

# Contact Optimization

Help your customers faster and more efficiently through a modern CX experience



## Give the people what they want

Customers don't just expect good support anymore—they want every interaction to be fast, easy and efficient.

Meeting their needs requires excellence across multiple touchpoints. Alorica's "whole customer", holistic approach puts your customers in the driver's seat, delivering the support your customers crave.

## Today's customers demand more than just the same old service

To meet customer demands, adopting a one-size-fits-all approach isn't enough anymore.

Alorica's Contact Optimization expertise—second to none with over 2 billion interactions—meets customers where they are with a full complement of digital channels that create an efficient, balanced CX experience.

And with a global team that's 100K+ strong, we can drive scalable, serious change at a moment's notice.



### Efficiency & Optimization

removing the friction to maximize your CX



### Loyalty & Engagement

transforming customers into your company's greatest



### Continuity

preparing for the unexpected with a CX journey protected by design

## MARKET DYNAMICS

- **58%** of customers prefer non-voice over voice support<sup>1</sup>
- Shifting from voice to digital results in an average savings of **30%+**<sup>1</sup>

## OUR RESULTS



**\$1M+ savings per month** from offering customer resolutions via an online community



**15% reduction in phone support** with improved customer self-service



**Nearly 3% of calls deflected** using Alorica Automation

## Creating balanced customer support

Turning traditional support into a modern, digital, well-oiled machine

- **Expertise across services and channels:** including Alorica Agent Assist, callback assist, call deflection, SMS/text, chat, chatbots/virtual assistants, speech/interaction analysis and social media
- **Alorica Analytics:** transformational CX analytics for insanely great results
- **Omnichannel:** a cloud-based, turnkey approach that builds customer satisfaction, long-term value and loyalty through cost-efficient, scalable and secure solutions (powered by Talkdesk®)
- **Intelligent Routing:** coalescing customer inquiries through voice, digital or social channels with a rules-based method to route best-fit agents for optimal resolutions

## We play to win



**People, processes and technologies** to drive customer loyalty and agent excellence



**Tech-savvy, customer-comes-first problem solvers** who thrive on challenges



**Customized solutions** identified, created and deployed, tailored to every client's unique needs



**Future-focused strategies** that take clients across the finish line and further



## Talk to us

We've got the solutions, the strategies and support.  
Let's chat about your CX situation and devise the ultimate game plan for your success.



## SOLUTIONS THAT SERVE

### Driving digital channels

- Omnichannel implementation
- Intelligent Routing
- Deflection to chat, social and text

### Optimizing assisted interactions

- Agent Assist
- Callback assist
- Pairing with agents
- Timing/frequency of message-based interactions
- Language translation

### Solutions to expand unassisted interactions (self-help)

- IVR
- Chatbots/virtual agents
- Self-help community
- Company website FAQ/search
- Online interactive diagnostics
- Digital proactive outreach to offset increased call volume

### Strategic Toolkit for ongoing optimization

- Contact analytics, including drivers and triggers
- Customer journey mapping
- Process redesign
- AI/chatbot training

<sup>1</sup> Statista - Preferred contact channels for customers to resolve issues U.S.