



# Alorica CX Services in Retail and CPG

Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's Customer Experience Services in Retail and CPG report on Alorica is a comprehensive assessment of Alorica offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CXS and identifying vendor suitability for CXS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

## Key Findings & Highlights

For the retail and CPG sectors, Alorica provides customer care, L1-3 technical support, membership and loyalty management, new customer acquisitions, upsell and cross-sell, retention, credit and collections and fraud protection, back-office support including warranty and returns. It also offers a range of sales and marketing services as well as its premium technical support services.

## Scope of the Report

The report provides a comprehensive and objective analysis of Alorica customer experience services offerings and capabilities, and market and financial strengths in the retail and CPG sectors, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery sites.



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## Report Length

9 pages