

OUTSOURCING

SUCCESS

## I Doing Well While Doing Good

It may not often be that someone says, “I want to work in a call center,” but this growing part of the service industry is worth a second look.

- More than 60,000 contact centers operate in North America
- The industry employs 3.3 million people
- Globally, Business Process Outsourcing will top \$400 billion by 2022

The BPO sector was a catalyst in moving millions of people from poverty into the middle class in India, where our roots are. The same thing is happening in other countries through impact sourcing, an arm of the BPO industry that creates opportunities for disadvantaged populations. If this work overseas, it can work at home, too.

75 million Americans are classified as under-skilled

In Greater Louisville, 40% of people employed have a high school diploma or less

While more than half of those in poverty in Kentuckiana are employed, nearly 40% are out of the labor force altogether

The lack of skilled workers means that jobs go unfilled; not only is economic growth slowed, but the human potential is wasted. GlowTouch has worked to bridge the talent readiness gap through our partnership with KentuckianaWorks and the Code Louisville and Tech Louisville initiatives, and impact sourcing presents a new opportunity.

The typical starting point for working in the BPO industry is as a customer service agent. A high school diploma is the bar to entry; what follows is determined by an individual’s willingness to grow and learn. A significant portion of our supervisory team rose through the ranks internally and is currently enjoying:

- A career path with stable employment, competitive pay, and professional advancement
- The social stability that comes with economic opportunity that keeps homegrown talent at home
- An attrition rate below industry norms, which employers like

For us and for you, there is the sense of social responsibility in opening doors for our neighbors and fellow citizens. Impact sourcing is ideal for people who have the desire to succeed but may lack the skills. We can teach them the latter while nurturing the former, developing a workforce capable of supporting any brand in virtually any industry.

BPOs are technologically sophisticated and driven to support the “customer experience” that shapes business/consumer relationships today. The industry has also moved into non-customer facing work such as data processing, claims processing, and analytics. We have put in place training programs to prepare agents for success, rigorous standards that reward performance, and a culture of empowerment that moves agents from first-tier support calls to handling complex issues that require problem-solving skills.





## GlowTouch Impact Employment Program Partnerships

### Military Veterans and Military Spouses Initiatives – Partners and Recognitions

- These meet the United Nations Foundation’s Sustainable Development Goal 8
  - **Hiring our Heroes**
  - **Military Spouse Employment Partnership/Spouse Education and Career Opportunities**
  - **Veterans Job Mission**
  - **Military Spouse Economic Empowerment Zones**
  - **Vet Jobs**
  - **Veteran Community Alliance of Louisville**

### Coalition for Workforce Diversity

- We are an employer partner to a coalition of organizations working with persons with disabilities meeting UN Foundation Goals 1, 8, & 10.

### TeleworksUSA

- We serve as an employer partner placing people from federal empowerment zones in good jobs leading to economic growth in alignment with the United Nations Foundation’s Sustainable Development Goals 1, 8, & 10.

### AARP Employer Pledge Program

- The company is an employer partner to a coalition of organizations working with persons 55+ years of age, meeting the United Nations Foundation’s Goals 1, 3, 8, & 10.

### Code Louisville

- We are an employer partner to Code Louisville graduates, meeting the United Nations Foundation’s Goals 1, 8, 9, & 10.
- We are also a corporate mentor to the organization through job shadowing opportunities and career-fair participation.

### KentuckianaWorks

- We serve as a corporate mentor through job shadowing opportunities and career-fair participation.
- We are also an employer partner placing people from federal opportunity zones in jobs that promote economic growth in alignment with the United Nations Foundation’s Sustainable Development Goals 1& 8.

### Louisville Central Community Center

- The company is an employer partner placing people from federal opportunity zones in jobs that promote economic growth in alignment with the United Nations Foundation’s Sustainable Development Goals 1, 8, & 10.

### Metro Louisville Housing Authority

- We are an employer partner placing people from federal opportunity zones and with disabilities in jobs that promote economic growth

in alignment with the United Nations Foundation’s Sustainable Development Goals 1, 8, & 10.

### Coalition for Supporting Young Adults

- We are an employer partner placing people from federal opportunity zones and with disabilities in jobs that promote economic growth in alignment with the United Nations Foundation’s Sustainable Development Goals 1, 8, & 10.

### Louisville Youth Network

- We are an employer partner placing people from federal opportunity zones and with disabilities in jobs that promote economic growth in alignment with the United Nations Foundation’s Sustainable Development Goals 1, 8, & 10.

## Social Entrepreneurship/Ed-Tech

### StemWizard - Founder

- Schools and non-profits use our custom software platform that allows students, teachers, judges, volunteers, and administrators to set up and run STEM competitions and activities virtually, meeting United Nations Foundation Goal 4.

### PitchWizard - Founder

- Custom software enables schools and non-profits to organize business plan competitions and make it easier for students, judges, and organizers to participate.

### Student Activity Tracker - Founder

- We grant to schools and non-profits our custom software that allows students to log-in and track their educational progress and achievements by inventorying activities and accomplishments for use in applying to high school, college, internships, and future jobs.

### Ready 4 K App - Founder

- Schools and non-profits use our custom platform, integrated with public school systems, to assess the readiness of incoming students and ensure that each child entering kindergarten is prepared.

### Jefferson County Public School/Academies of Louisville: Waggener High School

- We are a corporate partner in the Law and Computer Science cohort, as a leader in technology.
- This program provides hand-on, unique programming to students in computer science, meeting the United Nations Foundation Goals 4, 8, 9, & 10.

### Empowered

- This initiative was created by the daughter of GlowTouch President and Founder, Vidya Ravichandran, to prepare girls of color for careers in technology. This meets the United Nations Foundation Goals 1, 4, 5, & 8.