

## **Atento expands its technology offerings for companies that manage their own CX operations**

- A wide range of high-tech solutions, built on more than 25 years of experience, will help improve the customer experience (CX) for various companies that manage customer relationships in-house
- With automation, analytics, artificial intelligence, and management tools, Atento's solutions enable organizations to maximize results across any operational profile

**Miami, June 11th, 2026** – Atento, one of the world's leading providers of customer relationship management (CRM) and business transformation outsourcing (BTO) services, has announced the expansion of its portfolio of solutions designed for companies that choose to keep their customer experience (CX) operations in-house.

With over 25 years of experience in customer relationship management and operational transformation, the company now offers advanced technologies that improve efficiency, the customer experience, and the performance of internal operations across organizations of various sizes and sectors.

The initiative democratizes access to technological solutions traditionally used in outsourced operations. "Atento brings all its BTO expertise to bear and democratizes access to advanced technological solutions in customer relationship management for companies that keep their CX operations in-house," says Pablo Sánchez, CMO at Atento.

The combination of customer experience consulting, artificial intelligence, and automation applied to critical processes opens up new opportunities for the company to expand its reach beyond its current customer base. This offering reinforces Atento's position as a strategic partner for companies that view customer relationships as a key asset and prefer to keep operational management under their own control.

### **Suite of solutions to boost the efficiency of internal operations**

Focused on automation, data analytics, artificial intelligence, and management tools, Atento's solutions are designed to enhance the customer experience and optimize the management of key performance indicators (KPIs) in large-scale operations. Among the most notable are:

#### **AI Agent Assist**



An AI-based agent assistance solution that provides real-time responses to streamline and enhance the customer experience. By presenting the right information at the right time, it reduces handling time, increases resolution rates, and ensures brand consistency. The tool is fully integrated, scalable, and capable of turning every agent into a high-performing professional by providing NBA (next best action) and NBO (next best offer) in every interaction.

### **AI Advanced Insights**

A platform that transforms complex data into actionable insights to modernize operations, optimize performance, and strengthen the competitive advantage of the companies that use it. The solution directly contributes to metrics such as NPS and employee retention, while driving operational excellence in customer experience areas.

### **AI Agents**

Technology that automates multichannel interactions—voice, text, and multimedia—while maintaining a high level of personalization through hyper-personalization features. This solution reduces costs, optimizes workflows, and provides strategic insights that accelerate growth and strengthen customer engagement and loyalty, without the need for human intervention.

*"Thanks to consolidated processes, continuous investment in technology, and its people-centric approach, Atento remains at the forefront of the evolution of customer experience operations and the business transformation of its clients, influencing those companies that view the customer relationship as a fundamental element and that, initially, have no intention of outsourcing it," Sánchez notes.*

### **About Atento**

Atento is the largest provider of customer experience management and business process outsourcing ("CXM BTO") services in Latin America and one of the world's leading providers. Atento is also one of the leading providers of CXM BTO nearshoring services for companies operating in the United States. Since 1999, the company has expanded its business model across 17 countries, employing more than 90,000 people. Atento, which serves more than 400 clients, offers a wide range of BTO CRM services across multiple channels. Most 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. We were also recognized as the first company in the industry worldwide to obtain ISO 56002 Certification in Innovation Management, which we have maintained for four consecutive years. For more information, visit [www.atento.com](http://www.atento.com)