



PUTTING PEOPLE FIRST

# The Internet Land Rush

The global **web hosting** market

There are **1.8 billion** active websites as of this writing, each living on a server somewhere. Web hosting is big business and getting bigger, with the global market to exceed **\$200 billion** in the next few years.

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Even before the pandemic, online consumer activity was increasing. Global ecommerce spending is expected to rise by **50%** in the next few years, eclipsing **\$6.3-trillion by 2024**. The change in consumer habits also includes an expectation for more than a transactional process; it's driven by a need for personalization and engagement. This requires technology solutions that deliver speed, the ability to handle concurrent requests, and the backing of a tech support and service team that pays equal attention to problem-solving and customer retention.





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## DID YOU **KNOW?**



Every day, more than  
**900,000** new domains  
are registered



The first four web  
hosts were formed  
in **1969**



Today, there are more than  
**4.6 billion** active Internet users,  
more than half the global population



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## KEY INDUSTRY TRENDS



**CLOUD HOSTING:** more than half of organizations use cloud computing for other functions as it is, so hosting service is a natural addition. It offers a low initial investment, instant scalability, and an alternative to dedicated servers. Two other developments have sparked this trend:

**Fewer traditional data centers:** Gartner predicts that **80%** of enterprises will shut down data centers by **2025**

**Green hosting:** the energy requirements to power and keep machines cool are substantial



**SECURITY:** data breaches, cyberattacks, and scams are perennial concerns within IT, and even more so now as more activity is conducted online. Hosting providers have embraced two-step authentication, data encryption, and SSL certification.



**VALUE-ADDED SERVICES:** in a hyper-competitive, often price-driven industry, consumers are keenly aware of what they get for their money. In response, providers offer various free or low-cost additional services from site-building tools to free domain names to SEO help to unlimited bandwidth and data storage.





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## OUR **EXPERIENCE**

Among our clients is a web hosting provider whose tenure with us began in **2002 with 20 agents**. The relationship has grown to more than **1,000** service personnel, tech support staff, and network engineers. This client's umbrella covers some of the industry's leading names whose combined reach touches millions of end-users and tens of thousands of websites.

We delivered a **952%** increase in sales revenue for a second client. This resulted after tech support agents were asked to add upselling and cross-sales to their task lists.

## THE GLOWTOUCH DIFFERENCE

That experience has created a working knowledge of the service-related issues that hosting companies worry about, such as scalability to handle growth, flexibility for managing peak periods, and consistent quality. Despite more intuitive technology, interactions with customers boil down to people. The quality



Transform data into real-time insight that enhances the customer experience and supports client business outcomes



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



Expertise in customer retention and upsales



Scalable support in onshore, offshore, and nearshore locations



An industry-standard training program for all new hires

## 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



## Awards





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.

GlowTouch provides personalized contact center, business processing, and technology outsourcing solutions to clients worldwide. Founded in 2002, GlowTouch delivers operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, the company is headquartered in Louisville, KY, with additional locations in Miami, FL; Mangalore, Mysore, and Bangalore, India; Santo Domingo, Dominican Republic; and Manilla, Philippines.

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To learn more about GlowTouch,  
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