

# "BEST LAUNCH EVER!"

## A Customer Care Case Study



### THE CLIENT

A high-end American retailer came to Alorica to provide an offshore solution in the Philippines for its customer care and first party collections business.

Not gonna lie, it got us excited.

### THE PROGRAM

Alorica was tasked with onboarding a new offshore client program, but the client's products were largely unknown to employees in the Philippines. Leveraging our deep knowledge of the retail industry, Alorica launched a customized offshore solution that utilizes hundreds of steady-state agents, enabling the client to more easily personalize the customer experience.

We began by bringing Alorica's key team members from the Philippines over to the US for a six-week, client-customized immersion program that explored critical insights, documented call types and featured a gap analysis to train the international agents. The training curriculum was built to enable Alorica agents to solve any type of service solution across the globe. Collaborating with the client, we documented 80% of the call types and provided a gap analysis of what was required to prepare agents stationed in the Philippines to resolve customer issues. We then implemented training optimization to create four Pillars of Success specific to the program: listening, being proactive, acknowledgment, and 'powerful politeness.'

These strategic early steps paved the way for a launch that was widely considered to be the best in client history...not that we would have accepted anything less.

### THE RESULTS

Our custom client implementation solution resulted in Alorica achieving its NPS goal within the first month of program launch, as well as the client's highest *Agent Effectiveness Score* of any partner within the last five years. Based on the success of the program, the client has recently awarded Alorica additional business for their e-commerce program, utilizing our domestic Work at Home agents to create a highly effective blended-agent program.

Moreover, our success with this brand demonstrated Alorica's ability to solve customer service needs from any delivery market around the world. It's a big world out there, and we aim to be on-point everywhere.

### ABOUT ALORICA

At Alorica, we only do one thing - we make lives better. How? By creating insanely great experiences for customers — online, on the phone and through social media. From acquisition and sales to customer care and support, Alorica provides a host of world-class services, including customer relationship management and back office support. We're proud to passionately serve clients as diverse as we are — including communications, financial services, healthcare, retail and tech companies, many in the Fortune 500. We call the OC home, headquartered in Irvine, CA, with more than 92,000 employees in 150 locations across 16 countries around the globe.