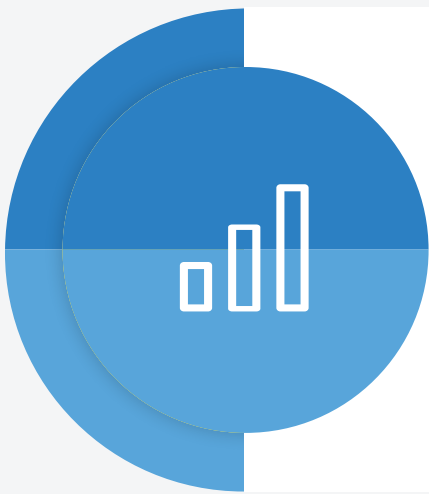# GLOWTOUCH

PUTTING PEOPLE FIRST

7 REASONS WHY OUTSOURCING CUSTOMER SUPPORT CAN GIVE YOU A COMPETITIVE ADVANTAGE

#1 COST-EFFECTIVENESS

Outsourced customer support vendors already have the necessary infrastructure, trained personnel and streamlined processes, so you don't have to invest the time, money or resources to establish them.

#2 ENHANCED SCALABILITY

Quickly scaling internal customer support operations to meet projected volume increases is daunting: hiring, onboarding, and training far ahead of the surge incurs time and development costs. Outsourcing lets your partner put trained resources in place for you.
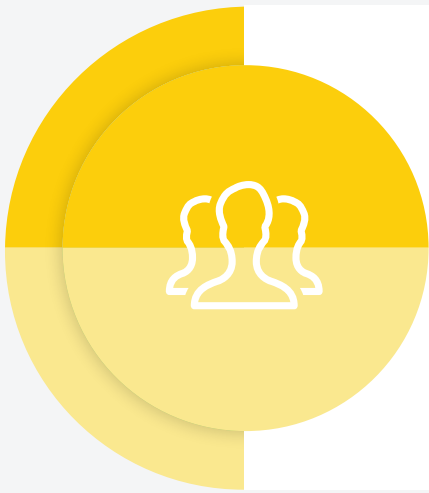
#3 A HIGHLY SPECIALIZED WORKFORCE

Partnering with a third party vendor allows you to gain the benefits of a highly specialized workforce without having to pay the upfront costs.
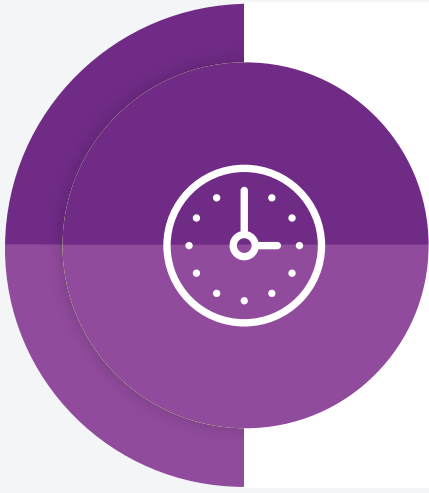
#4 ACCESS TO BEST-IN-CLASS PROCESSES

You immediately get the best practices that enhance customer experience like reducing average wait time (AWT) with dedicated QA auditors Those auditors coach agents on how to minimize "dead time" between calls and more.
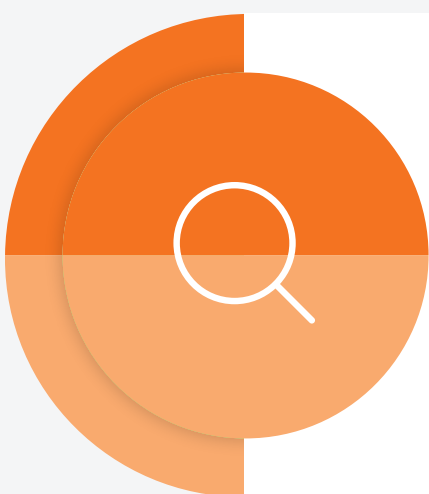
#5 ABILITY TO FOCUS ON CORE COMPETENCIES

Regardless of your industry, customers are the lifeblood of your business. But customer support may not be a core competency, if for example, you're a software provider or cyber security company. Outsource expert customer support so your company focuses on what it does best.

#6 INCREASED REVENUE

Research shows that 84% of companies that work hard to improve the customer experience had increased revenue. Conversely, businesses that ignore or neglect customer experience are lagging behind their competitors.
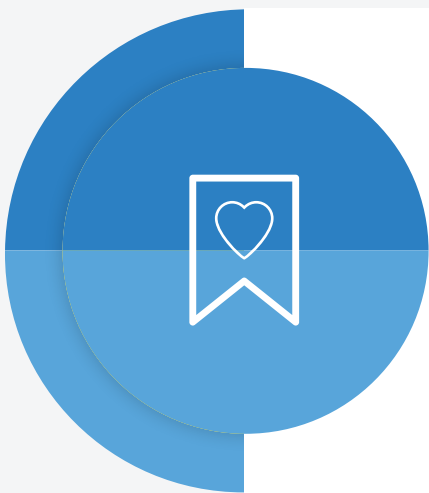
#7 INCREASED CUSTOMER LOYALTY

When you partner with customer support experts, you engender higher loyalty with your customer base. Customer support experts make transactions easier and lower Customer Effort Scores (CES). CES is the strongest predictor of future customer behavior: stronger loyalty and repeat business.