



# Alorica CMS in Retail and CPG

## Vendor Assessment

Report Abstract

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By Vicki Jenkins  
Customer Management Services (CMS)  
Industry Sector Analyst  
NelsonHall

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## Who Is This Vendor Assessment For?

NelsonHall's CMS in retail and CPG industry sector profile on Alorica is a comprehensive assessment of Alorica's retail and CPG sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the retail and CPG sector 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.

## Key Findings & Highlights

Alorica is a privately held firm headquartered in Irvine, California, which began operations in 1999 as a technology services company. It entered the customer management services (CMS) market in 2003, with its first client from the telecommunications industry sector. Across all industries it currently employs ~50k personnel globally and operates through 73 locations, 68 of which are contact centers and five are administrative sites. Alorica's current contact centers are in the following locations: the U.S., the Philippines, Dominican Republic, Brazil, Mexico, Jamaica, and Honduras.

In 2016: Alorica entered into a stock purchase agreement to acquire Expert Global Solutions (EGS). The deal is anticipated to close in early Q3 of 2016. More details about this acquisition and other key acquisitions can be found in this report.

## Scope of the Report

The report provides a comprehensive and objective analysis of Alorica's retail and CPG offerings, 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 CMS retail and CPG sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's retail and CPG sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for CMS retail and CPG sector clients.



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## Report Length

11 pages

## Report Author

Vicki Jenkins

[vicki.jenkins@nelson-hall.com](mailto:vicki.jenkins@nelson-hall.com)

## Sales Contact

Guy Saunders

[guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)