

# INVENTIVE INNOVATIONS

## A Technology Industry Case Study



### THE CLIENT

The client, a multinational leader in technology and consumer electronics, has always been focused on providing innovative, reliable products and services. They seek only the most talented people to provide highly-skilled technical services for their customers. The client also seeks strategic partners who are transparent, flexible and can proactively deliver ideas for service improvement and innovation.

Internal operations and existing operations were not living up to the client's expectations in these regards, and thus they developed a go-forward strategy, seeking a strategic partnership, not a vendor relationship.

Enter Alorica.

### THE PROGRAM

The client opted to test our new partnership in their newest U.S. facility, to observe a unique co-managed environment staffed by Alorica's agents, management and operations support teams. From within this "center of excellence," new service innovations, optimizations, and consistent improvements are incubated, analyzed, proven and deployed across the client's contact center network.

### THE SOLUTION

The partnership started small in one business segment; with demonstrated flexibility, high-level performance, and an all-in, can do approach, the operation quickly grew to thousands of agents across more than 50 of the client's business segments. Alorica's support reaches nearly every client product, serving customers calling from seventeen countries and speaking four languages. Our successful operations model has been expanded across multiple Alorica facilities and client-owned facilities.

Our partnership with the client has yielded a constant focus on new ideas; ideas that are implemented with help from Alorica's Process Innovation team, dedicated to the client for continuous improvements.

Because if we're not continually innovating and improving, what's the point?

### THE RESULTS

- In 2014, Alorica's dedicated Process Innovation Team completed 157 total projects, resulting in millions of dollars in annual cost savings by optimizing operations, reducing truck rolls, and increasing performance
- Operating in dedicated, co-sourced centers for the client's unique business needs in their desired markets, in conjunction with hiring key skill sets and deploying specialized technology has yielded outcomes that far exceeded expectations

### THE BASICS

#### Start Date

2009

#### Solutions

Tier 1-Tier 2 Technical Support  
Customer Care  
Revenue Generation  
Back Office Processing

#### Locations

Domestic  
Nearshore  
Offshore

#### Channels

Phone  
Email  
Web & Video Chat  
Co-browse  
Social Media

#### Languages

English  
Spanish  
French  
Portuguese

