

## Atento Contact Center of the Year in Brazil

- The company was recognized during the 17th edition of the Consumidor Moderno Awards for Excellence in Customer Service
- Granted by Consumidor Moderno magazine, the award is a reference in the CRM BPO sector in Brazil and one of the most comprehensive studies to assess the quality of customer service in the country

**SAO PAULO, June 3, 2016** –Atento S.A. (NYSE: ATTO), the leading provider of customer relationship management and business process outsourcing services (CRM BPO) in Latin America, and one of the three top providers worldwide, has been recognized as the “Contact Center of the Year – Major Operations”, during the 17th edition of the Consumidor Moderno Awards for Excellence in Customer Service. The award is granted with the participation of Centro de Inteligência Padrão (CIP), in partnership with SAX – Customer Experience Specialists, one of the most renowned customer experience research companies in Brazil.

The Consumidor Moderno Awards offer a realistic picture of the participating organizations and play a decisive role in the development of customer-company relations in the country, promoting best practices for engaging with consumers. In order to identify the companies that aim for excellence within their customer service as a source of competitive advantage, the process evaluates the companies' main contact channels with consumers and analyzes the relationships established through them.

Alejandro Reynal, CEO of Atento said, “It is with great satisfaction that we receive this recognition in Brazil, a very demanding market where companies are committed to providing an excellent customer experience as a source of competitive advantage. This award is a true reflection of the leadership position that our company holds in the Brazilian CRM BPO sector, the largest in Latin America by volume and one of the most sophisticated in terms of customer experience solutions.”

To secure its position as Call Center of the Year, Atento was the company within its sector that had the largest number of clients whose contact centers gained the best evaluations. According to Mario Camara, General Director of Atento Brazil, “This achievement is more than a recognition and reinforces the commitment of Atento to be each day more agile and dynamic company, as well as enhances the quality of the services we offer to companies operating in an increasingly digital environment. ”

According to Roberto Meir, an international expert in consumer relations and editor of Consumidor Moderno coordinator of the study, the performance of Atento was outstanding, "Analysis of the operations of its key customers had the best average performance of the market. In addition, we also highlight the quality levels achieved when managing customer operations of companies which are Atento clients and conduct their business activity in complex sectors such as telecommunications, banking and financial services or retail."

A seven months research is carried out to grant this award, including a thorough analysis of the contact centers and of the companies' strategies for ensuring customer experience excellence. The award's methodology involves both a qualitative and quantitative approach. The evaluation process is carried out in two stages: Evaluation of the Customer Service Structure – by means of an online questionnaire involving detailed information on the company's performance – and a Mystery Client Evaluation, when a number of people, under the coordination of SAX, contact the companies through the available channels and test out the information and service provided by the companies.

### About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (CRM BPO) services in Latin America, and among the top three providers globally, based on revenues. Atento is also a leading provider of nearshoring CRM/BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 14 countries where it employs more than 160,000 people. Atento has over 400 clients to whom it offers a wide range of CRM/BPO services through multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2015, Atento was named one of the World's 25 Best Multinational Workplaces by Great Place to Work® for a third consecutive year. For more information visit [www.atento.com](http://www.atento.com)



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