

Next-Level Content Management



Content management has come a long way from the chat rooms of the early 2000s. Today, it can make or break brands.

With Alorica at the helm, communities are safe, customers are happier, and data is processed quickly, accurately, and economically across all digital platforms. And with the right tools and technologies, our team of solutionists safeguards the customer experience everywhere.

Desired Outcomes. Delivered.



Community

Cultivating brand ambassadors with safe places to interact and transact with relevant and trustworthy content



Continuity

Ensuring data integrity and protecting customers and brands across digital platforms



Efficiency and Optimization

Processing large volumes of content and data quickly, accurately, and economically

How we get the job done

1 Quality and Integrity Inspection

Reviewing and validating the quality and integrity of data and digital content to ensure accuracy, authenticity, and relevance.

2 Data Annotation

From audio and images to text and videos, digital content is reviewed, categorized, and annotated to optimize search or train algorithms.

3 Customer Reviews and Ratings

We monitor and respond to customer feedback across hundreds of review sites, including customer sentiment analysis, case documentation, and customer resolution.

MARKET DYNAMICS



93% of customers read online reviews before buying a product¹



According to McKinsey, **data annotation** is one of the top limitations of AI implementation for organizations²



85% of interactions with a business will exist without person-to-person communication³

OUR RESULTS



20% Handle time improvement and **8% lift in accuracy** by leveraging agent assist tool as a guide for content labeling



\$1M+ Savings per month by offering customer resolutions in tech company's online community



15% Increased efficiency for identity verifications vs government inhouse teams

Alorica, Your Content Management + Digital CX Experts



Quality First

Content management, optimized with process improvement and automation, ensuring the highest levels



Deep Expertise

Our team of over 1,300 content experts evaluate, research, validate and tag data for some of the world's biggest platforms.



Employee Focus

Great work starts with great people...that's why we focus on finding the best-fit people, empowering them with a fantastic culture that fosters success.



Program Optimization

Our business workflows and proven methods ensure speed to proficiency in output and quality.



Automation Expertise

Alorica's digital solutionists are automation specialists, improving compliance, consistency, and efficiencies across a diverse client base.

Proprietary tools and technology to elevate our client's authenticity

Alorica Connect, our employee engagement and gamification app, keeps agents focused and ready to roll

Alorica Assist sets agents up for success from the first point of contact with real-time, next-best options

Coaching for Results feature structured, weekly learning sessions to improve performance and drive agent-level accountability

Hypercare, our employee feedback and actioning process, delivers improvements across the agent, program, and company continuum

Real-time Learning supports pushing out urgent workflow or policies through single-subject, easily digestible and entertaining videos

Spectrum Workforce Management empowers forecasting, scheduling, full-featured, integrated reporting and workforce management via a cloud-based interface

Ready to Level-up?

If you're fixing to change your content management and CX game, we're here to make it happen. **Let's talk!**

REFERENCES

¹ [Qualtrics](#)

² [McKinsey](#)

³ [Comm100](#)

