

MAKE IT RAIN

Enhance your bottom line with Alorica



PUT US TO WORK. FOR YOU.

Contact center outsourcing services can include everything from customer relationship management to back office support and receivables management.

When implemented in the right ways, BPOs can enhance the revenue stream for your company. How, you ask?

1. Customer acquisition (I say, how do you do?)
2. Customer retention (Keep 'em coming back for more!)
3. Upselling/cross-selling (Oh, you like *that*? Check out *this*...)

WHO BENEFITS?

Everyone (this means you). By bundling our services throughout the customer experience, we're able to streamline operations and generate revenue along the way. Any company looking to increase sales while reducing churn or proactively sell during customer care calls needs a partner that knows exactly when to contact their customers, and how to sell to them when they do.

Wouldn't you know it? That's our specialty.

IS NOW THE TIME TO INCREASE REVENUE? YOU TELL US.

Companies look to increase revenue when the status quo no longer cuts it. When they decide that customers deserve more than just exceptional care. And when it's simply time to branch out.

Faced with these scenarios, a company looks for a customizable solution that meets their specific metrics and KPI's while providing a variety of services. And while all BPO providers deliver solutions, not all are cost effective, customizable, sales-centric or able to provide deep analytics.

And that's where we come in.

Start with the right tools, and you can build anything.

Alorica's success stories begin with implementing the right technology, protocols and people. Here's a snapshot of what we store in the sales arsenal:

- Analytics, segmentation, lead scoring and predictive modeling
- Blended inbound and outbound with dual-gated strategic dialing (70% blended today)
- Unique cell phone outreach strategy
- Dedicated team with operational rigor; client-customized playbook, daily game plans, and management audits to ensure quality
- Deep industry experience - over 25 years offering revenue generation solutions that only get faster and more agile with time
- And of course, our proprietary sales process, Alorica Boost



ALORICA IN ACTION

For one of our healthcare clients, the analytics team was able to lower the cost to fill each prescription by 22%, using member profile information to sort criteria and a blended inbound/outbound agent model. We determined the best times to call and that 26% of all answers and contacts were made on the first attempt. This information helped us to create highly targeted dialing lists and to pinpoint more effective selling strategies.

BOOST: LIFTING UP YOUR COMPANY'S REVENUE GENERATION PERFORMANCE.

Boost is Alorica's proprietary sales process that incorporates three distinct components, all working together to deliver world-class sales support.



EXTENSIVE ANALYTICS

Alorica's Center of Analytical Excellence has access to over 300 million households, from which we pull customer demographic and buying behavior data. We can predict the best time of day to contact a customer, and interpret lead demographics, lead scoring and bucket reports – all to funnel and drive conversion.

The ability to predict dialing patterns is at the heart of making meaningful connections, and our proprietary analytics can help ensure that you're contacting the right customer, at the right time, with the right offer.

The Role of the Dialer Manager

Each customized sales program is assigned a team member who constructs and oversees dialing and program techniques to ensure we hit – nay, exceed – our metrics. The dialer manager's responsibilities include:

- Organizing and controlling lead lists
- Applying filters, managing landline/cell phone allocation, scoring agent skills
- Analyzing historical and interval-reporting trends
- Splitting up lead lists to comply with cell phone regulations, while concurrently optimizing the use of predictive dialing

RIGOROUS OPERATIONAL STANDARDS

Driven by performance. Grounded in experience.

Alorica sales agents must pass a 5-step certification process, and sales managers are required to undergo annual recertification and qualification procedures. Our dedicated Quality Assurance team performs daily, weekly and monthly QA and performance audits, and continually monitors processes, providing valuable feedback and ensuring we're meeting and surpassing client targets.

SMARTER DIALING TECHNIQUES

It's all about enhancing agent productivity.

With improved dialing protocols, agents can sell inbound and outbound simultaneously. They can call the right customer and provide the right solution. Coupled with a warm lead list, where the customer is considered "very likely" to purchase, predictive analytics routinely increase sales results by 20 – 25%.

A FEW FINAL THOUGHTS

Boost has the ability to increase your sales results by 20%, and in some cases, even more. For one rental car group, sales increased by 25%. And for a telecom company, Boost increased their customers' propensity to reconnect by 58%.

Boost is a big part of the story, but it would be nothing without 25 years of industry experience to guide our recommendations, interpret trends and steer clients towards success, regardless of shifts in the market. Revenue generation solutions are common – but the nuts and bolts, the how's and why's, the difference, the experience and the fun that Alorica brings to the table is not.

Take a look. Give us a call. Meet us for coffee. Heck, let's share some tapas. And let's do this.

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