

# Alorica Analytics: Elevating CX Through Data-Driven Optimization



## We don't just deliver feedback...we help make clients smarter

Feedback is great—especially when it's coming from your customers—but without analytics, all you've got is a mountain of data you don't know what to do with.

Alorica doesn't just provide you with data; we organize, analyze and synthesize, presenting proactive trends and insights to help you make smarter, more informed decisions in real time.

## Big data, bigger outcomes

Alorica combines structured and unstructured data—everything from KPIs and forecasting to social sentiment and interaction data and delivers operational, customer experience and predictive analytics, creating a blueprint for sustainable growth and success.

## Delivering outcomes

With Alorica Analytics, you don't just get reports—you get results.



### Actionable Insights

that drive loyalty and optimize performance



### Growth

based on solid analytical foundations, drawn from your own data



### Efficiency and Optimization

maximizing operations and ROI with predictive modeling and advanced analytics

## MARKET DYNAMICS

Customers who had the best past experiences spend **140% more** compared to those who had the poorest<sup>1</sup>

Only **11% of organizations** believe they understand their customers "well"<sup>2</sup>

## OUR RESULTS



**14% lift in Voice of the Customer** with sentient analysis and enhanced coaching



**38% reduction in Handle Time** with AHT analysis and improved verification process



**44% increase in sales conversions** with segmentation and propensity modeling

## The roadmap to ROI

With Alorica's extensive analytics capabilities, drilling down on the results you want is point-click-shoot easy.

- **Operational analytics** help you onboard the best-fit candidates, increase speed-to-proficiency and strengthen performance, deliver higher eNPS and retention and more
- **Customer experience analytics** increase sales results, decrease risks and returns, reduce costs from efficiencies, improve quality and accuracy, and elevate your CX
- **Predictive analytics** improve performance, increase revenue, optimize processes, predict outcomes and foster data-driven decision making for sustainable growth and lasting success

## Nobody does it like Alorica

Alorica's track record when it comes to data-driven business improvements is second-to-none.

That's because big data is at the core of our performance delivery—from talent matching and real-time forecasting to prescriptive coaching and quality automation.



Our **CX Analytics team** arms you with actionable insights, drawn from customized interaction analytics and sentiment analysis



Our **Data Scientists** optimize processes and increase revenues using data minding, predictive and propensity modeling



## SOLUTIONS THAT SERVE

Our complete offering has you covered.

**Interaction Analytics** and insights (speech & text)

**Voice of Customer** (VOC) and sentiment analysis

**Performance Impact Analysis** including First Contact Resolution (FCR), repeat caller and contact driver/volume trends as well as AHT reduction analytics and recommendations

**Fraud Detection Analytics** and process/regulatory compliance adherence audits

**Customer Segmentation** and profiling to improve outreach strategies

**Propensity Modeling** for customer likelihood to pay, purchase, or reconnect

**Attrition Scoring** to predict and prevent customer churn

**Speed-to-Proficiency Assessment** to baseline, benchmark, predict, and improve agent proficiency



## Let's talk data

Ready to take your business to the next level? Discover the difference Alorica Analytics can do for your bottom line.

<sup>1</sup> Harvard Business Review - The Value of Customer Experience, Quantified

<sup>2</sup> CMSWire - The State of Digital Experience: 2020