

# Consumer Packaged Goods

The things **you need and want**

The consumer products industry can be challenging to quantify because it encompasses everything that people purchase. One credible estimate puts the market's size at nearly two-trillion dollars, increasing to 2.3 trillion by 2026. It has grown so large and there are so many choices that it is easy to take this industry for granted. Until a global event upsets norms and expectations, and everything changes.

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Consumers and manufacturers alike have been impacted by Covid-19. The unknown is what happens going forward. Even before the pandemic, online shopping was trending upward; in its aftermath, that will likely continue and will involve just about all consumable goods. Home delivery began as a necessity and will likely remain as a convenience. For product makers, there must be a shift from transitory responses that address immediate needs to transformational moves that allow for sustainability.

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## BY THE **NUMBERS?**



Online channels spurred nearly 70% of overall CPG growth in the last year



Half of CPG growth from 2013 – 2018 was from sustainable products



Nearly 75% of consumers are willing to change purchasing habits to improve the environment



Online grocery spending is expected to more than double by 2023



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## NOTABLE **DISRUPTIONS**

Digital engagement has shaken up the old paradigm – companies can sell directly to consumers and sell in a virtual environment. Small brands have been particularly disruptive, growing at four times the rate of larger, more established names. There has also been a great deal of innovation, much of which was put into a higher gear out of necessity:



**DELIVERY:** this is not new, but it has evolved to a different level. Combined with the ongoing shift from offline to online buying, this trend is fast becoming a habit.



**OMNICHANNEL MARKETING:** in the past year, online channels contributed to almost 70% of total growth within the CPG space.



**THE VALUE OF VALUES:** this goes beyond getting your money's worth; consumers want brands that are aware of the world around them, not just their next earnings report.



**PERSONALIZATION:** with AI, machine learning, and data analysis used to learn about consumers, brands can be more responsive to individual preferences.

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## WHERE DO WE FIT?

More people using more tools more often. What does that create? Increased demand for customer care and consumers prefer communicating with live agents. As technology becomes more complex, so do the issues that consumers encounter. Likewise, we are evolving to be where customers are:



### Mobile :

more contacts for support will originate from mobile devices



### Social media :

this channel has high retention value, plus it is where consumers live



### Work-from-home :

remote work and remote customer service agents



### Routing :

balancing the complexity of technology with the desire for first-call resolution





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The GlowTouch client list has numerous product makers. That experience has created a working knowledge of the service-related issues that companies worry about: scalability to handle growth, flexibility for managing peak periods, consistent quality, and providing “wow” experiences.



Data analytics for real-time insight that enhances the customer experience and supports client business outcomes



Retention expertise and a track record of generating new sales



We have been a leader through the digital transformation



Scalable support in onshore, offshore, and nearshore locations



Omnichannel proficiency – chat, voice, email, and social media



An industry-standard training program for all new hires

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## CHANNELS



Voice



Chat



Email



Social Media



Facebook Messenger



SMS



in-app Messaging

## SERVICES

### Customer Contact Outsourcing



Customer Care



Technical Support



Sales/Revenue Generation



Retention



Welcome Calls



Win-back



Post Sales Verifications

### Business Process Outsourcing



Content Moderation



Imaging



Data Entry, Mining, Management



Document Indexing And Filing



Order Fulfillment / Logistics



Fraud And Security

### Technology Outsourcing



Systems Integration



QA and Testing



Custom Software Development



Mobile Application Development



Infrastructure and NOC Monitoring

## Certifications



ISO 9001:2015  
ISO 14001:2015



ISO 27001:2013  
ISO 27018:2014



PCI DSS  
PCI-DSS Level 1  
Certified



AICPA SCO



HIPPA Compliant

## Awards



GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic.



To learn more about GlowTouch,  
visit [www.GlowTouch.com](http://www.GlowTouch.com).



