

# Revenue Generation

Rev up profits with customer-centric solutions



## Sell smarter, not harder

Revenue generation is gas in the tank, powering everything from new products and market entries to getting new customers. But high costs of new customer acquisition, decreased customer retention, and ongoing market pressure for continuous growth can have companies running on empty.

Customers are central to revenue generation—something Alorica's understood through multiple recessions and economic downturns—and strategies that don't put them first leave companies high and dry.

Alorica puts the customer first—always—with a Smart Selling system that drives revenue growth and customer retention, backed by one of the industry's largest Compliance teams, complete with a dedicated Chief Compliance Officer. We fuel our solutions with continuous process optimization, so our clients are always in motion.

Through lead generation, retention/win-back, up-selling and cross-selling, licensed sales, and inbound/outbound acquisition solutions, our strategies boost revenue and customer satisfaction, increase efficiency, and deliver the kind of ROI that keeps our clients going strong.

## Desired outcomes...delivered

You can't sustainably grow revenue without great CX. Customers are the lifeblood of any business—and considering that it costs companies up to five times more to acquire new customers than keep existing, revenue generation strategies that put the customer first make dollars—and sense.

With Alorica's expertise, it's easy to meet market pressures while maximizing profits **and** customer satisfaction.



### Growth

Take your business to the next level by growing your customer base while keeping an eye on the bottom line



### Loyalty & Engagement

Transform customers into loyalists with strategic selling strategies that deliver rapid profits needed for sustainable growth



### Actionable Insights

Leverage practical, actionable information to enhance the customer journey for a deeper understanding to continually optimize CX

## MARKET DYNAMICS

**5.7x** revenue growth of CX leaders over laggards<sup>1</sup>

**68%** of consumers are willing to spend more with companies who offer great CX<sup>2</sup>

**2%** increase in customer retention yields as many profits as a **10% cost reduction**<sup>5</sup>

## OUR RESULTS



**140%** of sales goals reached, exceeding all other vendor sales, for a utilities provider



**\$38M revenue growth** for a pharmacy services provider by merging predictive analytics with client's outreach campaign system



**45% retention conversion rate increase** for a digital media company by executing an optimal contact program

**alorica**

## Why Alorica?

When it comes to making businesses grow, we've been there.

We've got decades of creating insanely great customer experiences and successful clients behind us, backed by a global team of revenue recovery specialists that can be deployed anywhere quickly and easily.



**Continuous process optimization:** Recover revenue and develop deep insights into your customer's behaviors with actionable information, developed from data mining, operations research, and advanced analytics



**Optimized operational standards:** Our Compliance team is one of the industry's largest, with a solid global footprint plus a dedicated Chief Compliance Officer to safeguard against potential noncompliance concerns



**Alorica Analytics:** We don't settle for the status quo when it comes to our analytics expertise; we're always learning how to do what we do better, from daily agent coaching and development to annual sales engagement recertifications



**Alorica On-Demand:** Our burstable, flexible staffing models deliver the scalability to tackle planned and unplanned volume increases without sacrificing growth



**Proven industry leader:** With almost three decades of successful revenue generation for some of the world's best-known brands, we know what it takes to deliver ROI like nobody's business

## THE RIGHT PRODUCT FOR EVERY REV GEN CHALLENGE

### Inbound/Outbound Sales

Drives sales conversion for B2B and B2C revenue generation initiatives through robust data-driven programs

### Lead Generation

Connecting the right customers with the right offers at the right time...every time

### Retention/Win-back

Drive profitability by modeling and executing against high probability offers

### Upsell/Cross-sell

Increase revenue, and reduce new customer acquisition costs with robust cross-sell/up-sell training, incentives, and more

### Licensed Sales

Supporting healthcare, property/casualty, and travel insurance companies with licensed agents

## RELATED PLAYBOOKS

Alorica On-Demand • Alorica Analytics

## RELATED PRODUCTS

Alorica Pay • Agent Assist • Knowledge Management

## Let's touch base

If you're ready to boost your bottom line beyond your expectations, let's talk!

**References** <sup>1</sup> Retail Customer Experience | <sup>2</sup> Hubspot | <sup>3</sup> Super Office