

# The Benefits of Outsourcing



Today's customers have seriously high expectations when it comes to support—**65% of customers expect companies to adapt to their changing needs and preferences**, but 61% say most companies treat them as just a number<sup>1</sup>.

The Customer Experience (CX) industry, led by Alorica for over 25 years, has helped companies rise to the occasion, introducing digital, industry-leading, multichannel ways to empower customers and build strong brand engagement.

Successful outsourcing isn't a service—it's a partnership where collaboration is key, where clients and outsourcers work together to address challenges, and unlock opportunities derived from deep analytics expertise to find the best possible solutions—delivered nearshore, offshore, and work-at-home to meet unique business goals.

## Top Reasons to Outsource Your CX

### Reason 1: Cost Optimization

With the right outsourcing partner, you can significantly reduce costs, streamline internal processes, access the latest-to-market technology, and scale up your workforce—so you can focus on strategic initiatives, and not your CX.

#### Fact



#### **70% of executives**

identify cost optimization as the top reason for outsourcing<sup>2</sup>.

### Reason 2: Support Digital Transformation

Customers are accustomed to digital channels and prefer to reach out to companies using live chat or company websites for simple issue resolution.

They expect personalization at every interaction, digital access points, and prompt company responses. Nearly two-thirds of consumers rank timely response as either the most important or second important factor in creating positive CX<sup>3</sup>.

Having a outsourcing partner with AI and automation prowess, advanced customization, and integrated digital analytics is essential to accelerate digital growth and minimize risk.

#### Fact



#### **77% of businesses**

say consumer expectations for effectively engaging with them digitally have increased over the past year<sup>4</sup>.

### Reason 3: Contribute to Revenue Growth

With a successful outsourcing partner, you can leverage their capabilities to boost your bottom line, with the technology to help you grow.

- Predictive analytics expertise
- Future-focused, AI-based omnichannel CX platform
- Agents skilled in retention, upsell/cross-sell, and acquisition surrounded by a culture of building sales into service
- Effortlessly scalable global workforce for peak period ramps

### Fact



Companies with superior CX achieve revenues **4-8% higher** than their competitors<sup>5</sup>.

### Reason 4: Augment Technology Capabilities

By harnessing an outsourcer's technology ecosystem, companies can ensure effortless customer journeys, refine processes, and increase customer satisfaction at every touchpoint.

Clients can leverage their outsourcer's capabilities to get access to the technology they need:

- Generative AI
- CCaaS platforms
- First-to-market innovations

### Fact



**91% of businesses** who use AI to improve their CX are satisfied with the results; over half report that AI-enhanced capabilities have reduced operational costs<sup>6</sup>.

### Reason 5: Leverage Advanced Data Analytics

Advanced analytics does more than just help provide customer insights—it drives better decision-making, reduces costs, streamlines operations, mitigates risk, and improves the overall customer journey.

Comprehensive data analytics provides a 360° view, including:

- Speech/Text Analytics
- Just-in-Time Agent Assist
- Survey Analytics
- Automated insights
- Data science solutions

Equipped with these outputs, companies can harness the actionable insights essential for optimizing performance, building customer loyalty, and increasing growth.

### Fact



**62% of companies** still rely on traditional tools such as spreadsheets or data analytics<sup>7</sup>.

Alorica's comprehensive portfolio of services and technology partnerships delivers tech-enabled, optimal customer experiences and exceptional performance. With extensive experience driving digital transformation, cost optimization, revenue growth, data analytics, and leading-edge technology implementation, Alorica transforms your customer experiences—now and into the future.

<sup>1</sup> Salesforce | <sup>2</sup> Deloitte | <sup>3</sup> Verint | <sup>4</sup> Verint | <sup>5</sup> Zippia | <sup>6</sup> Master of Code | <sup>7</sup> PR Newsire

Create a lasting partnership that transforms your CX one interaction at a time with Alorica.  
Get in touch to discover how we can deliver the seamless results you need for successful digital transformation.