



Alorica Analytics: Elevating CX Through Data-Driven Optimization

From Data to Direction

Customer feedback is essential. Yet without the right analysis, it remains an untapped asset.

We go beyond providing data. We transform it into a clear strategic advantage. Our team delivers proactive trends and insights so you can make informed, impactful decisions in real time.



Data with a Purpose

We integrate all your data sources, from operational KPIs to customer sentiment, into a unified, actionable story. This becomes your blueprint for sustainable growth and success.



Outcomes, Not Just Outputs

With Alorica Analytics, you don't just get reports, you get results.



Actionable Insights

That drive loyalty and optimize performance



Growth

Based on solid analytical foundations, drawn from your own data



Efficiency and Optimization

Maximizing operations and ROI with predictive modeling and advanced analytics

14% Lift

in Voice of the Customer with sentiment analysis and enhanced coaching

38% Reduction

in Handle Time with AHT analysis and improved verification process

44% Increase

in sales conversions with segmentation and propensity modeling

Our Results

The Reality of CX

- Customers with the best past experiences spend **140% more** compared to those with the poorest¹
- Only **11% of organizations** believe they understand their customers "well"²

Your Direct Path to ROI

Our analytics capabilities make it simple to pinpoint and achieve your goals.

- **Operational Analytics**
Onboard the right people, accelerate their proficiency, and boost retention.
- **Customer Experience Analytics**
Increase sales, reduce risk and costs, and improve quality.
- **Predictive Analytics**
Forecast outcomes, optimize processes, and fuel data-driven growth.

The Alorica Difference

Our record of driving data-powered business improvements is unmatched. We embed analytics at the core of everything we do, from talent matching and forecasting to quality automation.

Our **CX Insights** team arms you with actionable insights, drawn from customized interaction analytics and sentiment analysis

Hybrid Automated QA combines automated interaction analytics with expert human review to evaluate quality, track behavioral trends, and deliver targeted coaching using insights from 100% of customer interactions

Customer Survey Analytics blends AI-powered analysis of open-ended feedback with expert interpretation to pinpoint the root causes of satisfaction and drive targeted improvements

Ready for Smarter Insights?

Let's turn your customer conversations into your greatest advantage.

[Learn More](#)

¹ Harvard Business Review *The Value of Customer Experience, Quantified*

² CMSWire *The State of Digital Experience: 2020*

Solutions That Deliver

Our complete suite is designed for your success.



Interaction Analytics (Speech & Text)



Voice of Customer (VOC) & Sentiment Analysis



Performance Impact Analysis



Fraud Detection & Compliance Audits



Customer Segmentation & Profiling



Propensity Modeling



Attrition Scoring



Agent Proficiency Assessment

