



PUTTING PEOPLE FIRST

A red SUV is shown from a front-quarter perspective, driving on a winding asphalt road. The scene is set at sunset, with a warm orange and yellow sky and a darkening horizon. The car's headlights are on, and the road curves to the right. In the background, there are some road signs and a guardrail.

The Automotive Industry's Winding Road

The automotive industry will remember 2020 as its lowest-selling year in nearly a decade. The pandemic threw sand in the gears of the global supply chain. It caused a crippling shutdown of materials production and manufacturing facilities, which bled over into a dramatic slowdown in new car sales. The ridesharing business also took a significant hit, and public transportation saw decreased ridership, though ironically, the combination helped the automobile subscription industry and persuaded people who do not own cars to reconsider.

What lies ahead?

The market is expected to gradually reach equilibrium, with the global industry growing to nine trillion dollars by 2030. The industry is dotted by disruptors and macro trends, including electric and autonomous vehicles, and the ridesharing industry that was itself disrupted.





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The technology affecting other industries – big data and analytics, artificial intelligence, and 3D printing – is also evident among automobiles. These developments reinvent the manufacturing process and enable new models in ownership, maintenance, safety, and insurance. Other trends include:

Virtual showrooms: thousands of cars can be easily compared without visiting multiple dealerships or haggling with salespeople.

Mobility-as-a-Service: an alternative to ownership, with the docks now used for electric bikes and scooters being applied to reserve a car for a specific daypart.

Human-machine interface: think of this as voice assistants with engines and wheels, aided by surround-view cameras, collision avoidance, and additional lighting for navigating curves.

Blockchain: this has multiple and wide-ranging applications that include securely sharing vehicle data for ride-hailing, urban transportation, and deliveries, as well as being used to verify the availability of spare parts and track materials to their source.

The pandemic touched every segment of the industry, and there remain questions of tariffs, regulations aimed at curbing a massive pollution problem, and a highly fragmented marketplace. Automakers are also bracing for global consolidation, and there is a movement towards a “mega platform” to streamline manufacturing. In 2005, there were an estimated 277 individual platforms in operation; this year, that figure will drop to 195.





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Our Experience

One client manufactures premium in-dash multimedia and navigation systems, primarily for off-road vehicles. Beyond that, our team has prior experience that was brought to GlowTouch from other employers, including direct contact with automakers and having worked with companies that developed ancillary products.

We are also well-versed within the technology space and as it becomes more complex, so do the issues that consumers encounter. Other trends reflecting user behavior include:

Mobile:

more contacts for support will originate from mobile devices

Social media:

this channel has high retention value, plus it's where consumers live

Work-from-home:

remote work and remote customer service agents

Routing:

balancing the increasing complexity of technology with the consumer's desire for first-call resolution.





What we do

We are prepared for the service-related issues that clients face, such as scalability, managing peak volume, and delivering “wow” experiences:

- Data analytics for real-time insight to enhance the experience and support outcomes
- Omnichannel proficiency – chat, voice, email, and social media
- Retention expertise and a track record of generating new sales
- Scalable support in onshore, offshore, and nearshore locations
- An industry-standard training program for all new hires

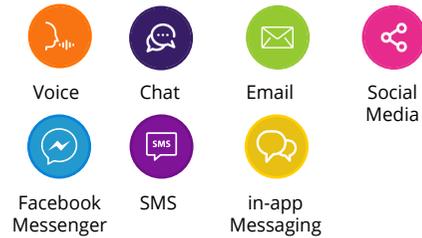
Have you ever been upset with a product or service but received a high level of service that resolved the issue and changed your view of the brand? We do that.



CLIENT BRIEF



Channels



Services

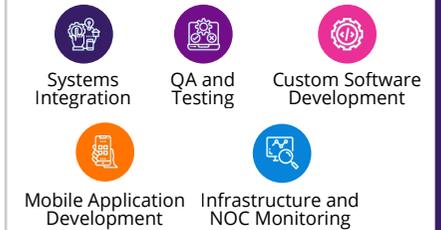
Customer Contact Outsourcing



Business Process Outsourcing



Technology Outsourcing



GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic.

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

Certifications



Awards

