

## Platinum Contact Center Awards

# Liberty Seguros and Atento Spain Receive the Best Customer Experience in the Insurance Sector Award for the Second Year in a Row

- The Platinum Contact Center awards recognize the work of banking, insurance, telecommunications and industry companies that understand contact centers as value creators for their organization
- The customer care program developed by Liberty Seguros in collaboration with Atento in Spain, provides a unified and customized solution responding to all types of customer needs

**MADRID, July 2, 2018** -For the second year in a row, Liberty Seguros has received, in collaboration with Atento (NYSE:ATTO), the 'Best Customer Experience in the Insurance Sector' award at the Platinum Contact Center Awards Ceremony in Spain. The award recognized the strategy developed by the Company to generate value through its customer service center.

The customer care strategy of the Company focuses on an integrated management of the customer, meaning that a single interaction can serve to solve doubts, carry out both sales and after-sales procedures, or for notifying an insurance claim. This avoids the customer having to contact several different departments and provides a comprehensive knowledge of its needs. The integrated approach is a differentiating factor within the insurance sector that increases customer satisfaction and loyalty.

Other differentiator factors of the service are:

- its omnichannel platform, allowing the customer to contact the Company by their channel of preference
- the quality of the service and its unique integration of after-sales and claims management
- and the active participation of the customers in the improvement of the processes, as they can provide comments or suggestions to improve the service

"This recognition is for all the people who, every day, make it possible for our service to be excellent. Our goal is to offer a differentiating experience to our customers when they contact us, and for it to be relevant to them. The award encourages us to continue working along these lines, putting people at the center, and seeking excellence through continuous improvement thanks to the voice of our clients and advisers", commented Pablo Robles, Director of Services for Liberty Seguros.

According to José María Pérez Melber, Atento Spain Managing Director, "The essence of our relationship with Liberty Seguros is that we are always searching to improve customer service, seeking to create long-term relationships with the customers that generate value to the Company. This recognition of the work we do hand in hand reaffirms our status as a strategic partner for our clients".

The Platinum Contact Center Awards are one of the referents in the contact center industry in Spain.

## About Liberty Seguros

Liberty Seguros belongs to Liberty Mutual Group, the third largest non-life insurance group in the USA. Liberty Seguros has been operating in Spain since 2001 through a management model in which its brokers and clients are the core of its strategy. Liberty Seguros holds a solid position in the non-life insurance sector, and product diversification, with multi-risk insurance for companies and accidents, is its main objective for the coming years. The company has an efficient and solid multichannel business structure that operates through brokers and partners, under the Liberty Seguros brand, and through direct business (telephone and Internet) under the Genesis and Regal brands. You can follow Liberty Seguros updates on our Twitter profile: @GrupoLiberty\_es. To access the online press room, click here <http://www.libertyseguros.es/sobre-liberty/zona-prensa>

# ATENTO



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**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 five providers worldwide, 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 13 countries where it employs 150,000 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 2016, Atento was named one of the World's 25 Best Multinational Workplaces by Great Place to Work® for a fourth consecutive year. For more information visit [www.atento.com](http://www.atento.com)

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