

OUTSOURCING TO EXPAND CRM OMNI-CHANNEL OPTIONS



Ovum evidence suggests that in 2016 and beyond, regardless of demand geography or vertical market, in-house CRM managers are struggling to meet the cross-channel requirements of their consumers, and this is leading them to engage with contact center outsourcers that can assist in both the front-line delivery and strategic management of both emerging and mature non-voice platforms.



Omni-channel offerings are a natural extension of consumer preferences for **non-voice customer service** alternatives

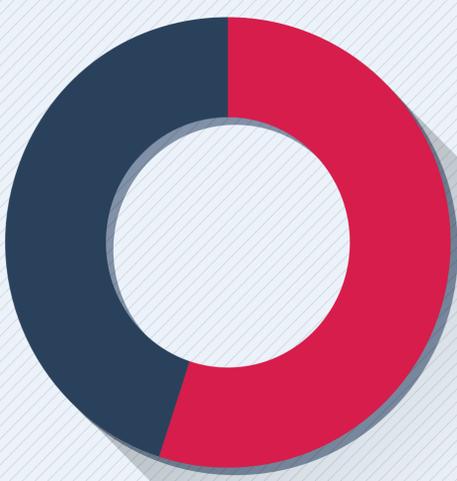


Many consumers prefer using **non-voice alternatives** that better reflect their own personal social interaction habits



Enterprises must offer omni-channel capabilities to their consumers

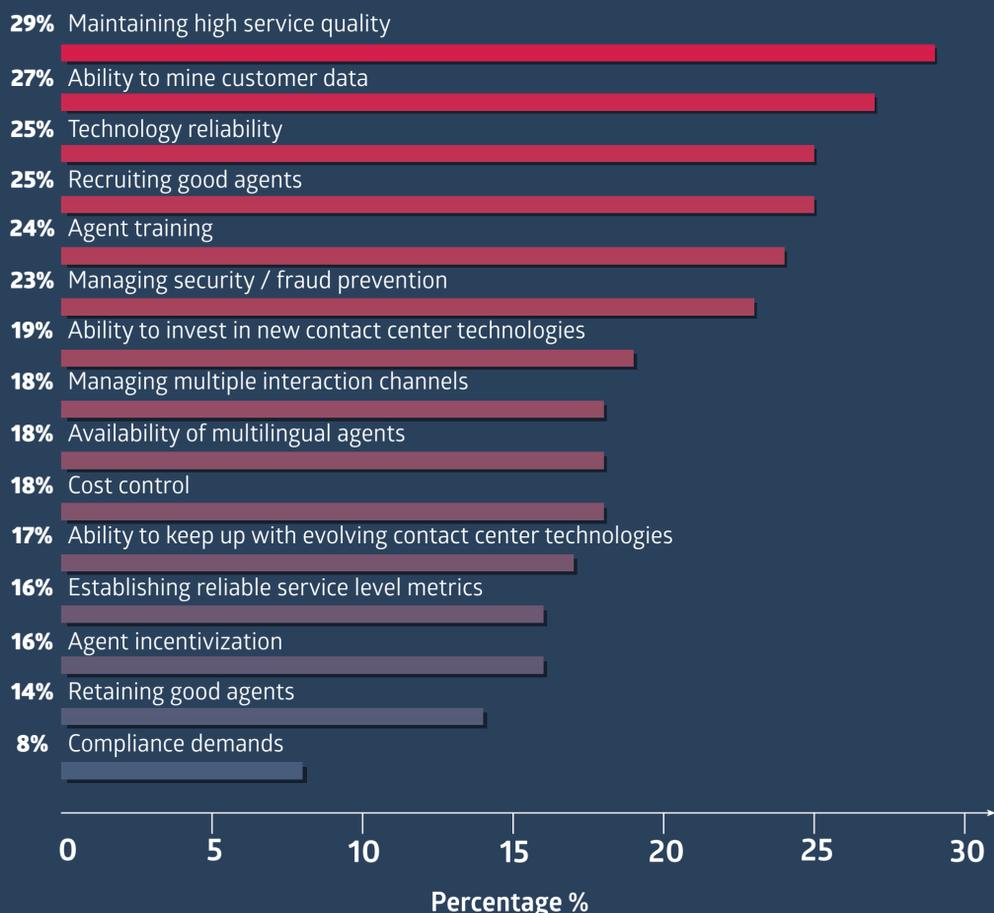
But this is **tough in practice** given the high upfront costs of acquiring the technology, especially given the current era of **shrinking contact center budgets**.



Between 2015-2017 **over 50% of enterprise CRM budgets will shrink or stay flat**

There are also difficulties in finding the right talent and keeping up with the latest consumer trends associated with emerging channels.

WHAT ARE YOUR MAJOR PAIN-POINTS WITH REGARD TO YOUR IN-HOUSE CALL CENTER?



Working with a **contact center outsourcer** to provide **omni-channel capabilities** can offer a sound alternative for enterprises that don't want their **customer satisfaction** levels to be **hurt** due to **substandard offerings**

Alorica has a **strong background** in **omni-channel delivery** across **multiple sectors**



There is no question that **significant enterprise demand** for omni-channel services exists **among enterprises**



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