

# Revenue Generation

Transforming cost centers into profit centers



## Turbocharge your revenue growth with smart selling

Businesses need to be profitable—whether you're a single-person startup or a Fortune 500 multinational corporation. But without customer retention, it doesn't matter how big your business is.

It costs companies up to 5x more to get new customers—but increasing customer retention by just 5% can skyrocket your profits by as much as 95%.

Alorica's smart selling system helps drive increased revenue growth AND customer retention—including win back, up/cross selling, loyalty and acquisition. Our smart selling know-how targets only the right customers at the right time.

## Delivering outcomes

When it comes to meeting goals, Alorica consistently exceeds expectations with a proven blend of people, processes and technology.

And when it comes to customer success, no one gets the job done like Alorica:



### Growth

Whether it's supporting a new market entry or capturing lost upsell opportunities, you can count on Alorica to come through



### Loyalty & Engagement

Strategic engagements get the results you want, with the amazing CX you need to keep customers coming back for more



### Actionable Insights

Gain deeper insights into your customer and their journey to optimize your CX

## MARKET DYNAMICS<sup>1</sup>

**5.7x** revenue growth of CX leaders over laggards

**8%** higher profits for customer-centric companies than their competitors

**2%** increase in customer retention yields as many profits as a 10% cost reduction

## OUR RESULTS



Increased retention program contact rate by **58%** and conversion rate by **45%** for a digital media company



Grew sales conversions by **30%**, yielding a **\$38M revenue gain** and a **15pt. NPS score increase** for a pharmacy services company



Grew revenue by **12% (\$15M)** and increased close rates from **18pts.** for a multinational financial services company

**alorica**

## Why trust Alorica?

When it comes to making businesses grow, we've been there.

We've got decades of creating insanely great customer experiences and successful clients behind us, backed by a 100K+ global team that can be deployed anywhere quickly and easily.



### Proven Experience

Over 25 years of revenue generation experience with high-tenure clients, yielding unsurpassed ROI



### Internal Process Optimization

We optimize our internal processes by conducting data mining and predictive modeling, operations research, and advanced analytics



### Rigorous Operational Standards

Driven by education and grounded in experience, including annual sales engagement re-certification and qualification procedures and daily agent coaching and development

And we've worked with pretty much every industry and then some—Digital Tech & Media, Energy & Utilities, Financial Services, eCommerce, manufacturing, Telecom, Travel & Hospitality—if you can name it, we've probably worked with it!



## Let's talk

You need to increase your revenue, grow and retain your customer base. And we can make that happen. If you're ready to boost your bottom line beyond your expectations, **let's talk.**

<sup>1</sup> <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customerexperience/?sh=d2bc9b44ef22>



## SOLUTIONS THAT SERVE

Our complete offering has you covered.

### Inbound/Outbound Sales

Drives sales conversion for B2B and B2C revenue generation initiatives through robust data-driven programs

### Lead Generation

Identifies and cultivates potential customers for your products or services

### Retention/Win-back

Drives profitability by modeling and executing against high probability offers

### Upsell/Cross-sell

Increases revenue, and reduces new customer acquisition cost with robust cross-sell/up-sell training and incentives, and customer pricing model upgrades

### Licensed Sales

Supports health plan, property/casualty, and travel insurance needs with over 300 licensed insurance agents

### Alorica Pay

Processes payments effortlessly with a 24/7 secure, omnichannel, cloud-based payment and data protection solution

### Agent Assist

Proactively delivers contextualized next best actions in-app with our digital, conversational guide

### Knowledge Management

Provides a digital, integrated knowledge library to address queries, reduce AHT, and improve CX for customers and agents