

Are You in the Right Markets?



Optimize your delivery experience to best align with your business objectives.

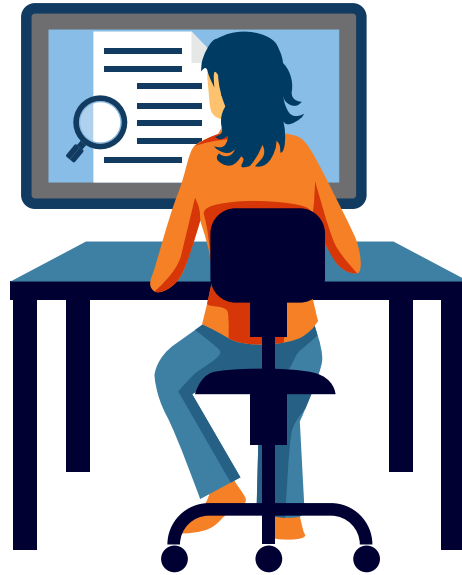




A business revolution is taking place. From retail to financial services to healthcare (and every industry in between), **the global economy and its workforce is undergoing a seismic shift.**



To ensure you're delivering sustainable and efficient CX solutions, you need to leverage a scalable, flexible workforce—via a provider you trust—that's available from anywhere at any time.



But what's the next step for you to take your business from good to great? **The answer: start with an evaluation of your delivery mix.**

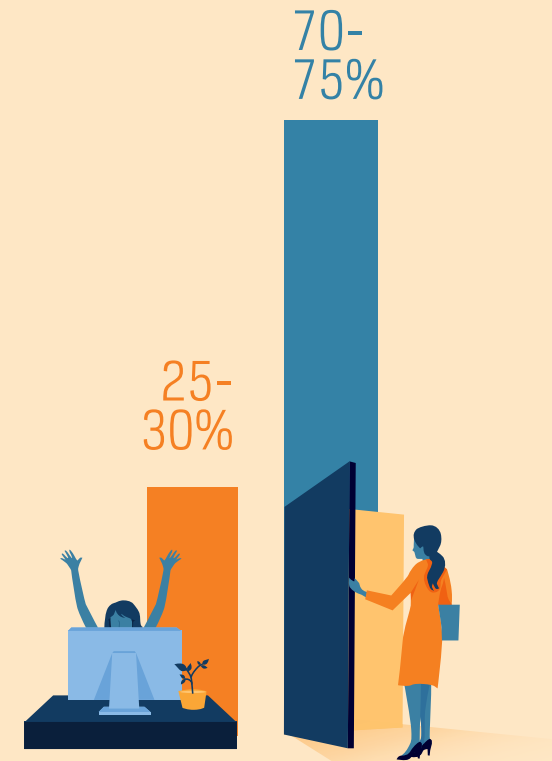
Smart Sourcing Tips

The time to evaluate your delivery mix is now. What are you waiting for?!

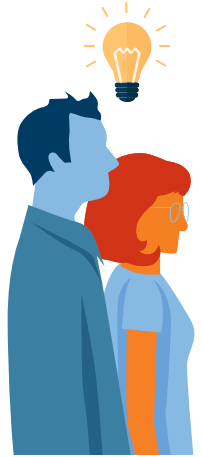


Keep an Open Mind

Choosing the right blend of flexibility, scalability, and talent is essential for successful business continuity, continued brand loyalty, and a great experience for your customers.



*In the future, **70-75%** of a client's outsourcing mix will be Brick & Mortar, and **25-30%** will be Work-at-Home.¹*



Keep an Open Mind

Knowing where your customers need support—and in what language & on what channel—is critical to ensure alignment with market insights and expertise. Finding the right balance between these priorities can be challenging; trust us, we know there is no one-size-fits-all answer!

Approach Sourcing Decisions With an Open Mind

Let your Customer Experience provider understand your current and future needs and allow them to guide you to the best solution for your customers and your business. In your evaluations, be sure to consider the following:



Talent



Cultural Affinity



Market Maturity



Infrastructure



Risk Tolerance



Cost

Future-Proof Your Workforce

As you begin to narrow your search, there are also plenty of location-specific considerations to make, such as:



Size of Your Operation

Consider today, but also look into the future.



Support Channels

Look for what you need: Voice, chat, email, video, text, social support.



Culture Of The Company

What are the values that your partner must embody to uphold your brand?



Footprint Of Current Support

Consider your volume, types and complexity of the work.



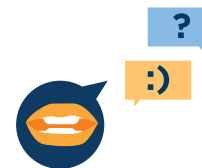
Strategy

Check: Does your potential CX partner's objectives match well with your own?



Timeline & Seasonality

Assess your critical hours of operation: Are there seasonal peaks and valleys?



Languages Required

Evaluate the languages that you need, and also consider sensitivity to accents and dialects.



Risk

Gauge your comfort level with geo-political, time zone, language, or cultural barriers.

Depending on your responses to these details, you're likely to be better suited for one or more markets.

For instance, if your **work is highly complex**, but you have a **limited tolerance for risk** and are not **hugely sensitive to price**, keeping your operations onshore will provide great peace of mind and allow you to focus on the core aspects of your business.

On the other hand, if **price sensitivity is a driving force**, and you have a **large footprint to support**, offshoring may be the most effective solution.

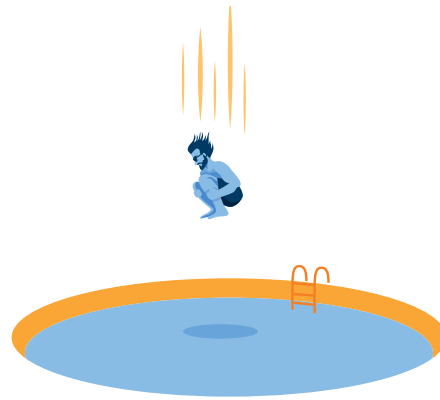
Meanwhile, if you find yourself somewhere in the middle—needing a **cost-effective solution, with multiple options for language support**—it may be best to keep your operations nearshore in a region with similar time zones and a close cultural connection.

And finally—don't forget work-at-home!

Location, Location, Location

Real estate agents have been telling us this for years!





When buying a house, location is a supremely important consideration. Will it suit your lifestyle? Is it in an area that is appreciating in value?

And most critically, does it have a pool?



In the same way, selecting the location for your operations is just as important.

Asia-Pacific: Offshore Solutions that Make You Feel Right at Home



Asia-Pacific locations are ideal to provide **scalable, cost-competitive solutions** for companies looking to globalize their business.



Superb price-to-performance



Highly scalable workforce



Ideal for off-peak, back-office work



Solid brand reputation and successful 'recruitment engines' allows for rapid, scalable talent sourcing



Expertise in multi-lingual Asian language support



Diversification and decentralization into new-wave cities

Latin America & The Caribbean: Cost-Effective Outsourcing Solutions, Closer Than You Think



Physical proximity and cultural similarity with the U.S. enables an even better delivery of **insanely great** experiences to customers



Mid-range cost advantage



Multi-lingual, educated workforce ideal for technical work



Close physical proximity and cultural similarity to the U.S.



An array of locations with different cost structures provide a broad range of rate options



Multi-lingual hub for European and Asian languages, including Spanish, Portuguese, English, French, Mandarin, Korean, and more



Secure infrastructure with strong internet connectivity and government funded education, literacy programs, and finishing schools for contact centers



Political stability among the multiple countries and governments of LATAM decreases the exposure to sudden changes in the industry's economics and delivery options



Lower risk from natural disasters that impact our business with redundancy from a business continuity perspective



*With the ability to deliver agile and adaptable workforces that satisfy a variety of program sizes and requirements, European destinations are ideal for providing **fast, flexible solutions.***

Europe: Fast, Flexible, Multi-Lingual Solutions



Strong support for multiple languages



Ideal for highly complex, technical work



Well-developed infrastructure with information security and privacy regulations in accordance with EU legislation



Typically great tax benefits



Salaries are often above market average, ensuring high fill-rates and fast ramps in short timeframes

North America: Exceptional Solutions, Right Here at Home



Premium
delivery experiences



Expertise in complex
voice, non-voice and
back-office work



Strong, geographically-
diverse locations



Established workforces with
experience in complex, highly-
regulated work types



Broad range of cost options,
time zones and business
continuity logistics



Secure, "work anywhere"
flexibility and speed-to-market

The Power of Work-at-Home

Solutions built for the distributed workforce.



Finding Balance in These Unsteady Times

Work-at-home solutions are critical for long-term business stability and continuity. Continued risk to the consumer, economic, and political environment changes require ongoing and elevated business continuity plans that don't just consider brick-and-mortar.



An End-to-End Solution Built for the Distributed Workforce

Working from home is a great solution for *every* business.
Yes, you read that right!

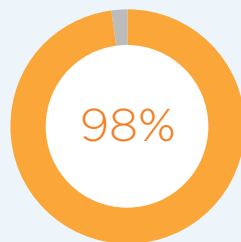


More than 52% of the U.S. workforce is expected to participate in the Work-at-Home/gig economy by 2023²

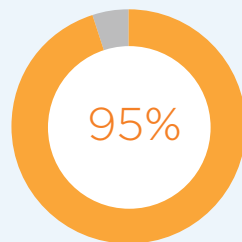


72% of companies didn't have experience with Work-at-Home outsourcing before COVID-19³

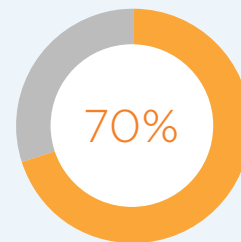
Average client outsourcing mix in the past 15+ years⁴



2008



2019



2023 (projected)

Brick & Mortar
Work-at-Home

Work-at-Home Meets Brick & Mortar

Rather than a separate solution, work-at-home delivery works best when *layered* into your existing brick-and-mortar locations. The best work-at-home solutions are end-to-end and are built for a distributed workforce.



The Future Demands a Work-At-Home Strategy

Consider the following when evaluating your existing work-at-home set-up.
Do you have:



The ability to the right talent for the right type of work that can be sourced from anywhere?



Happier, more experienced agents?



Cloud-based architecture that enables redundancy in dynamic market conditions?



The ability to quickly flex your workforce for seasonal demands and unusual call arrival patterns?



If you answered no to these questions, what are you thinking?!

It's time to consider adding work-at-home solutions to your delivery mix!

Smart Sourcing Builds Long-Term Success

And let's face it, long-term success is what you're looking for, right?





The Relationship Matters Most

Of course, the most impactful element of effective outsourcing is the connection you forge with your Customer Experience provider. Like any successful relationship, you're going to spend a lot of time together: you'll laugh together, you'll cry together, and if it all goes well, you might even introduce them to your family!

If you trust the company you choose, taking the journey together will be easier.



Where Balance Meets Ballast

Look for a BPO provider that can help you achieve balance between the priorities of delivering an effortless, effective, and engaging interaction for customers, while meeting your objectives and driving results. Make sure they are willing and able to do what it takes and stand to share in both the risks and rewards of delivering on those goals.

A mutually beneficial partnership is the best way to drive the experience you want for your customers. And leaving the last slice of pizza never hurts either.



Partnership is a Two-Way Street

How you manage the relationship with your provider will make a huge difference in the results you achieve. Everyone needs their space, so if you're too prescriptive, you may stifle creative problem solving and restrict the benefits you can glean from your partner's broader industry experience. An experienced outsourcing partner's ability to draw solutions to parallel challenges and bring them to bear on your business is one of the primary values they offer.

Don't Fear Cutting the Strings

Similarly, your approach directly impacts your customer's experience with your brand. The trust you put in your outsourcing partner directly correlates with their ability to attract & retain the type of talent that will deliver for you.



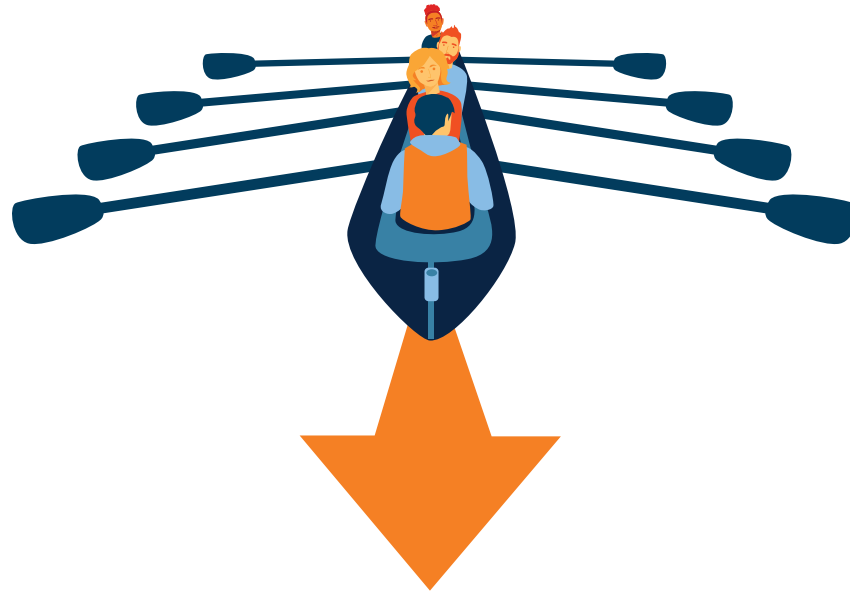
*According to a recent employee engagement benchmark study by the Temkin Group, highly engaged employees are nearly **6 times more** committed to helping their organization succeed and **5 times more** likely to refer someone for a job.⁵*

Conclusion





Now more than ever is the time to source smartly and work with an efficient, capable partner that you can trust. Unfortunately, it's not as easy as just swiping right. You'll have to share your vision, share your desired outcomes, and let your BPO provider work with you to achieve these goals.



Give your Customer Experience provider the ability to steer you to the locations, technology, and employee culture that will deliver the customer experience you need.



Build loyal customers. Grow your
business. Go! Partner! Win!

For more information—and to get started on transforming your
company—call 866-ALORICA or email sales@alorica.com.

About Alorica



Alorica



Okay, it's time for the rundown: Alorica is a leading provider of Business Process Outsourcing solutions that span the entire customer lifecycle. All right, now that we've got that out of the way, here's the deal—we think serving customers is awesome. That's why, when it comes down to it, we really only do one thing—we make lives better... one interaction at a time.

PASSION • PERFORMANCE • POSSIBILITIES

These are the three principles that guide us in helping others make better choices and informed decisions. They're more than words; they're our rally cry.

PASSION

Everything starts with conviction. A desire to obliterate the status quo, and the audacity to believe that we will. We're

problem solvers. Question answerers. Strategic dreamers. We see every interaction as an opportunity to create opportunities—for our customers, our clients, our colleagues and our communities.

PERFORMANCE

We're 110% committed to the end result. Onward and upward, it's all about taking our clients to the next level. We stay engaged. We mine new sources of inspiration. And we give it our all, no matter the challenge. They say go big or go home. We don't believe in the latter.

POSSIBILITIES

100,000 employees. Operations in 15 countries. Over 70% of our clients are Fortune 500 companies. So where do we go from here? Anywhere. Everywhere.

We're always innovating, evolving, imagining new ways to continuously improve. Some see the sky as the limit. We see the sky as a stepping stone.

WHAT'S IN OUR SECRET SAUCE?

A spoonful of customer care. A dash of content moderation. A pinch of digital transformation. Equal parts omnichannel, customer retention and automation. Financial services and Healthcare solutions, for sweetness. And finally, hosted contact center solutions, direct response, and back office processing for that added kick. Guess it's not so secret anymore, huh...

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