



Atento Cognitive CX Services

Vendor Assessment
Report Abstract

February 2020

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10 pages

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Who Is This Vendor Assessment For?

NelsonHall's Cognitive Customer Experience Services report on Atento is a comprehensive assessment of Atento's offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CXS and identifying vendor suitability for CXS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Key Findings & Highlights

Atento targets three next-generation services groups: high-value voice, integrated multichannel, and automated back-office. To deliver these offerings it launched Atento Digital, a business unit integrating the company's digital assets in omnichannel management, specialized services, and automation. In 2019, the company also launched a marketing transformation unit and language design team from Brazil.

Scope of the Report

The report provides a comprehensive and objective analysis of Atento cognitive customer experience services offerings and capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery sites.



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Report Length

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