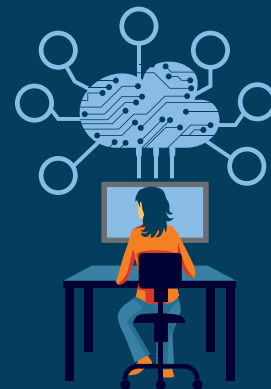


Meeting the Moment

Embracing the Workforce Model of the Future



WHAT WE FACED

Like many companies, our client, a major electronics and technology provider experienced high attrition and uncertain global working conditions as a result of the Covid-19 pandemic. **The pandemic changed the way people work permanently**, and the client knew that to be efficient, an evaluation of their CX delivery strategy—while continuing to provide multilingual support for customers all over the world—was necessary. A tailored workforce optimization strategy was required—one that was flexible, scalable, and connected a disparate work-at-home (WAH) workforce.

And that's where Alorica comes in.

WHAT WE DID

To support the client's unique delivery requirements and language needs, we created a **Connection Hub in Warsaw, Poland**, which realized all the benefits of an office with the advantage of keeping the client's workforce working remotely. The Connection Hub is a centralized operational center of excellence, built to enable and support core functions and be an in-person homebase for recruiting, training, coaching, and technical support needs.

The Warsaw Connection Hub helped perfect the art of training delivery by training employees in-office, face-to-face—and then providing a knowledgeable on-site leader for additional support. The Poland Connection Hub blends proprietary processes, programs, and tools with best-of-breed technologies, like **Alorica Connect**, to keep employees engaged and connected with their teams. Connect, a digital gamified website and app, delivers personalized support for agents at scale and helps ensure the client—and Alorica's!—culture is championed, ultimately improving eNPS and helping the client retain talent over time.

WHAT WE ACHIEVED

The client was over the moon with the Connection Hub in Poland naming it the **"model of the future"**—and employees agreed: just two weeks into production, the client experienced no attrition.

Performance is managed at the same level as traditional brick-and-mortar or work-at-home operations, empowering agents with the support they need to ensure continuous quality improvement. And, best of all, the hub-and-spoke delivery model allows the client to move into more markets with **language support needs at scale**...and they're planning to implement more Connection Hubs moving forward!

REAL-WORLD RESULTS



0%
attrition in the
first two weeks
of production



100%
training throughput



**Speed-to-
proficiency**
goals met in just
30 days