

SOMETHING ALORICA IS AWESOME AT: Direct Response

A BRIEF ALORICA PRIMER

If you're not intimately familiar with Alorica, that's okay - we're here for you. Hug?

With 30 years of experience, 150 contact centers around the globe and more than 6,000 Work-at-Home agents, we know how to provide flexible and scalable solutions to our clients, in a broad range of locations and channels. Clients look to us to streamline their operations and maintain efficiency, while keeping the partnership cost-friendly - and we happily oblige.

- Over 1 billion served. Not hamburgers. Calls - using flexible, high-volume solutions
- Extensive experience in **Consumer Products, Financial Services, Healthcare, Insurance and Pharmaceuticals**
- Unmatched compliance record: TSR, FTC, HIPAA, PCI, TCPA
- Peak flexibility is up to 3x higher than traditional contact center staffing models
- Up to 90% of inbound callers converted, maximizing lead generation

WE DON'T WANT TO BE DIFFERENT. WE WANT TO BE BETTER - BY BEING DIFFERENT.

At Alorica, we're dedicated to delivering insanely great customer experiences... one interaction at a time. That can only happen when we truly understand our clients - their unique challenges, position in the marketplace and growth strategies. Every client is distinctive and every solution is custom. We don't follow the same playbook as the other guys, and that's how we like it.



SERVICES :

- **Inbound Lead Generation**
- **Customer Acquisition**
- **Customer Care**
- **Up-sell/Cross-sell**
- **IVR Automated Agent**

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In our 12 years as a client of Alorica, we have seen many changes on how we interact with our customers. Whether it's IVR, Live Agent or revenue enhancement programs, our Alorica team continues to be innovative and responsive to our needs. Their cost effective solutions and reliability have played a large part in our continued growth. When performance counts, we simply trust Alorica to exceed our expectations.

~Alorica Direct Response Client

SOLUTIONS & CAPABILITIES

- Multi-skilled, highly-trained employees specializing in product sales, lead generation and customer care calls are exceptionally flexible and available for rapid launch
- Tenured Account Management and Creative Services ensure accurate and rapid speed-to-market
- Multiple agent solutions are blended with IVR automation for cost-effective and interactive programs
- Spectrum™, Alorica's proprietary WFM technology, enables highly flexible staffing to match ever-changing media schedules
- End-of-call revenue generation programs using SmartSell™ technology designed to increase client revenue
- Dedicated 24x7x365 platform monitoring ensures rapid response to shifting staffing needs and unforeseen events

DON'T TAKE OUR WORD FOR IT.

A high-dollar household appliance brand sought a Direct Response program. It was on. It was so on.

- IVR intelligently captured front-end data
- Elite Sales Group converted high-end sales
- SmartSell technology identified up-sell opportunities based on customer buying patterns
- Flexible home agent staffing made sure all calls were answered even though volume tripled

This program launched with a pilot effort to handle only 3% of calls, but thanks to a wildly successful outcome, we now handle 100% of the business. Our client saw a 17% increase in Revenue Per Order, a 13% improvement in overall high-end product order conversion rates and a 6% cost reduction, thanks to Alorica's blended solution and automation technology.

We never get tired of earning wins for our clients. Let us earn one for you.



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ABOUT ALORICA

Alorica is a global leader in customer experience solutions. We are made up of 100,000 passionate problem solvers who make lives better through positive customer interactions—at every touchpoint—across voice, chat and social. Leveraging innovative technologies—including intelligent automation and a comprehensive analytics suite—we support the world's most respected brands with the best talent and resources necessary to create insanely great experiences. Alorica provides a host of world-class services—from customer care to financial solutions and digital services—to clients across industries of all kinds, many of whom are on the Fortune 500. Alorica contact centers and operation hubs span the globe with locations in 14 countries. To learn more, visit www.alorica.com.