Corporate Overview

Proprietary and confidential information of Alorica

OUR BRAND
WHAT WE STAND FOR

Our Vision

Making lives better…one interaction at a time.™

Our Mission

Create *insanely* great customer experiences.™

Our Promise

Passion • Performance • Possibilities ™

Passion. Our eagerness to help others and solve problems.

Performance. Our commitment to deliver results.

Possibilities. Our desire to challenge the status quo, inspire creative thinking and generate innovative solutions.

Our Core Values

Be Connected.
Our people are everything—and our obsession with being the best comes from a culture of diversity, acceptance and community. We work as a team and stand together.

Be Bold.
We ask the questions others won't. We arm ourselves with information and diligently pursue new paths to shatter the status quo. That's how we define our future and redefine our industry.

Be Relentless.
We deliver on commitments. We exceed expectations. We learn something new every day. Obstacles are inevitable—but our resilience never fails.

Be True.
We hold ourselves to the highest standard. We are accountable for our actions. We do the right thing. Respect for all, and integrity above all else.

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What Makes Alorica ~~Different~~ *Insanely Great*

1 **A Private Company with an Entrepreneurial Spirit**
We're flexible, creative and invest heavily in our client relationships.

2 **The Happiest of Clients**
Our top 20 clients have been with us 10 years or more, and we've taken on dozens of new partnerships. In fact, 70% of our business is with Global 500 Companies.

3 **End-to-End Service Capabilities**
We Acquire. Fulfill. Serve. Support. Up-sell. Repair. Collect. Retain. Renew. And Automate.

4 **Scalable, with Burstable Capacity**
From home agents to co-sourcing, rebadging to dedicated existing and greenfield locations – every client challenge is unique, and every solution tailor-made.
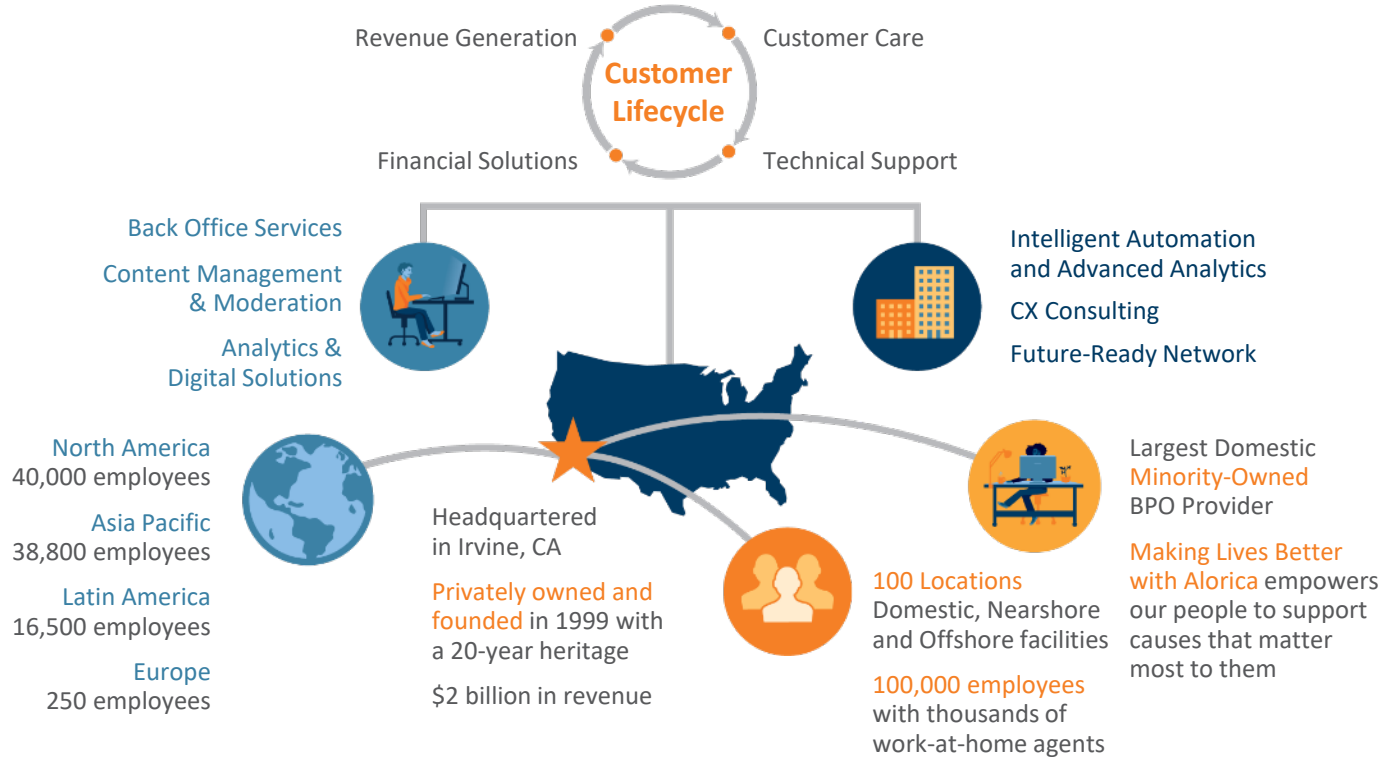
5 **Recognized as an Industry Leader**
BPO of the Year (CCW), Top 50 Best Company for Women (Comparably), Magic Quadrant Leader (Gartner), Top 100 Global Outsourcing Leader (IAOP), Military Friendly Employer (Victory Media), Leader in CCO PEAK Matrix (Everest Group), Front Office Top 10 (HFS Research), Best Contact Center Outsourcing Services Award Winner (CRM Magazine).

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Just the Facts

Revenue Generation • Customer Care

Customer Lifecycle

Financial Solutions • Technical Support

Back Office Services

Content Management & Moderation

Analytics & Digital Solutions

Intelligent Automation and Advanced Analytics

CX Consulting

Future-Ready Network

North America
40,000 employees

Asia Pacific
38,800 employees

Latin America
16,500 employees

Europe
250 employees

Headquartered in Irvine, CA

Privately owned and founded in 1999 with a 20-year heritage

$2 billion in revenue

100 Locations
Domestic, Nearshore and Offshore facilities

100,000 employees
with thousands of work-at-home agents

Largest Domestic Minority-Owned BPO Provider

Making Lives Better with Alorica empowers our people to support causes that matter most to them

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A Brief History

Everything awesome has a humble beginning.

Genesis

1999

Andy Lee was armed with $10,000 and two beliefs:

- The status quo for customer service ought to be challenged
- Developing and enabling technology is paramount to success

Growth

2000—2004

An entrepreneurial spirit helps build foundational client relationships, as we grew from one to nine sites in two countries

Urgency

2005—2009

A strong desire to diversify leads us into multiple new verticals via acquisition. We grew to 24 sites and from 1,700 people to 7,400 people

Awesome Expansion

2010—2014

Experienced talent and a diversified client base. Our workforce expanded to 19,800 people in 38 sites and four countries with consistent organic growth, new logos and additional acquisitions

Multiple Acquisitions

2015—Present

World Class operating and go-to-market platforms pave the way for the Acquisitions of West Agent Services and Expert Global Solutions (EGS) and grows Alorica to a multi-billion dollar company

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Brought Together by Our Talented Leaders

Seasoned team of BPO experts from every corner of the industry.

Andy Lee
Chairman &
Chief Executive Officer

Chris Crowley
Executive Vice President &
Chief Commercial Officer

Greg Haller
Chief Operating
Officer

Susan Dumond, Ph.D
Chief Employee
Experience Officer

Steve Phillips
Chief Information
Officer

Max Schwendner
Chief Financial
Officer

Bhaskar Menon
Chief Transformation
Officer

Shawn Stacy
Chief Client
Officer

Colleen Beers
President, North
America & Europe

Jay King
President, Financial
Solutions

**Rainerio
"Bong" Borja**
President, Asia-Pacific
Operations

Brian Delaney
President, Latin America &
The Caribbean Operations

Jeffrey Aldaz
SVP, Global
Business Services

Colson Hillier
Chief Marketing
Officer

Joyce Lee
Chief Culture Officer &
President, MLBA

Bob Corsi
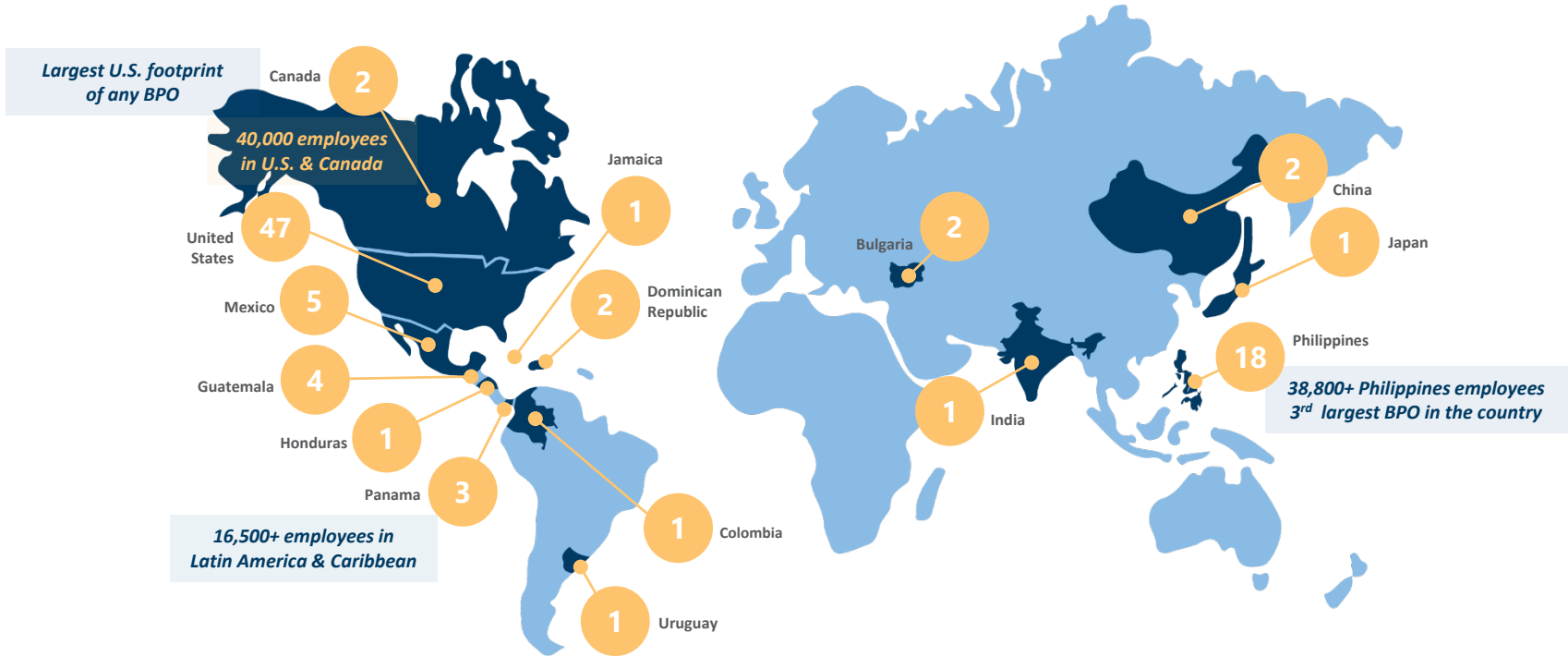SVP, Sales &
Operations Enterprise Planning

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Where We Are

Insanely Great Experiences, Across the Globe

100,000 employees. 15 countries. 100 locations. 12 time zones.

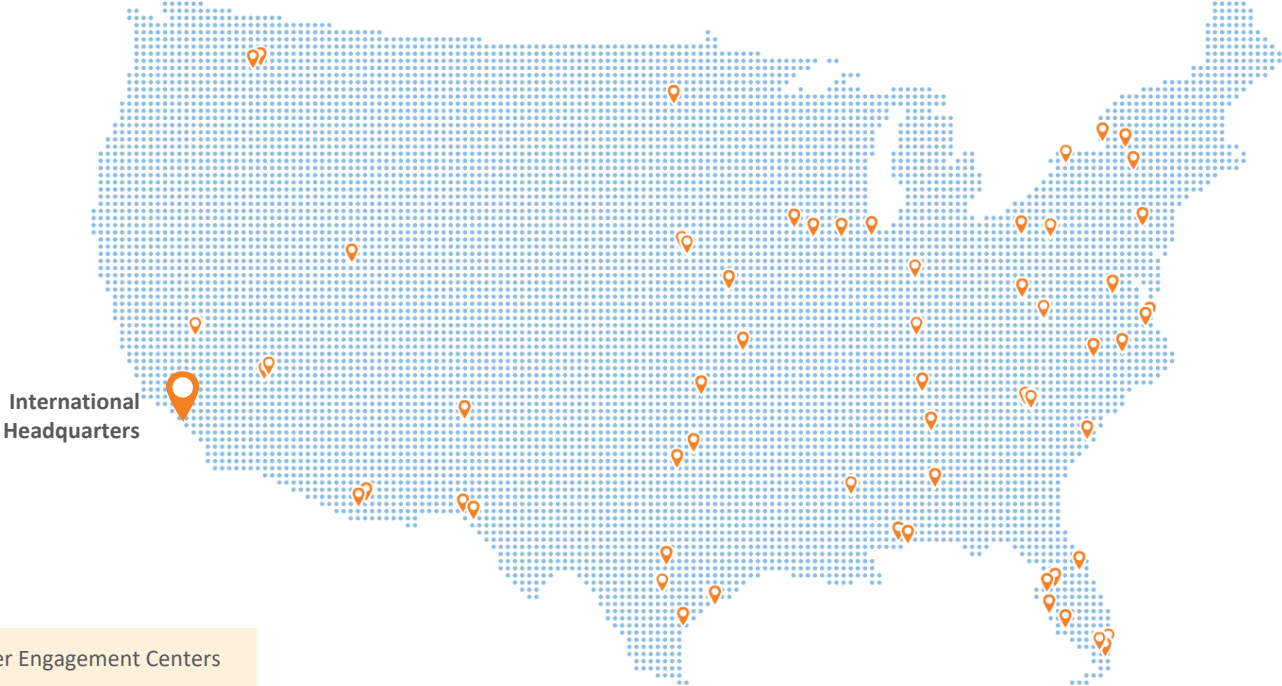**Largest U.S. footprint of any BPO**

Canada — 2

40,000 employees in U.S. & Canada

Jamaica — 1

United States — 47

Dominican Republic — 2

Mexico — 5

Guatemala — 4

Honduras — 1

Panama — 3

Colombia — 1

16,500+ employees in Latin America & Caribbean

Uruguay — 1

Bulgaria — 2

China — 2

Japan — 1

India — 1

Philippines — 18

38,800+ Philippines employees 3rd largest BPO in the country

* Headcount numbers are rounded

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The Industry's Largest, Most Scalable U.S. Capacity

International Headquarters

42 Customer Engagement Centers

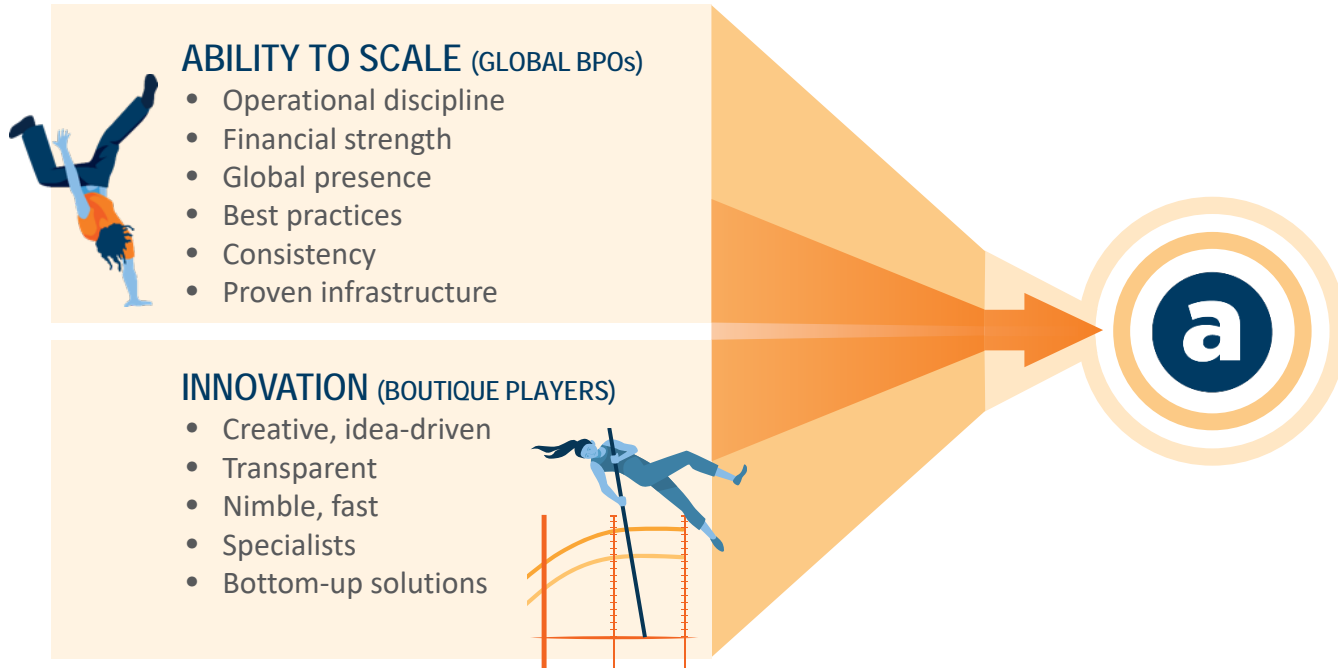3 Administrative Support Centers

38,000+ U.S. employees

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What We Do

Big and Fast. Alorica is the Best of Both.

Some brands advocate scalability. Some champion innovation. We prefer to bring it all.

ABILITY TO SCALE (GLOBAL BPOs)
- Operational discipline
- Financial strength
- Global presence
- Best practices
- Consistency
- Proven infrastructure

INNOVATION (BOUTIQUE PLAYERS)
- Creative, idea-driven
- Transparent
- Nimble, fast
- Specialists
- Bottom-up solutions

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Serving Our Clients With Proven Delivery Strategies

Program size, complexity and speed to scale don't scare us –
we serve our clients with fully-developed customer solutions.

Services across the entire customer lifecycle	Core capabilities that obliterate the status quo	Relationships with the biggest brands in each vertical

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Leveraging Unique Strengths and Capabilities

Advanced Analytics

Data Scientists using data mining and predictive modeling to optimize performance

CX Engagement Consultants using data insights to resolve "breaking points" in the customer journey

Distinct Service Offerings

Burstable **Alorica Anywhere platform** with thousands of geographically-dispersed agents

Making Lives Better with Alorica empowers our people to support causes that matter most to them

Multi-lingual capabilities in Bulgaria, China, Japan, U.S. and seven Latin American countries

Financial Solutions in collections, loan servicing, fraud and credit services

Proprietary Technologies

Intelligent Automation and conversational AI to automate processes and increase efficiencies

Spectrum™ optimizes workforce flexibility

Customer Experience Management Portal (CxMP) CRM delivers **omnichannel, non-voice** and **self-service** solutions
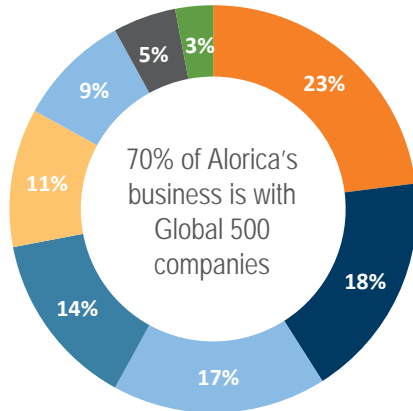
Diversified Solutions

Concierge premium support provides differentiated service for Retailers and OEMs

Healthcare services include licensed pharmacists, pharmacy technicians and non-dispensing pharmacies

Experts in **rebadge and co-sourcing** to effectively leverage Alorica and client assets
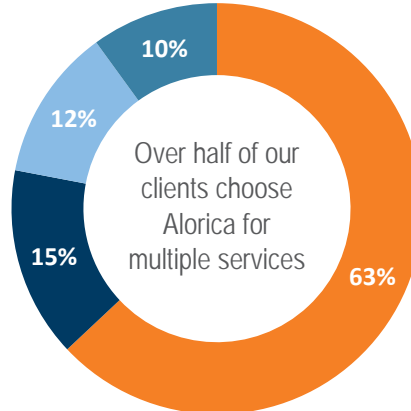
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Capabilities Across the Board, Across the Globe

Diverse Vertical Presence

23% Communications
18% Tech & Media
17% Banking & Finance
14% Healthcare
11% Retail & Consumer Goods
9% Travel & Transportation
5% Energy & Utilities
3% Other
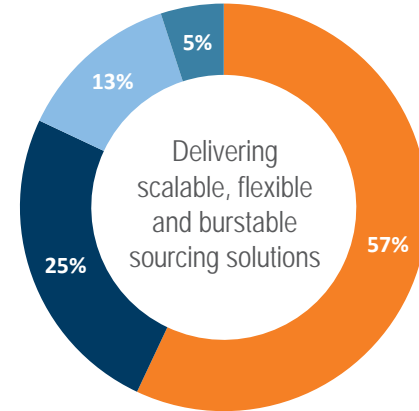
70% of Alorica's business is with Global 500 companies

- Communications
- Tech & Media
- Banking & Finance
- Healthcare
- Retail & Consumer Goods
- Travel & Transportation
- Energy & Utilities
- Other

End-to-End Services

Over half of our clients choose Alorica for multiple services

63% Care
15% Financial Solutions
12% Technical Support
10% Revenue Generation

- Care
- Financial Solutions
- Technical Support
- Revenue Generation

Key Delivery Markets

Delivering scalable, flexible and burstable sourcing solutions

57% Domestic - U.S.
25% Offshore
13% Nearshore
5% Domestic - Rest Of World

- Domestic - U.S.
- Offshore
- Nearshore
- Domestic - Rest Of World

* Based on 2019 Alorica Revenue
** Domestic Rest of World (ROW) includes in-country support from Canada, Panama, Japan and China

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Call Us Crazy, But We Think Serving Customers is Awesome

REVENUE GENERATION
- B2C & B2B revenue generation and retention
- Direct Response burstable at-home sales team
- Profiling, segmentation and contact strategies
- Propensity scoring and predictive modeling

Reach the right customer, at the right time, with the right offer

Over 30 years of best practices and unmatched dedication to compliance

FINANCIAL SOLUTIONS
- A blended cure/care approach for revenue recovery with high-quality customer care
- Strong foundation in compliance and quality
- Early intervention, loan servicing, fraud prevention and credit services

CUSTOMER CARE
- Leader in NPS and VOC measurements
- Sales through service model
- Excel in complex, multi-service programs
- One-stop advantage for front and back office

The top provider in Net Promoter Score

Reduce costly returns by more than 20%

TECHNICAL SUPPORT
- Pioneers of "White Glove" premium support
- Pay-for-support troubleshooting services
- Reverse Logistics for refurbish and repair
- Leverage product labs, video chat and social communities

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Powered by Our People

We support over **2 billion customer interactions** per year

720,000,000
PHONE CALLS

54,000,000
SOCIAL MEDIA
INTERACTIONS

22,000,000
ROBOTIC AUTOMATION
TRANSACTIONS

15,000,000
WHITE MAIL &
FAX PIECES

93,000,000
EMAILS

88,000,000
CHATS &
MESSAGES

55,000,000
BACK OFFICE
INTERACTIONS

890,000,000
CONTENT PIECES
MODERATED

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World-Class Services for Industry Leaders

ALORICA SERVES …

Global 500 brands represent 70% of our business

3 of the largest consumer electronics manufacturers

4 of the top 5 wireless companies

4 of the top 8 healthcare companies on the Fortune 500

4 of the top 10 banks on the Fortune 500

5 of the world's largest retailers

4 of the top 10 largest car manufacturers

3 of the 5 largest technology companies

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Alorica's People Ecosystem

Delivery with purpose.

	The **right people** at the **right place**	Accelerating the path to **proficiency**	Enabling real-time **engagements**	Driving insanely great **results**	Creating the best **environment**
	Hiring	**Onboarding**	**Connecting**	**Performing**	**Retaining**
Ops Processes	• Talent Definitions • Advanced Agent Profiling • Social Recruiting and Meet & Greets • Assessment and Screening • Predictive Hiring Analytics • Interviewing and Selection	• Dynamic New Hire Training • Training Certifications • 30-60-90 Day Strategic Onboarding Process • Academy Bay • Nesting Playbook	• Workforce Management; Forecasting, Scheduling and Adherence • Contact Management (IVR, IB/OB Voice, Email, Chat, SMS, Social Media, etc.) • Web Self-Service	• Quality Monitoring • Coaching and 360° Feedback • NPS/CSAT Analysis • Performance Management (Sigma Lite, DMAIC Analysis) • Intelligent Automation • Automated Discovery Process	• Recognition & Reward Programs • Employee Engagement Committee & Culture Champions • Development & Career Pathing: Alorica Academy, EDGE Program, SOAR Leadership Program • Predictive Attrition Analytics
Ops Tools	• Talent Management System • Recruiting Chatbots • Predictive Profiling and Recruiting Model (Alorica STAR)	• Computer Based Training • Microlearning Systems • Learning Analytics Tool • Onboarding Assistant • Alorica Connect • Hypercare	• Spectrum WFM System • CXMP Omnichannel CRM • Contact Delivery Platform • Alorica Content Manager (Knowledgebase Tool) • Ava Chatbot	• Electronic Coaching for Results (eCFR) System • Speech Analytics • Discovery Bot • RDA, RPA, AI Solutions	• Gamification • Agent Collaboration Tools • Employee Surveys • Predictive Employee Retention Model (Alorica PERM)

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Alorica Core Technology Enablers

A robust and reliable foundation of proven technology
to connect your customers to qualified agents.

Core Architecture

Onboarding Systems

Communications

Interaction Management

Scheduling & Adherence

Business Intelligence & Data Integration

Performance Management

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Investing in Intelligent Automation Deployments

Our core competencies coupled with the omnichannel super-agent is becoming the reality to drive CX, efficiency and dramatically improve cost of delivery.

Business Transformation

Business Transformation (BT) team— led by Bhaskar Menon, Chief Transformation Officer— with 100% focus on transformation through innovation

Digital Center of Excellence

BT launched Alorica's first **Digital Center of Excellence (DCOE)** in to oversee deployments of intelligent automation and agile technology operating models

Digital Solutions

The DCOE is **expanding digital solutions** within Alorica and our clients' businesses, such as:

- *Intelligent Automation (RDA, RPA, AI)*
- *Otto the Discovery Bot ™*
- *Alorica Virtual Assistant (Ava)*
- *Onboarding Digital Assistant*
- *Blockchain Process Optimization, e.g. Payroll*

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Enabling Agents With Intelligent Automation

Increasing Speed to Proficiency: Less systems training and memorization with intelligent workflows on a single screen.

Reducing Performance Variability: Fewer errors and more predictable outcomes by automating processes.

ROBOTIC DESKTOP AUTOMATION (RDA)
Automates data and merges multiple screens to reduce handle times and agent inconsistencies.

USE RDA IF YOU'RE SEEING...

- Agents using multiple screens across systems
- Lots of 'copy & paste', repetitive steps, keystrokes
- Missed steps, errors or improper handling

ROBOTIC PROCESS AUTOMATION (RPA)
Automates inefficient processes using robots, freeing up agents to work on more complex tasks.

USE RPA IF YOU'RE SEEING...

- Highly manual, repetitive steps in your workflows
- Inconsistent data outputs and formats
- A 'resolution' has a finite discrete 'task' to be done
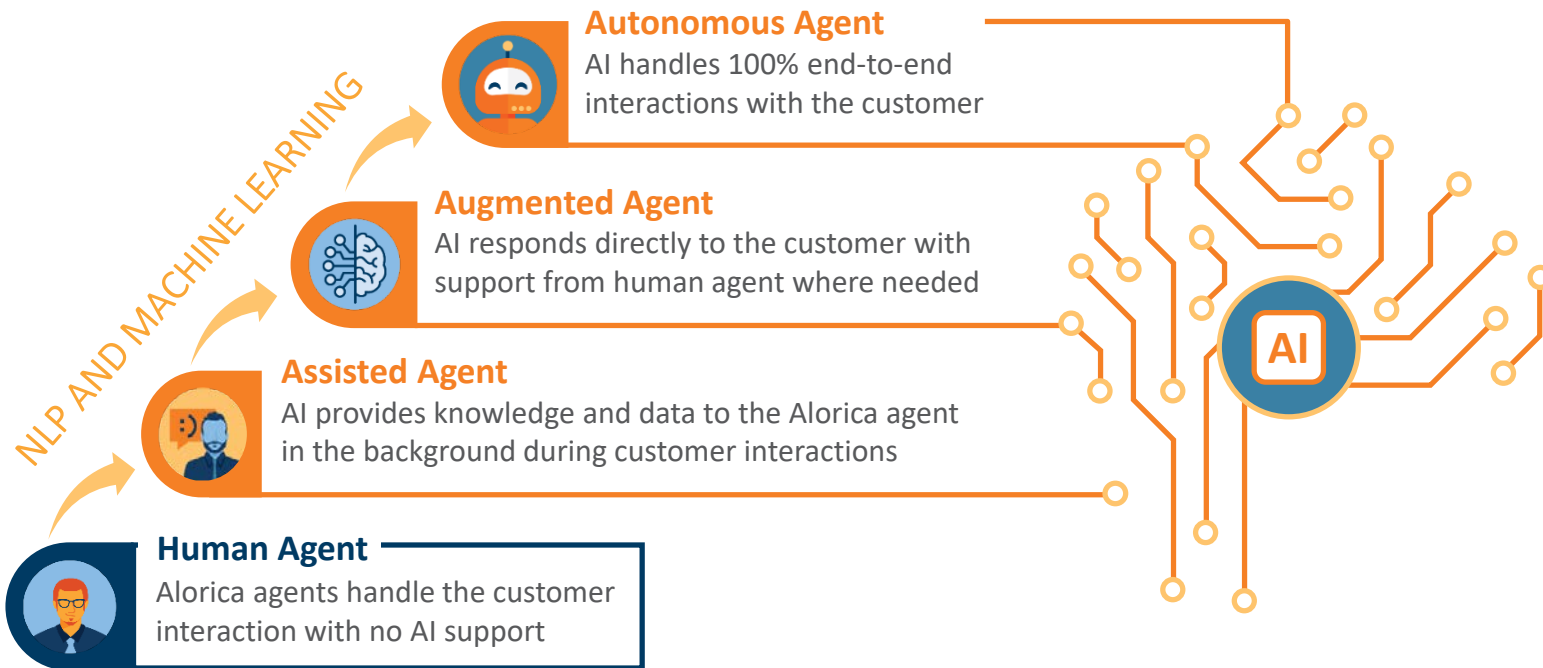
AI ASSISTED AGENT
Automates workflows with guided answers for agents to provide faster, more accurate resolutions.

USE ASSISTED AGENT IF YOU'RE SEEING...

- Lengthy training and knowledgebase
- Complicated troubleshooting workflows
- High variability of possible resolutions

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Alorica's Path to Artificial Intelligence

Artificial Intelligence (AI) enables Alorica to improve the efficiency, effectiveness and overall customer experience for our clients

NLP AND MACHINE LEARNING

Autonomous Agent
AI handles 100% end-to-end interactions with the customer

Augmented Agent
AI responds directly to the customer with support from human agent where needed

Assisted Agent
AI provides knowledge and data to the Alorica agent in the background during customer interactions

Human Agent
Alorica agents handle the customer interaction with no AI support

AI

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Advanced Analytics and CX Intelligence

Multidimensional, actionable insights that improve business.

Center of Analytical Excellence (CAE)

Data Scientists
using data mining and modeling to predict outcomes that will optimize performance

Customer Experience Consulting (CXC)

CX Consultants
using data insights to resolve "breaking points" in the customer journey and reduce costs

WHY?

REDUCE: call volumes, agent attrition, business risks, negative customer experiences

IMPROVE: revenue generation, customer satisfaction, people velocity, speed to efficiency

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Center of Analytical Excellence (CAE)

MISSION: Optimize performance and increase revenue

METHOD: Use advanced analytics and statistical algorithms to predict and improve outcomes internally and for our clients

- Profiling, segmentation and contact strategies
- Propensity scoring and predictive modeling
- Fraud analytics

- Agent attrition prediction and prevention
- Site selection scoreboards
- Machine learning and similarity indexes

RESULTS:

- **45% increase** in customer retention with sophisticated saves
- **$10 million increase** in profit using analytics in sales strategy
- **70% drop** in high-risk agent attrition for "most likely to leave"
- **25% reduction** in sales staff with "propensity to purchase" model

Data Scientists

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Customer Experience Consulting (CXC)

MISSION: Improve the customer experience and reduce costs

METHOD: Identify and resolve "breakage points" in the customer journey using statistical, observational and experiential data

- Customer journey mapping
- Overall support cost reduction
- Channel and workflow optimization
- Contact minute reduction
- Root cause analysis
- Industry best-practice sharing

RESULTS:

- **45% increase** in customer retention with sophisticated saves
- **$10 million increase** in profit using analytics in sales strategy
- **70% drop** in high-risk agent attrition for "most likely to leave"
- **25% reduction** in sales staff with "propensity to purchase" model

CX Consultants

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Passion. Performance. Possibilities.

We are building a brand that infuses the
culture of the organization, giving people the ability to be
part of something bigger.

Our vision to "Make Lives Better One Interaction at a Time" is not just for our customers, but for our colleagues as well. We are investing in an environment that *rewards commitment, drives collaboration, and empowers people.*

Create insanely great
customer experiences

Passion • Performance • Possibilities

Make lives better…
one interaction at a time
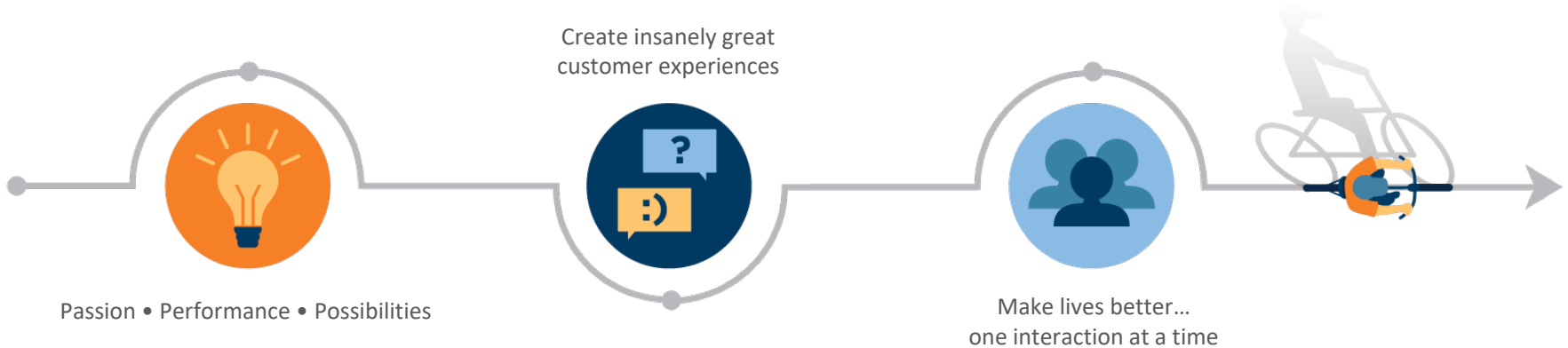
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Clients Perform Better With Alorica

Recent client success stories.

Rapid Ramp for Fast-Growing New Economy Company

- Successfully onboarded over 600 agents for multiple lines of business in domestic and offshore locations

- Enhanced foundational learning materials and microlearning tools needed for better and faster agent speed to proficiency

- Reduced training time **from 40 to 12 hours**

- **$2.5M saved** over 12 months on reduction in classroom time

- **15% lift** in Net Promoter Score

- **100-second reduction** in handle time and increase in productivity by four cases per hour

Multi-shore Expansion for Large Home Warranty Company

- Expanded our US business relationship by successfully launching offshore

- In six short weeks, the Philippines site was prepared and the team was hired and trained to handle their new roles

- The program has since **tripled in size** between the US and the Philippines operations

- Bringing agents to a proficient performance level quickly yielded a **25% decrease in AHT within 30 days**

- The first group of **QA scores were 90%** for the new offshore team, exceeding the goal of 85%

- Throughout the rapid growth, we have maintained a **98.3% employee retention rate**

Streamlining Operations for Consumer Electronics Manufacturer

- Expanded our global footprint by rebadging the client's operations in China, incorporating positive recognition and new incentives

- Rebadge resulted in **5-point increase in CX** performance, **2.3-minute reduction** in AHT, **10% reduction** in repeat dispatch rate, 50%+ improvement in repeat activity rate and <2% monthly attrition

- Through Alorica's Customer Experience Consulting (CXC) self-service optimization, phone support **staffing was reduced by 15%**

- Improving self-service saved the client millions of dollars, which was reinvested to further improve CX and agent workflow efficiencies

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Industry Awards and Achievements

Alorica has a history of providing value beyond our core competency of customer services. The following are just a few of the recent feathers in our cap:

Gartner	Named a **Leader** in the **Gartner 2021 Magic Quadrant** for Customer Service BPO, placing highest for ability to execute
CCW EXCELLENCE AWARDS	Winner of the **Training and Development Solution of the Year** (2020, 2018) and **BPO of the Year** (2019) at the CCW Excellence Awards, recognizing world-class thinking, creativity, development and CX strategy
Everest Group *From insight to action.*	Recognized as an **Industry Leader** by Everest Group in the **2020 CXM PEAK Matrix Assessment** Recognized as an **Industry Leader** by Everest Group in the **2019 CCO PEAK Matrix Assessment**
CRM MAGAZINE'S 2019 Service WINNER award	Recognized in 2019 as **Best Contact Center Outsourcing** by CRM Magazine, scoring strongest in **company direction** and **customer satisfaction**
IAOP THE BEST OF The Global Outsourcing 100	Recognized in IAOP's **Global Outsourcing 100** for seven consecutive years and in the **2019 Best of Global Outsourcing 100**
HFS TOP 10	**#8 in the Top 10 Customer Engagement Services** by HFS Research in 2019, ranking #3 in Breadth and Depth of Services and #3 in Services Delivery
NelsonHall NEAT Leader	Recognized as a **Leader** in **NelsonHall's 2020 Social Media CX Services NEAT** Assessment for Content Moderation, Trust and Safety Highlighted as a **Leader** in **NelsonHall's Customer Management Services NEAT** Assessments for Telecoms, Retail, Banking and Energy & Utilities
FOR SALES & CUSTOMER SERVICE	Recognized for three 2019 Sales & Customer Service Stevie awards, including Gold Stevie Winner in the **Consulting Practice of the Year,** Silver Stevie Winner in the **Training Practice of the Year** and Bronze Stevie Winner in the **Outsourcing Provider of the Year**

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Alorica named **Leader in Gartner 2021 Magic Quadrant** for Customer Service BPO

Figure 1. Magic Quadrant for Customer Service BPO

Source: Gartner (February 2021)

This honor:

- Recognizes our **completeness of vision** and **ability to execute**

- Validates our reputation in leveraging **diverse, scalable experience** across industries and geographies

- Acknowledges our **unmatched focus on recruiting, retaining and developing talent**

- Endorses a unique approach that provides **strategic, operational and financial alignment** with your business needs

Gartner.®

Alorica was positioned the highest for Ability to Execute, which according to Gartner, "summarizes factors such as the vendor's financial viability, market responsiveness, product development, sales channels and customer base."

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Client Awards and Accolades

Clients recognize Alorica individuals, teams and entire sites for going above and beyond to serve their customers.

amazon
- Customer Obsession Awards, 103 total awards in 2018 & 2019

AT&T
- Partner of the Year, 2019
- Supplier of the Year, 2018
- Top Performance, 2017

DELL
- Global CX League of Legend's CX Award, 2017 and 2018
- Best Creative Thinking Partner, 2017
- Top Offshore Contact Center, 2017

T··Mobile··
- Top Site Awards & Top Partner Site, 2019
- Top Performer of the Year, 2018
- Top Team of Experts Business Unit, 2018
- Seven (7) Best in Service Awards, 2017
- Partner of the Year, 2015 & 2016

synchrony
- Top Supplier Award, 2020

CreditOne BANK
- Collections Site of the Year and Back Office Site of the Year, 2020

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