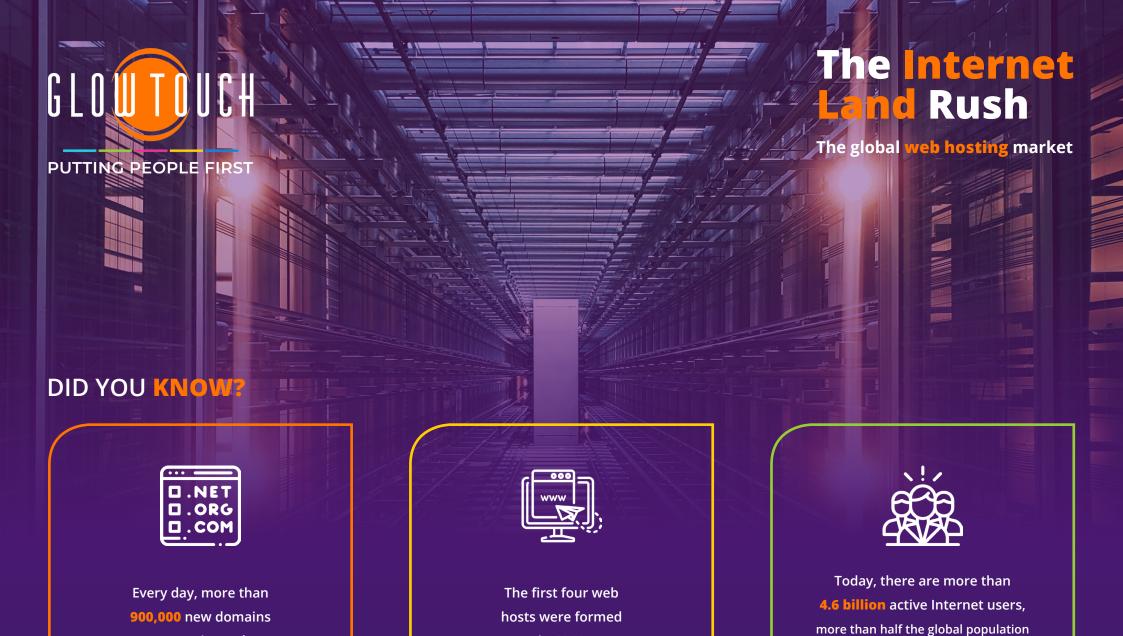


There are **1.8 billion** active websites as of this writing, each living on a server somewhere. Web hosting is big business and getting bigger, with the global market to exceed **\$200 billion** in the next few years.

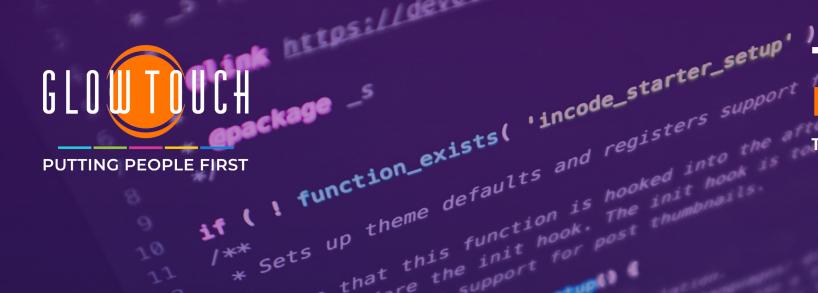


Even before the pandemic, online consumer activity was increasing. Global ecommerce spending is expected to rise by 50% in the next few years, eclipsing \$6.3-trillion by 2024. The change in consumer habits also includes an expectation for more than a transactional process; it's driven by a need for 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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The Internet Land Rush

The global web hosting market

## KEY INDUSTRY TREMDS



**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.



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.





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



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



Expertise in customer retention and upsales



# The Internet **Land Rush**

The global web hosting market

#### **CHANNELS**







**Email** 

Voice

Chat









SMS



in-app Messaging



Customer

Care



**Imaging** 

**Technical** 

Support



Sales/Revenue

Generation

Data Entry, Mining,



**Document** Indexing Management **And Filing** 

**SERVICES** 

**Customer Contact Outsourcing** 

Retention

**Business Process Outsourcing** 



Order **Fulfillment** / Logistics



**Post Sales** 

Verifications

Fraud And Security

#### **Technology Outsourcing**



**Systems** Integration



QA and **Testing** 



Custom Software Development



Welcome

Calls

Mobile Application Development



Win-back

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.



To learn more about GlowTouch, visit www.GlowTouch.com.

