

Alorica Analytics

Real-world results that transform CX from 'pretty good' to 'insanely great'



We don't just deliver feedback...we help make clients smarter

Feedback is great—especially when it's coming from your customers—but without analytics, all you've got is a mountain of data you don't know what to do with.

Alorica doesn't just provide you with data; we organize, analyze and synthesize, presenting proactive trends and insights to help you make smarter, more informed decisions in real time.

Big data, bigger outcomes

Alorica combines structured and unstructured data—everything from KPIs and forecasting to social sentiment and interaction data and delivers operational, customer experience and predictive analytics, creating a blueprint for sustainable growth and success.

Delivering outcomes

With Alorica Analytics, you don't just get reports—you get results.



Actionable Insights
that drive loyalty and optimize performance



Growth
based on solid analytical foundations, drawn from your own data



Efficiency and Optimization
maximizing operations and ROI with predictive modeling and advanced analytics

MARKET DYNAMICS

Customers who had the best past experiences spend **140% more** compared to those who had the poorest¹

Only **11% of organizations** believe they understand their customers "well"²

OUR RESULTS



14% lift in Voice of the Customer with sentiment analysis and enhanced coaching



38% reduction in Handle Time with AHT analysis and improved verification process



44% increase in sales conversions with segmentation and propensity modeling

The roadmap to ROI

With Alorica's extensive analytics capabilities, drilling down on the results you want is point-click-shoot easy.

- **Operational analytics** help you onboard the best-fit candidates, increase speed-to-proficiency and strengthen performance, deliver higher eNPS and retention and more
- **Customer experience analytics** increase sales results, decrease risks and returns, reduce costs from inefficiencies, improve quality and accuracy, and elevate your CX
- **Predictive analytics** improve performance, increase revenue, optimize processes, predict outcomes and foster data-driven decision making for sustainable growth and lasting success

Nobody does it like Alorica

Alorica's track record when it comes to data-driven business improvements is second-to-none.

That's because big data is at the core of our performance delivery—from talent matching and real-time forecasting to prescriptive coaching and quality automation.



Our **CX Analytics team** arms you with actionable insights, drawn from customized interaction analytics and sentiment analysis



Our **Data Scientists** optimize processes and increase revenues using data minding, predictive and propensity modeling



SOLUTIONS THAT SERVE

Our complete offering has you covered.

Interaction Analytics and insights (speech & text)

Voice of Customer (VOC) and sentiment analysis

Performance Impact Analysis including First Contact Resolution (FCR), repeat caller and contact driver/volume trends as well as AHT reduction analytics and recommendations

Fraud Detection Analytics and process/regulatory compliance adherence audits

Customer Segmentation and profiling to improve outreach strategies

Propensity Modeling for customer likelihood to pay, purchase, or reconnect

Attrition Scoring to predict and prevent customer churn

Speed-to-Proficiency Assessment to baseline, benchmark, predict, and improve agent proficiency



Let's talk data

Ready to take your business to the next level? Discover the difference Alorica Analytics can do for your bottom line.

¹ Harvard Business Review - The Value of Customer Experience, Quantified

² CMSWire - The State of Digital Experience: 2020