



Alorica CMS in Telecommunications/ Cable/Satellite

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

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

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the telecommunications/cable/satellite 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 employs ~20k personnel globally and operates 40 contact centers in five countries: the U.S., the Philippines, Dominican Republic, Brazil and Honduras.

In 2005, it co-designed its concierge offering, a high-touch support model, while expanding its delivery to include the Philippines and Dominican Republic; at this time it had 5k employees. Since 2010 it has acquired PRC and Ryla, expanded to ~20k employees, and has doubled its delivery capability from the Dominican Republic. It has also co-sourced technology centers and product labs in the U.S. and Brazil, and expanded its delivery to Honduras.

The majority of Alorica's CMS telecommunications/cable/satellite agents are based in the U.S. The company provides CMS in support in a range of offerings including:

- Customer care
- Technical support
- Sales
- Retention
- Back office.

Alorica has delivery centers in support of its telecommunications/cable/satellite customers in the U.S., the Philippines, the Dominican Republic and Honduras.

Scope of the Report

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



Contents

1.	Background
2.	Revenue Summary
3.	Key Offerings
4.	Delivery Capability and Partnerships
5.	Target Markets
6.	Strategy
7.	Strengths and Challenges
	7.1 Strengths
	7.2 Challenges
8.	Outlook

Report Length

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