

Make Your Community Where It's At

Creating Communities that Elevate Brands and Customers



Online communities are a brand's best friend. And yet, most companies can't reach them.

For decades, companies have connected with online communities transactionally, preventing the kinds of lasting connections that transform customers into brand evangelists.

Making real connections—and going that extra mile—matters more than ever. And no one knows how to help companies create long-term, meaningful relationships with online communities quite like Alorica.

Alorica's got the skills and savvy to keep communities safe and secure while boosting brands, cultivating lasting connections, and delivering insanely great CX at every touchpoint.

Creating Communities Customers Love and Trust

MARKET DYNAMICS



3.5B

people worldwide are online (the overall global population is 7.7B)¹



\$900 million

estimated increase in sector revenue in 7 years from \$393 million in 2014.²



39

seconds, average frequency of online attacks³



12%

of people online have experienced some form of harassment⁴

INSANELY AWESOME RESULTS



1 billion content moderations annually from users in ~35 countries in 17 languages across 23 lines of business



\$1+ million savings per month through customer resolutions in online community



4,000+ FTE ramp across three regions with less than 2% attrition across 50+ moderation and labeling queues



Leader For Content Moderation, Trust & Safety in NelsonHall's 2021 NEAT evaluation for Social Media CX Services across 4 countries and 17 languages

Don't Just Transact...Interact!

With time-tested, tailored approaches that foster safe, engaging communities, combined with insanely great CX, Alorica fortifies and grows customer loyalty and engagement to boost your brand—and your bottom line.

Desired Business Outcomes, Consistently Exceeded



Community

Empower and connect with customers in trusted public forums, as well as on social media platforms



Growth

Expand your market and wallet share with a trust-worthy environment that drives connections with like-minded individuals and your brand



Loyalty & Engagement

Boost your brand and cultivate long-term customer relationships, transforming your bottom line

Playbook Solutions that Deliver



Trust & Safety

Create environments where customers feel safe to interact and transact, protected from bad actors, scams, fraud, and account takeovers

└ Content Moderation, Fraud Prevention, Social CX Services, Knowledge Management



Content Management

Get discovered, recommended, and AI ready with accurate data, a unified brand experience, and prevent risk and abuse

└ Quality & Integrity Inspection, Annotation/Data Labeling, Content Enrichment, Agent Assist



Alorica On-Demand

Unleash the world's best, most burstable staffing solution to support large-scale, last-minute ramp ups with CX and multichannel expertise—anytime, anywhere

└ Gig Workforce, Direct Response



Geo Optimization

Harness the best-fit geographies based on capabilities, cost-effectiveness, and client business needs with Alorica's expert market recommendations

└ North America, Latin America and the Carribean, Asia Pacific, Europe, Rebadging

Why Alorica?



We have a **proven track record** of empowering customers to connect safely with online communities and related brands



We deliver **24/7 support ready whenever, wherever you need** with extensive, efficient, and flexible support day in, day out



We're **extensively experienced** in moderating, labeling, and applying market-specific policies to discern what the machines can't pick up



We provide **actionable insights** through a deep understanding of customer journey to improve community member experiences



We cultivate an **award-winning culture** and employee engagement that nurtures and supports CX superstars



Ready for More?

If your online community could use a little more support—as well as your CX—you've come to the right place. With decades of expertise, customizable solutions, and a track record that speaks for itself, Alorica's your go-to partner online and offline.

Let's chat!

¹[OurWorldinData.com](https://www.ourworldindata.com) | ²[Peerboard](https://www.peerboard.com) | ^{3,4}[SreenandReveal.com](https://www.sreenandreveal.com)

ABOUT ALORICA

Alorica creates insanely great digital customer experiences at scale. Our team of 100,000 solutionists, technologists and operators partner with global brands and disruptive innovators to deliver digitally-charged, tailored interactions customers crave. With a track record of creating long-term loyalty, Alorica brings actionable insights, proven processes and CX leadership to transform clients' business needs, whether they're focused on digital optimization, customer engagement or market expansion. Through strategic partnerships with best-in-breed technology, we design, integrate and optimize digital solutions personalized to reach clients' most desired outcomes. Alorica drives CX innovation for the most progressive clients around the globe from its award-winning operations in 16 countries worldwide. To learn more, visit www.alorica.com.