



ARO WAHA Services

**Vendor Assessment
Report Abstract**

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8 pages

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Who Is This Vendor Assessment For?

NelsonHall's WAHA services profile on ARO is a comprehensive assessment of ARO's WAHA offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations and identifying vendor suitability for CMS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

This NelsonHall vendor assessment analyzes ARO's offerings and capabilities in WAHA services. ARO is one of a number of WAHA services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Key Findings & Highlights

ARO is a U.S. based customer management vendor formed in 1997. It has operations throughout the U.S. and has developed from a brick and mortar vendor to a pureplay WAHA supplier. At end December 31st 2010 the company had 300 employees and revenues of approximately \$12m

The key benefits ARO WAHA service offers are:

- Direct cost savings
- Better call volume to agent synchronization
- Increased agent quality
- Lower cost seasonal ramp
- Lower staff turnover
- Small engagements.

ARO recruits from 48 states across the U.S., focusing on states where labor laws provide most benefit to utilization of part time employees relating to benefits and employer contributions.

ARO is active across central Southern and Eastern states of the U.S. ARO have historically focused on healthcare and insurance, most recently diversifying into wider financial services and retail.

Scope of the Report

The report provides a comprehensive and objective analysis of ARO's WAHA services, capabilities, and market and financial strength, 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
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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Report Length

8 pages

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WAHA Services Vendor Assessments Also Available for:

Alpine

Arise

NCO

Sitel

Teleperformance

Teletch

VIP Desk.