRM BTO services across multiple channels. Most of Atento's clients are leading multinational companies in telecommunications, banking and financial services, healthcare, retail, and public administration 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

among the top 25 best companies to work for worldwide. We have also been recognized as the 1st company in the sector globally to achieve the ISO 56002 Innovation Management Certification, which we have maintained for four consecutive years. For more information, visit www.atento.com