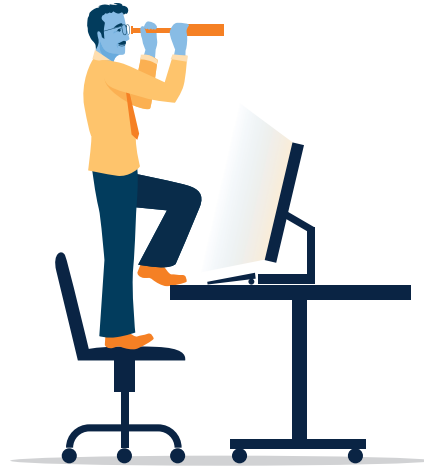


Improving Performance Variability: Track and Analyze

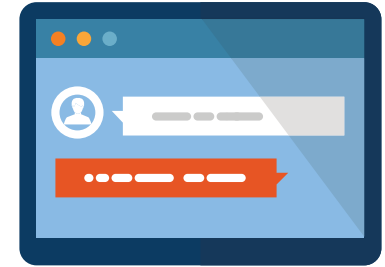


Strength Conditioning: Capabilities for Consistency





The road to transforming the customer experience is built on data. So go on, harness your inner Sherlock Holmes.



The Industry Challenge

As agents provide insanely great experiences to customers, key performance metrics such as average handle time and conversion rates are collected in the background. Then as standard protocol, supervisors review a recorded call or chat later with the agent who handled the interaction, providing praise and feedback as it corresponds with the work performed.

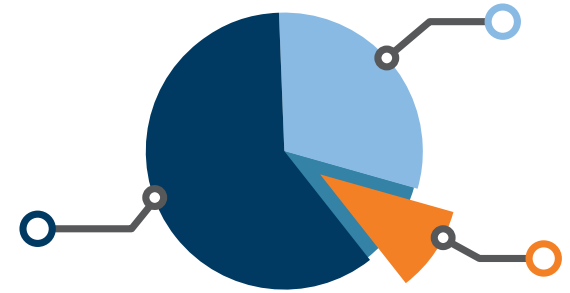
But there's much more to be explored. While performance data is typically stored, mined, analyzed and applied to future scenarios in an effort to provide customers with memorable, high-quality service, **we can also leverage data to learn how a customer truly perceived a perceived an experience.**



Improving Performance Variability: Track and Analyze

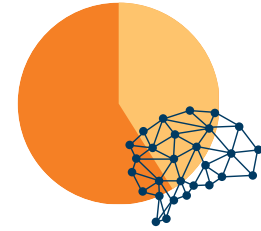
Exploring Solutions

Analyzing for Improvement



All day, every day, contact centers around the world have opportunities to learn how to better support their customers—by revealing insights from the vast digital data being generated during service interactions.

Here are three ways you can turn analysis into actions. **Learning analytics** improves agent competency, speed to proficiency, and knowledge comprehension. **Speech analytics** capabilities allow quality and workforce optimization, as well as powerful customer insights. And Alorica's **Customer Experience Consulting (CXC)** team analyzes customer journey data, identifies the root cause of issues and then uses that information to improve the customer's experience.



Learning Analytics

Employees are **20-40%**
“unconsciously incompetent”
in critical parts of their jobs.ⁱ

In operations, errors can occur with all the different steps and processes in play. Whether it’s a single call or an entire workflow, whenever something breaks, we must rely on data to determine what happened and teach us how to prevent it from happening again.

People often make mistakes because of **confidently held misinformation**, or CHM. CHM is a risk because it’s falsely relied upon as if it were true, and confidence influences decisions. Our learning analytics’ Learner Engagement segment finds and fixes CHM that influences agents’ mastery of material.



Congratulations, you just completed your first segment.

Alorica uses a learning platform that draws learners in, providing motivational feedback tailored to encourage and guide them down a track to mastering the material.

Learning Analytics

With a powerful learning analytics platform in place, you can improve knowledge retention and correct misinformation that leads to misjudgments and mistakes. In doing so, you'll eliminate CHM, measure training effectiveness in real time and gain insight into learner comprehension. By identifying where misinformation is prevalent and where it is systemic, we know exactly where and what action is needed.



Did you know ...

Our learning analytics platform is a key reason Alorica won the 2018 Customer Contact Week Excellence Award for Best Training & Development Program.

Case Study

Learning Analytics



When a worldwide telecom company sought to increase agent speed to proficiency, they partnered with Alorica to help use data science in efforts to effectively reduce training time and find alternative training delivery methods.

The Solution

- Deployed an intelligent learning analytics platform to help reduce the “confidently held misinformation” influencing agents’ mastery of material
- Used analytics and new testing methods to identify what was being misunderstood
- Retrained learners who then immediately grasped the content and successfully demonstrated competency

The Results

- **Six (6) day reduction** of new hire training duration
- **100% eradication** of learners’ confidently held misinformation (inaccuracies) impacting the new hire trainee proficiency
- **5% reduction of new hire agent attrition** during the first 90 days due to improving agent confidence and mastery of knowledge

Speech Analytics

Speech analytics can be embedded within quality assurance and workforce tools and processes as actionable intelligence, ensuring agent quality, accuracy and performance delivery.





Benefits of Speech Analytics

Investing in speech analytics drives a high return and **provides insights** into processes, product feedback, pricing issues and more. **Customer satisfaction goes up** when we better understand their needs and behaviors and when their **issues are identified and mitigated**. And as agents perform better and more accurately, **compliance improves** and errors decrease.

The primary advantage to speech analytics? Access to previously unsearchable, unstructured call data, leading to **actionable intelligence** and a **higher quality experience** for both agent and customer.

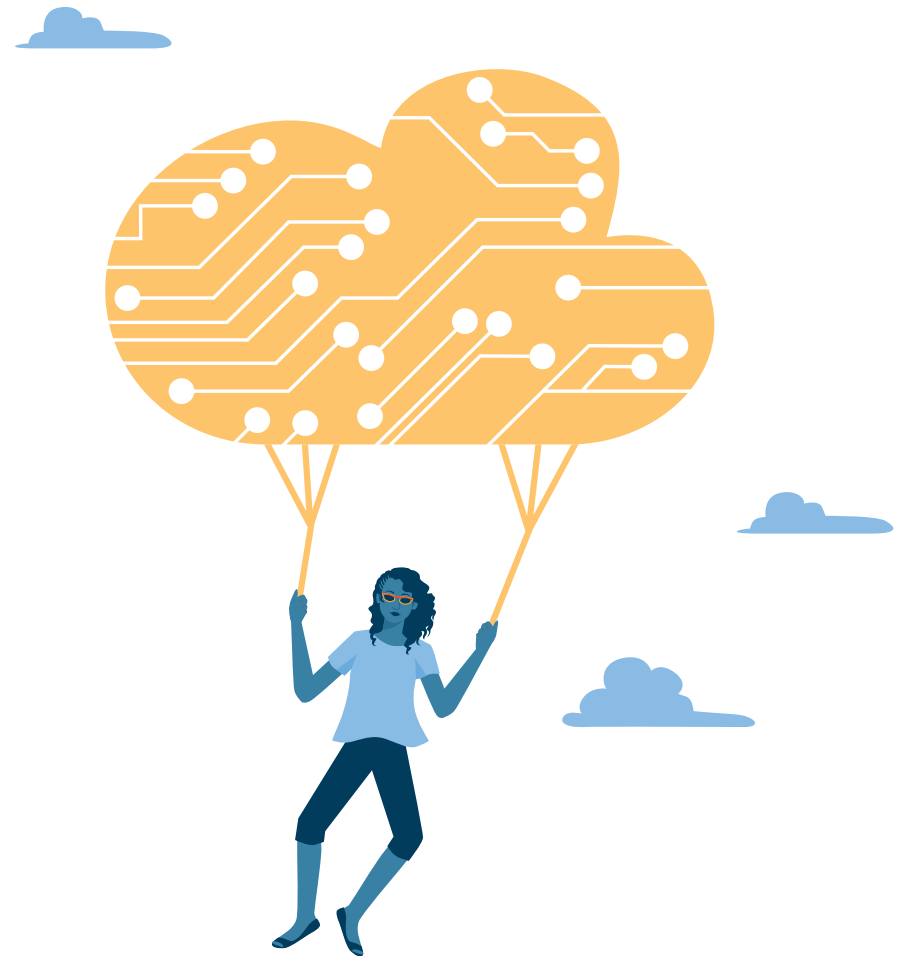
Alorica's Speech Analytics Capabilities

Alorica offers core speech analytics capabilities including quality assurance, call compliance and agent analytics. And with advanced speech analytics, we provide deeper customer insights into trends, behavior patterns and product feedback. We also offer call analytics around call drivers and self-service optimization.



Speech Analytics

Data without intelligence as well as intelligence without action will not drive performance. With speech analytics, data and intelligence allow customer experience engagement experts to target, quantify and impact the areas of greatest opportunity.



Customer Experience Consulting

Alorica's Customer Experience Consulting (CXC) team uses powerful data insights to optimize performance. After expertly identifying breakage points in processes that lead to poor customer experiences, our CXC Engagement Consultants use these learnings to recommend people, process and technology improvements—leading to higher consistency across operations.



86% of customers will stop doing business with your company because of bad service.

51% will only give you one chance.ⁱⁱ

Customer Experience Consulting

Fueled by statistical, observational and experiential data, CXC delivers multidimensional insights, driving strategies to reduce client costs and remove customer hurdles.

CXC STRATEGIES FOR IMPROVEMENT



Customer journey mapping



Contact minute reduction



Overall support cost reduction



Root cause analysis



Channel and workflow optimization



Industry best practice sharing

Case Study

Customer Experience Consulting

A major consumer electronics manufacturer asked Alorica's CXC team to determine why so many laptop purchasers weren't using self-help online and were calling in for tech support instead.

The Solution

- Listened to call data and analyzed the diagnostics tool and forums
- Bought laptops to test and “break,” finding the issues' root causes
- Discovered that lack of computer registration was why customers couldn't access the right self-service options

The Results

- Significantly enhanced customer self-service and registration process
- Reduced phone support staffing by 15%
- Saved client millions of dollars annually
- Reinvested savings into infrastructure and tools to further improve customer experience and agent workflow efficiency



In all human interactions, and especially in the customer service world, we should first focus on genuinely relating. Then, as machines do the heavy lifting of compiling data, it's up to us to extract value from the findings. From there, we can apply best practices and implement new solutions, leading to more efficient workflows and simplified tasks that will keep agents, customers and clients happy.

For more information on transforming your company—and consistently delighting your customers—call 866-ALORICA or email sales@alorica.com.



Improving Performance Variability: Track and Analyze

About Alorica

Alorica



Alorica is a leading provider of Business Process Outsourcing solutions that span the entire customer lifecycle. Good, glad we got that out of the way. Here's the deal—we think serving customers is awesome. And that's why, when it comes down to it, we really only do one thing—we make lives better...one interaction at a time.

PASSION • PERFORMANCE • POSSIBILITIES

These are the principles that guide us in helping others make better choices and informed decisions. They're more than words. They're our rally cry.

PASSION

Everything starts with conviction. A desire to obliterate the status quo, and the audacity to believe that we will. We're problem solvers. Question answerers.

Strategic dreamers. We see every interaction as an opportunity to create opportunities—for our customers, our clients, our colleagues and our communities.

PERFORMANCE

We're 110% committed to the end result. Onward and upward, it's all about taking our clients to the next level. We stay engaged. We mine new sources of inspiration. And we give it our all, no matter the challenge. They say go big or go home. We don't believe in the latter.

POSSIBILITIES

100,000 employees. Operations in 15 countries. Over 70% of our business is with Fortune 500 companies. So where do we go from here? Anywhere. Everywhere. We're always innovating, evolving, imagining new ways to continuously improve. Some

see the sky as the limit. We see the sky as a stepping stone.

WHAT'S IN OUR SECRET SAUCE?

A spoonful of customer care. A dash of technical support. A pinch of revenue generation. Equal parts receivables management, customer retention and reverse logistics. Fulfillment and B2B solutions, for sweetness. And finally, hosted contact center solutions, direct response and back office processing for that added kick.

Guess it's not so secret anymore, huh...

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