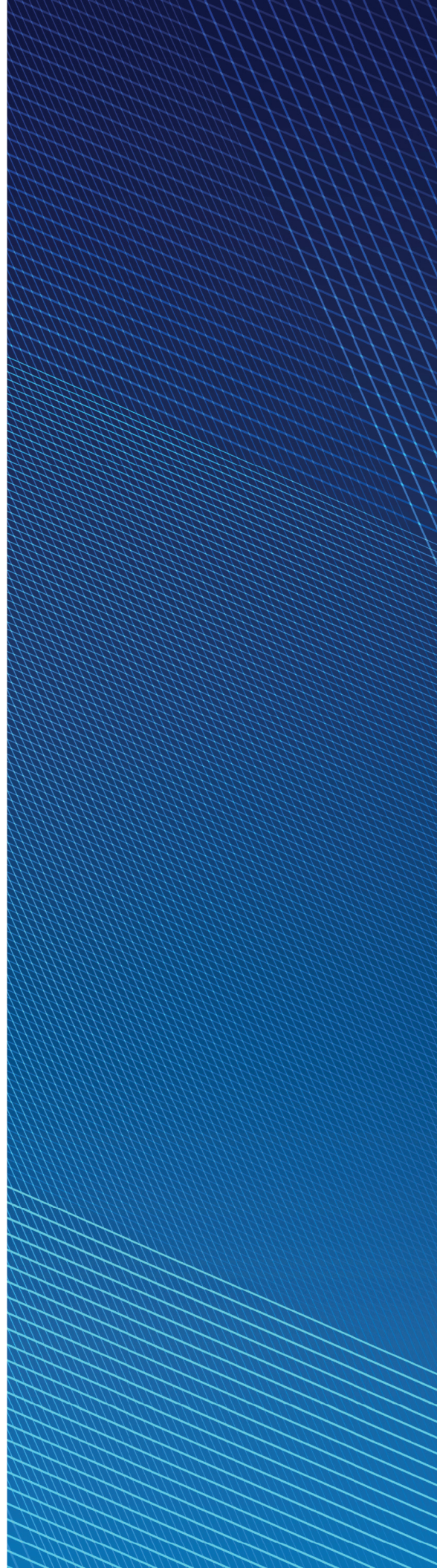


ATENTO RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD

*Identified as best in class in the Mexican customer
experience outsourcing services industry*



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Atento excels in many of the criteria in the customer experience outsourcing services space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Growth Opportunities in the Customer Experience Outsourcing Services Market

The environment for customer experience (CX) is rapidly changing. For the third consecutive year in a Frost & Sullivan survey, information technology decision-makers voted CX improvement as the top business priority.¹ Offering a superior CX is now essential for every company that wants to remain competitive in its market. Organizations seek partnerships with nimble CX service providers to accelerate time to market as they must quickly respond to changing industry conditions. As a result, the CX outsourcing services market is receiving increased attention and funding. Therefore, it is increasingly difficult to find significant competitive differentiation in this space. Service providers must find the perfect mix of people, processes, and technology to provide their clients with reliable and agile transformation capabilities. Implementing artificial intelligence (AI), advanced analytics, omnichannel capabilities, natural language processing (NLP), and simplified security technologies is crucial in this highly competitive and dynamic industry.² In 2021, the Mexican CX outsourcing services market generated \$1,428 million in revenue, representing a 15.9 increase from 2020.³ Frost & Sullivan’s research forecasts the Mexican market to experience over 4.8% growth in 2022 as companies increasingly outsource CX services, with a 3.5% compound annual growth rate from 2021 to 2028.⁴

¹ *Customer Experience Outsourcing Services Market in Latin America and the Caribbean, Forecast to 2028* (Frost & Sullivan, November 2022)

² *Frost Radar™: CX Outsourcing Services in Latin America, 2021* (Frost & Sullivan, January 2022)

³ *Customer Experience Outsourcing Services Market in Latin America and the Caribbean, Forecast to 2028* (Frost & Sullivan, November 2022)

⁴ *Ibid.*

Moreover, Frost & Sullivan's independent research identifies nearshore and offshore operations as significant drivers and growth opportunities for service providers, especially in the United States (U.S.). Wage increases in several U.S. states are widening the price gap between Mexico, augmenting the incentive to nearshore in alternative locations to India and The Philippines. In 2021, the U.S. accounted for over 48.8% of the market share in the Mexican outsourcing market, growing at a rate of 23.3% compared to 2020.⁵

Delivering Novel and Flexible Solutions to Achieve a True Digital Transformation

Founded in 1999 and headquartered in Madrid, Spain, Atento is a service provider of customer relationship management and business process outsourcing services. Serving more than 400 clients in 14 countries, the company stands out in the Latin America CX arena, with the mission to contribute to business success by guaranteeing the best experience for their end-consumers. Atento's comprehensive offerings enable clients from several industry verticals (e.g., telecommunications, healthcare, retail, government, banking, and financial services) to digitally transform their CX processes, focusing on improving clients' operational efficiency by managing and automatizing specific contact channels. In 2021, Frost & Sullivan recognized Atento for its next-generation services, reliability, quality, and growth potential and remains impressed with the company's continuing innovation and sustained leadership.

With its customer-focused strategy, Atento consistently brings to market best-in-class products. The company builds its solutions with a consultative approach that distinguishes itself from competitors. Apart from its standardized products (e.g., customer services, sales, finance, and back-office), Atento creates a client-specific customized strategy. The company is known in the CX market for its innovation and continuous product enhancements. Atento expanded its portfolio with novel technologies such as AI, NLP,

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**- Sebastian Menutti,
Industry Principal**

machine learning, and exploring the Metaverse. The company is technology agnostic, allowing clients to deploy any system they prefer with seamless integration delivering notable benefits to clients. For example, Atento at Home is a CX virtual solution offering specialized remote agents connected to the cloud and remotely supported by secure infrastructure, guaranteeing excellent CX with the highest security protocols. Inside this capability is Atento's Virtual Hub, a virtual command center simulating an office environment where the client monitors operations, hires new agents, and manages CX satisfaction levels by controlling key performance indicators.

⁵ Ibid.

Atento identified flexibility and customer value as significant product adoption roadblocks in the Mexican market. The company delivers its services to end-users from three generations: Gen X, Gen Y (Millennials), and Gen Z (Centennials). Thus, Atento's solution development focus addresses every generation's needs by incorporating digital and voice contact channels to enhance customer value and satisfaction. For instance, ARI, Atento's digital voice agent, is an AI-powered solution capable of automating conversations through chat or voice. ARI reduces waiting times and user information validation, such as authentication, account number verification, or end-user data, due to its ability to maintain a record for each interaction. Atento estimates that organizations can save up to 30% on operating costs by implementing ARI.⁶ With a text-to-speech feature, ARI allows clients to support end-users from different generations with the same bot because it generates outgoing calls emulating a natural conversation between two persons and functions like a chat text. The end-user can answer by voice or text. Furthermore, clients program and design ARI responses according to their brand guidelines.

At the same time, the company incorporates clients' feedback into its strategic decisions and implementation plans to maximize short-term growth opportunities while providing a path to future revenues. In 2022, Atento achieved a double-digit increase in new Mexican client acquisitions compared to 2021. Frost & Sullivan applauds the company's commitment to developing innovative solutions to meet market demands.

A Customer-centric Approach Driving Unmatched Client Experiences

With its customer-centric corporate philosophy, Atento operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. Actively listening to clients' needs, Atento delivers unprecedented consultative support to understand clients' requirements and expectations and proactively deploy adequate solutions. It conducts a personalized Metaverse site tour for each client, allowing them to have the first experience of how the CX for end users will be with the new solutions implemented. Developed with virtual reality, Atento delivers an outstanding customer purchase experience, leveraging a "wow effect" on its clients.

Apart from its disruptive approach, Atento goes to great lengths to ensure smooth product integration. Post-deployment, the company provides immediate follow-up support; for example, each client has an account executive that manages and monitors product performance. Additionally, Atento does annual surveys and client check-ups to constantly receive valuable feedback to enhance its offerings. This foundational approach establishes ongoing trust with customers for long-lasting relationships.

Operational Efficiency

Atento strives to achieve operational efficiency through internal initiatives to create innovative solutions. In partnership with Liga Ventures, the company developed Atento Next, a startup acceleration program positioning itself as the only company in the market to manage a program to leverage emerging technologies and methodologies. Besides, Atento has an open innovation initiative to encourage employee involvement in creating new solutions through a platform where all employees can introduce and exchange ideas for points and rewards.

⁶ https://atento.com/es/imprensa_post/atento-lanza-ari-el-nuevo-agente-virtual-para-experiencia-al-cliente-2/. Accessed December 2022.

Moreover, in 2020 and 2021, the company was recognized with the International Organization for Standardization (ISO) 56002 certificate for its innovation process. Atento's processes benefit clients by identifying pain points throughout end users' CX and developing solutions to address that demand or requirement. For instance, Atento designed Stressometer, a tool based on AI and data science, which recognizes and classifies complaints made through voice and text channels. Later, this capability builds a ranking of the topics about which customers are more stressed and want human interaction, directing those customers to an agent who can handle the matter and provide a satisfactory CX.

Atento: On a Growth Trajectory

Since its inception, Atento's sterling reputation and customer-centric framework have led to its coveted preferred partner status. Over the years, it added a range of new clients to its established client base. Frost & Sullivan's independent research shows that Atento holds Mexico's second-largest market share,

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**- Valentina Barcia,
Best Practices Research Analyst**

with 12.9% of the revenues.⁷ The company maintains a lead in the domestic market with 19,200 employees and 15 contact centers. A new management team dedicated to a growing onshore footprint and its Mexican market expertise enable Atento to establish new capabilities and a laser-focused plan to expand its clients in the U.S. and nearshore operated by Mexican agents. The company has rooted a local structure for each business area in the North American region (U.S., Mexico, and Canada) to offer the company's product portfolio supporting three languages (Spanish, English, and French). To understand customers' needs, Atento conducts virtual and in-person visits to connect the company's operational team with the client. In addition, the company is extending its services and Mexican employees to offshoring clients in Spain,

Portugal, and France. In 2021, the company achieved favorable revenue growth rates generating \$1,449 thousand in revenue.⁸ Frost & Sullivan believes the company is well-positioned to drive the CX space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

⁷ Customer Experience Outsourcing Services Market in Latin America and the Caribbean, Forecast to 2028 (Frost & Sullivan, November 2022)

⁸ <https://investors.atento.com/financials/annual-reports/>. Accessed December 2022.

Conclusion

Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. Atento customer-focused strategies and exemplifies best practice implementation. The company develops a customized journey for its clients with solid innovation capabilities powered by novel technologies like artificial intelligence, speech analytics, and natural language processing. One of Atento's recent development, ARI, its unique intelligent virtual assistant, allows clients to support end users via chat or voice channels, all with the same capability. The company is constantly evolving and making enhancements to its products to address the Mexican market's needs and deliver an exceptional customer experience. This overall customer-first approach offers immense value to existing and new customers and solidifies Atento's reputation in the market.

With its strong overall performance, Atento earns Frost & Sullivan's 2023 Mexico Customer Value Leadership Award in the customer experience outsourcing services industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

