Atento Advances Impact Sourcing and AI-Augmented CX Through Strategic Collaboration with Sanas and Thrivin

- The collaboration reinforces Atento's vision of CX delivery that is Augmented by AI. Driven by People, while expanding scalable, performance-driven global operations

Miramar, FL | March 10th, 2026 - Atento, a global leader in customer experience (CX) and business transformation outsourcing (BTO), today announced a strategic collaboration with Sanas, a leading provider of real-time speech understanding technology, and Thrivin, a quality-first impact sourcing platform headquartered in Kenya.

Together, the three organizations are advancing a differentiated model for Impact Sourcing at scale and AI-augmented customer experience, enabling enterprises to expand globally into new markets while maintaining enterprise-grade governance, CX performance, and operational resilience.

This collaboration reflects Atento's core belief that the future of CX must be Augmented by AI. Driven by People.

A Unified BTO Operating Model: Governance, AI, and Quality Talent

This initiative integrates:

• Atento's global BTO governance, transformation expertise, and enterprise-grade delivery framework

• Sanas' real-time speech understanding technology, deployed as an AI enablement layer for non-U.S. and non-Puerto Rico voice operations

• Thrivin's highly educated, English-proficient, performance-driven African talent model, integrated into Atento's global operating standards

Rather than a traditional outsourcing expansion, this model represents a new operating framework where AI augmentation, disciplined governance, and next-generation delivery markets converge into a unified system.

Atento remains the orchestrator of the end-to-end model, ensuring that security, compliance, performance management, and transformation frameworks meet the expectations of global enterprise clients.

Operationalizing Impact Sourcing at Enterprise Scale

As enterprises seek to balance international growth, CX quality, workforce development, and operational sustainability, traditional offshore models are evolving.

Through this collaboration:

• Impact Sourcing at Scale is delivered through Thrivin's quality-first talent pipeline, integrated into Atento's enterprise governance model and performance frameworks.

• AI-Augmented CX is enabled through Sanas' real-time speech understanding technology, reducing communication friction while enhancing agent confidence and customer clarity.

• Total Experience (TX) serves as the organizing principle, aligning customer experience, employee experience, and operational efficiency through a delivery model intentionally human at its core and enhanced by AI.

This structure allows enterprises to expand into Africa while maintaining the same governance, CX standards, and operational discipline applied across Atento's global footprint.

Expanding Global Delivery with Discipline and Impact

Africa represents a growing frontier for CX and business services, with a young, digitally fluent, English-speaking workforce eager to participate in global markets.

By combining Thrivin's educated and performance-driven talent base with Atento's transformation methodologies, governance standards, and operational oversight, enterprises gain access to a new delivery geography without compromising quality or brand integrity.

At the same time, Sanas' AI technology addresses one of the most persistent challenges in global voice operations, enabling international expansion while preserving customer experience consistency.

Together, this collaboration reflects a broader shift in the outsourcing industry, where the next wave of transformation is defined not by geography alone, but by the ability to combine AI augmentation, disciplined governance, and responsible workforce development within a single operating model.

Executive Perspectives

"This collaboration brings together complementary strengths, Atento's global transformation solutions and BTO delivery model, Sanas' real-time speech understanding technology, and Thrivin's exceptional talent network in Africa. Together, we're creating new opportunities to deliver AI-augmented customer experience at scale while helping enterprises expand into new markets with the governance, performance, and quality they expect from Atento. It also creates a strong platform for all three organizations to grow together as we support the next generation of delivering innovative global solutions for our customers", said Brent Bush, EVP Sales & Business Development at Atento.

"From a U.S. operations perspective, this collaboration strengthens our ability to scale responsibly without compromising enterprise standards," said Chris Condon, President & GM US Nearshore at Atento. "By integrating AI-enabled voice technology with a disciplined, governed impact sourcing delivery model, we're demonstrating that global expansion, operational rigor, and workforce development can coexist within a high-performance BTO framework."

About Atento

Atento is the largest provider of customer experience management and business process outsourcing services ("CXM BTO") in Latin America and one of the leading providers worldwide. Atento is also one of the leading providers of nearshoring CXM BTO services for companies operating in the United States. Since 1999, the Company has developed its business model across 17 countries, employing more than 80,000 people. Serving more than 400 clients, Atento offers a wide range of CRM BTO services across multiple channels.

The majority 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.

Atento has also been recognized as the first company in the sector globally to achieve the ISO 56002 Innovation Management Certification, which it has maintained for four consecutive years. For more information, please visit www.atento.com.