

Atento receives the 2025 Americas Customer Experience Management Product Leadership Award for the innovation of its generative AI solutions suite

- Frost & Sullivan recognizes the excellence of Atento's AI-powered product portfolio, with its generative AI solutions suite having redefined customer and employee experience.
- Advanced Insights analyzed more than 125,000 hours of calls, revealing behavioral patterns, identifying root causes of dissatisfaction, and detecting large-scale optimization opportunities.

Madrid, 24 June 2025 -- Atento, Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of customer relationship management services and business transformation process outsourcing (CRM/BTO), has received the 2025 Americas Customer Experience Management Product Leadership Award from Frost & Sullivan, which recognizes the excellence of its AI-powered product portfolio. This award highlights how AI Studio has redefined the way organizations approach customer experience (CX) and employee experience (EX) through its platform.

Frost & Sullivan's 2025 Americas Customer Experience Management Product Leadership Award recognizes organizations that demonstrate exceptional leadership in developing products and solutions that transform customer experience in the American market. This award positions Atento as a benchmark in the integration of artificial intelligence for customer and employee experience management.

Manuel Alborno, Best Practices Research analyst at Frost & Sullivan, noted: "Frost & Sullivan recognizes Atento for integrating AI at the core of its operations while maintaining a solid, people-centered service approach. The company has developed a suite of solutions that redefines how organizations deliver intelligent, secure, and scalable customer experiences."

Generative AI solutions suite: The core of Atento's innovation

Atento AI Studio, Atento's main platform for designing, testing, and scaling AI-powered capabilities, acts as the core of the company's intelligent solutions ecosystem. With more than 100 companies actively using AI Studio, Atento has demonstrated tangible improvements across multiple industries. Among the platform's most outstanding achievements:

- More than **125,000 interactions** assisted in real-time through Knowledge Assistant, optimizing productivity and service quality.
- More than **150,000 interviews** conducted with Smart Recruiter, improving efficiency in selection processes.
- Analysis of more than **120,000 hours of conversations** through Advanced Insights, with direct impact on customer satisfaction and strategic decision-making.
- Implementation of conversational AI solutions in 70% of clients in Brazil, doubling results in outbound sales campaigns.

One of the most representative cases is that of an energy provider that, after implementing the platform, achieved an 8.6% increase in customer satisfaction, a 9% increase in NPS, and a 65% reduction in dissatisfied customers.

The AI Studio platform has demonstrated its ability to generate tangible value through intelligent, secure, and scalable solutions, consolidating Atento as a leader in the digital transformation of the customer experience management sector.

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 leading providers worldwide. Atento is also one of the leading 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 more than 90,000 people. Atento, which serves more than 400 clients, offers a wide range of CRM BTO services through multiple channels. Most of Atento's clients are 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 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 globally to achieve ISO 56002 Innovation Management Certification, which we have maintained for four consecutive years. For more information visit www.atento.com