

# Take it Outside: The Benefits of Outsourcing



Today's customers have seriously high expectations when it comes to support—**54% have higher expectations** now than they did a year ago; this skyrockets to 66% amongst GenZ and Millennial consumers.<sup>1</sup>

The Customer Experience industry—led by Alorica for over 20 years—has helped companies rise to the occasion, introducing new, multichannel ways to empower customers and build strong brand engagement.

But outsourcing is more than just moving operations elsewhere—offshore or otherwise. And the real risks aren't necessarily costs and who provides support.

Successful outsourcing includes strategic assessments and business case development to find the best possible workforces—on-shore, near-shore, off-shore, WAH—to meet unique business goals.

## 5 Great Reasons to Outsource Your CX

There are way more than just five reasons to—but let's start at the top with the five biggest (and the ones that yield the fastest results). So why wait, let's dig in.

### REASON 1: EXTENSION OF YOUR BUSINESS

When you partner with Alorica, you're not getting just one kind of support in one centralized location.

Our CX solution providers are part of your team, embedded into your brand and backed by decades of expertise to ensure your customers get the brand experience they want—and the one you need to build your brand.

### FACT



Across the globe, **96%** of consumers say customer service is an important factor in their choice of loyalty to a brand.<sup>2</sup>

### REASON 2: GROWTH

When outsourcing, you're doing more than just streamlining your customer support—you're taking your business to the next level.

And with wages rising, and recruitment more competitive than ever, Alorica makes ramping up or down effortless. Our talent matching technology makes scalability simple...no matter what comes your way.

What's more, we deliver insanely great CX with more than just one solution—we're talking omnichannel, work-at-home and blended agent models, analytics expertise that's the best in the business—so your partnership with Alorica always pays off.

### FACT



Just increasing your customer retention rates by 5% can increase profits up to **95%**.<sup>3</sup>

**REASON 3: FILLING IN THE GAPS**

It's simple, really...you give us your goals, and we meet and exceed them. And, because you're partnering with the best, we have resources that no one else can offer—including a 100K+ global workforce, ready to ramp up and scale at a moment's notice.

- Crafting your CX goals and training curriculum
- Support managing daily CX needs to maximize customer loyalty and satisfaction
- Trust us to help implement your goals, processes and CX approach
- Providing a Quality Assurance team

**FACT**

**52%** of consumers say they have made an additional purchase from a company after a positive customer service experience.<sup>4</sup>

**REASON 4: STAYING FOCUSED**

Outsourcing does more than just ensure your customers get high-quality support for your products and services. By freeing up customer support, you can focus on what you do best...makes sense, right?

And with Alorica doing the heavy lifting, you're free to innovate and expand your offerings—even during peak sales seasons!

Alorica's technology solutions and outsourcing expertise make peak sales seasons smooth sailing. And with the best digital-first CX provider in the business charting the course, you can focus on what matters most.

**FACT**

Outsourcing also makes dollars and sense—companies that deliver outstanding CX have revenues up to **8%** higher in their respective markets.<sup>5</sup>

**REASON 5: EXPAND YOUR OPTIONS WITH LESS RISK**

Meeting customer expectations means offering more than just phone support.

And remember—they don't just want one-size-fits-all solutions. They want personalized options that help them engage with their favorite brands across multiple channels—chat, text, social media—and that takes a combination of seasoned digital CX savvy plus a massive distributed labor force.

With Alorica, you've got both in your corner, 24/7/365. And then some.

**FACT**

Over **60%** of American consumers want automated, self-service solutions, like websites and mobile apps, to simply support.<sup>6</sup>

**Let's Get Started!**

You need to balance customer needs with your unique business culture and values—Alorica can help you create a seamless, blended partnership that benefits your company and your customers.

## References

<sup>1</sup> [Microsoft](#) | <sup>2</sup> [Microsoft](#) | <sup>3</sup> [Harvard Business School](#) | <sup>4</sup> [Dimensional Research](#) | <sup>5</sup> [Bain & Company](#) | <sup>6</sup> [Nextiva](#)