



PUTTING PEOPLE FIRST

# Education Goes to School

## Education

Take something as tradition-bound as classroom education, upend its flow with a virus that stops in-person attendance, incorporate digital tools to reach a far larger audience. The result is a reinvention of how learning occurs.

**65%**  
of primary school children  
today will be working in  
job types that do not exist.

**World Economic Forum**



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The pandemic has forced a rethinking of how teaching works. The 'digital transformation' that is an article of faith in the business world has gone virtually ignored within the mainstream of education. Of the more than **\$3** trillion spent on education globally every year, less than **3%** is for digital tools.

## THE DISRUPTION BEGINS

Even before the pandemic, research showed that many administrative tasks could be reduced or eliminated – from grading papers and tests to preparation to paperwork – saving time that could be redirected toward teaching. At the same time, technology by itself is not a magic bullet. One global assessment of student performance found that students who used tablets and e-readers in the classroom did worse than those without.

One gap is in the implementation - providing hardware is easy but integrating software that connects the curriculum to learning goals, and doing it at scale, is more complicated:



Adequately training teachers on how to integrate new technologies



Updating infrastructure to address outdated networking and devices



The leadership to instigate change and to empower teachers



The expertise needed to compare solution options



Concern about privacy, safety, and data security



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A second barrier is getting buy-in from an educational community that often sees technological experimentation as being outside of its scope. **K-12** and higher education are not going to go exclusively online. Too many other activities require a physical plant and students to be on site. However, some level of online component is here to stay. Over time, it is reasonable to expect concerns over inadequate preparation, bandwidth, and the disconnect between teacher and delivery to fade.

### FAST FACTS

- E-learning software will grow to **\$400** billion by **2026**
- **98%** of US businesses plan to adopt EdTech
- Companies with comprehensive training programs have a **24%** higher profit margin and hit a **218%** increase in revenue per employee
- The global educational services market is expected to grow from **\$3.3** trillion in **2020** to **\$4.2** trillion in **2023**



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### OUR EXPERTISE

More people using more tools more often results in an increased demand for customer care. And as technology becomes more complex, so do the issues that users face. The GlowTouch client list has numerous companies within the technology space, including web hosting companies, telecoms, and smart product makers.

That experience has created a working knowledge of the service-related issues that companies worry about, such as 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 SOC



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).

