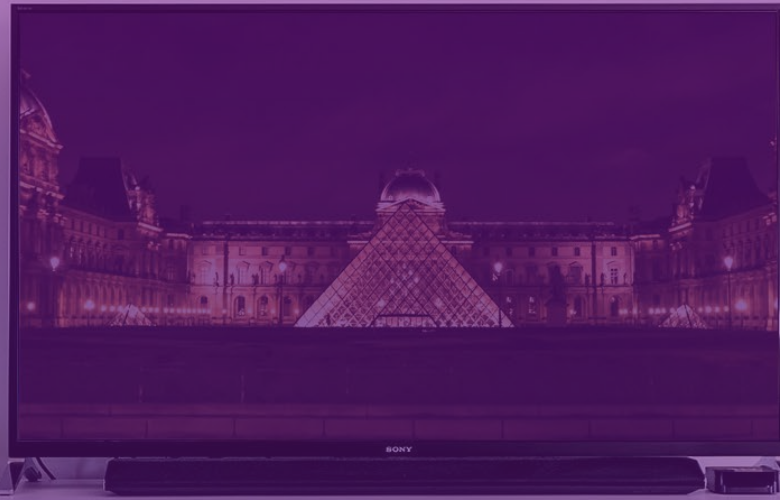




PUTTING PEOPLE FIRST



# Growth, Innovation, Opportunity

## Consumer Electronics

The coronavirus has left a series of challenges behind for the consumer electronics industry: disruptions in supply chains, restrictions on trade, and acute shortages of raw materials that hampered production capacity. Numerous product makers suspended production and missed earnings targets. But there are also bright spots.

The work-from-home movement sparked demand for everything from laptops and peripherals to networking devices and connectivity solutions, with receipts totaling **\$375** billion in **2020**, growing to **\$548** billion by **2023**. As a whole, the industry should grow from a one trillion-dollar annual marketplace to a value of **\$1.5** trillion by **2026**.





## EVERYTHING IS **CONNECTED**; WHAT COULD GO **WRONG**?

The typical American home has eight connected devices. That story is repeated across the industrialized world and will spread among developing nations, too. What happens when more people use more tools more often? The demand for customer care increases, and as technology becomes more complex, so do the issues that consumers encounter and the ways through which they seek resolution:



### **Mobile :**

in a smartphone world, more contacts will originate from mobile devices



### **Social media :**

studies show customer retention benefits from using social channels



### **Work-from-home :**

employees working away from in-house IT staff



### **Routing :**

balancing complex technology with the demand for first-call resolution



## WHAT LIES **AHEAD**

The Internet of Things keeps expanding, 5G rollouts are underway, and augmented and virtual reality get better by the day. At the same time, shorter product lifecycles and coping with the pace present industry challenges. The last item is often overlooked. While change usually means more capability and convenience at a lower cost for consumers, contracting lifecycles threaten quality. Other issues include:

No integrated end-to-end logistics platform for delivering goods purchased online

Difficulty finding the right talent

Changing environmental standards, including materials sourcing, production methods and disposal, and a demand for goods that consume less power



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## OUR EXPERTISE

It's not clear if habits adopted during the pandemic were a temporary shift or the signal of a far broader trend. The convergence of the physical and digital worlds has impacted how consumers view their preferred brands. The pre-digital world barely mentioned the customer experience; today, it is an organizational priority, and delivering it is what we do:



Data analytics for real-time insight to enhance the experience and support clients' business goals



We've been a leader in the digital transformation, living it through clients



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



**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



ISO 9001:2015  
ISO 14001:2015



ISO 27001:2013  
ISO 27018:2014



PCI-DSS Level 1  
Certified



AICPA SCO



HIPPA Compliant

## Awards



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](http://www.GlowTouch.com).

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