

# An Omnichannel Approach for the Omnipresent Customer

Today's consumers want it all. Give it to them.



## A New Era of Customer Experience

Consumer expectations have moved beyond simple voice support—they expect to engage with your brand via web, messaging, mobile, and social platforms. Companies are challenged to rapidly deploy new technology, talent and operational models while simultaneously reducing risk and improving efficiency.

An insanely great omnichannel solution **unifies** digital channels into one platform while maintaining complete customer context, **engages** with customers on their channel of choice, and **uncovers** customer expectations to provide a better customer experience.

Omnichannel CX delivers a simplified customer experience, making it easy for customers to begin dialogues on one channel and seamlessly continue on another channel—without having to repeat themselves to support.

## Meeting Your Customers Where They Are

Omnichannel solutions empower better experiences—for customers and agents. Agents can immediately access relevant customer information and interaction history, moving seamlessly from one channel to another, allowing customers to pick up wherever they left off.

And that's a win-win for everyone!



Native cloud platforms complement Alorica's embedded systems



Industry-leading and strategic executional partners efficiently establish and scale the latest CX solutions



Single interface platforms ready at a fraction of the cost of building standalone operations



Turnkey solutions that enhances customer satisfaction and builds loyalty and long-term value—all with a scalable, cost efficient, and secure implementation

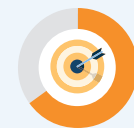
## The Experience Customers Crave



**52%** of customers are likely to switch brands if a company doesn't make an effort to personalize communication.



**59%** of customers would try a new brand or company for a better customer experience.



**65%** of companies who lack an omnichannel solution say it's a high priority goal for their organization.

## A Continuous Customer Journey

- **Unify your digital channels** by leveraging a platform with complete customer context and easy elevations between channels to meet your customers on their channel of choice
- **Remove the complexity** from deploying omnichannel solutions with a faster, more flexible, and more intuitive platform to deliver better CX at a lower cost.
- **Improve delivery and efficiency** with the best technology, most talented people and overall operational excellence.
- **Tailor a personalized experience** by putting historical customer data and context at the agent's fingertips, queries are resolved faster, and brand loyalty is enhanced



## What Drives Us?

With more than two billion interactions each year, we're powered by our people, technology and processes—ensuring business continuity and improving the customer experience with strategic solutions and a digital-first approach.



### Our People

We attract, onboard, hire and retain **the best talent in the industry**; people who are comfortable with digital engagement, excel at multitasking and understand how best to serve customers across digital platforms.



### Our Process

With **20+ years of experience** and more than **two billion interactions annually**, we leverage best practices that meet the needs of your customers. We know what it takes to deliver outstanding CX.



### Our Technology

Whether you want a turnkey solution, or you're interested in combining existing protocols with our omnichannel platform—we've got you covered.