

# The Technology Industry

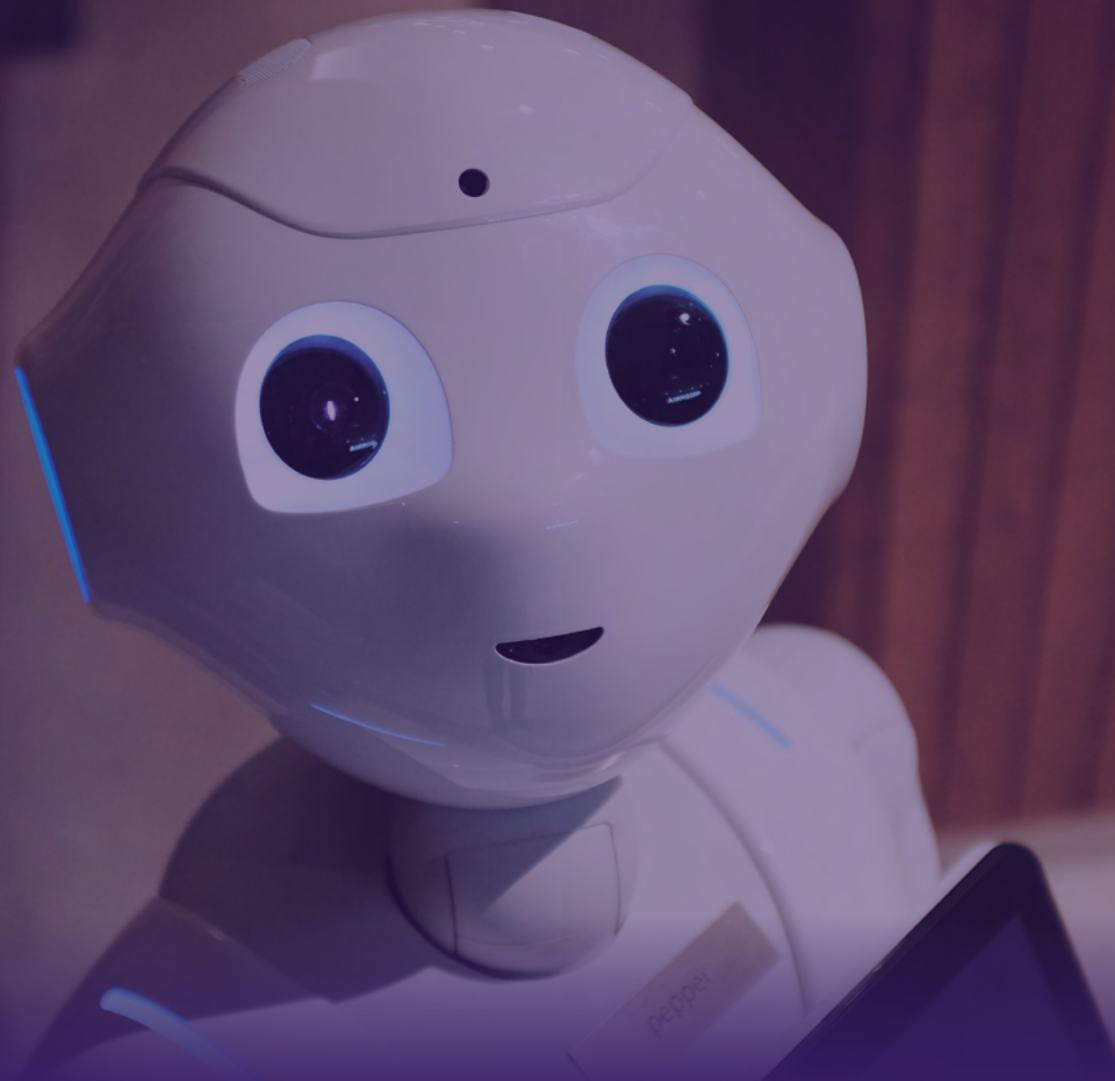
The digital transformation was a critical strategic initiative even before the coronavirus pandemic. In its wake, however, it is even more critical. From increased online shopping to the remote office and video conferencing to the disruption in the supply chain brought on by lockdowns, our daily interactions with the tools around us are changing.

Gartner forecasts an 8% decrease in global IT spending this year. The hardest hit have been the legacy categories, with losses there offset by growth in cloud services and robots, artificial intelligence, and components related to the IoT.

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PUTTING PEOPLE FIRST



## BITS & BYTES

The industry's economic output is almost two trillion dollars

AI moves from man vs. machine to man and machine

Up to 90% of companies will be in the cloud within the next few years

By year's end, 30-billion devices may be connected and interconnected to the Internet of Things.







PUTTING PEOPLE FIRST

## THE ROAD AHEAD

At the intersection of maturing and emerging technologies, some unusual issues await. While there is more innovation, adoption rates are slowing, workable models are tougher to find, and the demand for technical talent is outstripping the supply. Those are not the only issues:

- Privacy and ethics: Data breaches plus a broader lack of trust with familiar systems
- Integration & automation: making legacy systems and new technologies work and play well together
- Deep fakes: voice and video forgeries with an enormous potential for havoc

### Service challenges

More people using more tools more often. What does that cause? More demand for customer care and most customers prefer communicating with live agents. As technology becomes more complex, so do the issues that consumers encounter. Other trends reflecting user behavior include:

**Mobile:** more contacts for support will originate from mobile devices

**Social media:** this channel has high retention value, plus it's where consumers live

**Work-from-home:** remote work and remote customer service agents

**Routing:** balancing the increasing complexity of technology with the consumer's desire for first-call resolution.



## OUR EXPERIENCE

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: scalability to handle growth, flexibility for managing peak periods, consistent quality, and providing “wow” experiences.

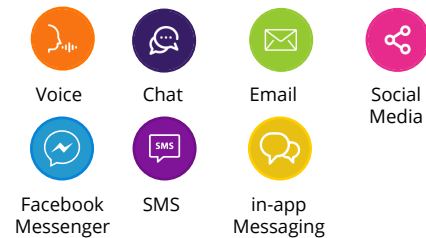
- Data analytics for real-time insight that enhances the customer experience and supports client business outcomes
- We have been a leader through the digital transformation
- Omnichannel proficiency – chat, voice, email, and social media
- Retention expertise and a track record of generating new sales
- Scalable support in onshore, offshore, and nearshore locations
- An industry-standard training program for all new hires

Have you ever been upset with a product or service but received a high level of service that resolved the issue and changed your view of the brand? We do that.

# CLIENT BRIEF



## Channels



## Services

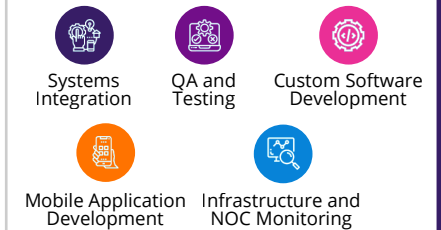
### Customer Contact Outsourcing



### Business Process Outsourcing



### Technology Outsourcing



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).

## Certifications



## Awards

