

What's in Your Cart?

Ecommerce

Forrester Research estimates that **85%** of retail sales will occur in physical stores, but the digital world will influence more than half of all purchases.

The global ecommerce market was already growing, and then came the pandemic:

Online revenue has increased by **22%** but....

The average order size has decreased by half

Global ecommerce will eclipse **\$6 trillion** by **2024**

TRENDS

Technology has moved the traditional paradigm – expectations are set by consumers, not retailers, and the digital connection now extends inside the store. Shoppers are choosier than ever, have greater access to information than ever, and are more demanding of excellent service than ever. The result is a changing landscape:



Voice assistants :
75% of American homes will have a smart speaker by 2025



Chatbots :
for merchants, bots are a force multiplier as personal greeters at scale, touching every website visitor, which is impossible to do in a physical setting



The B2B sector :
electronic sales between businesses are \$1 trillion per year



Personalization/product customization :
experiential retail aimed at preserving brand loyalty and creating a 'wow' factor to gain mindshare



Fulfillment/delivery :
you can have fast or you can have free



PUTTING PEOPLE FIRST

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CHALLENGES

Retailers still need to

- 1 retain good employees and ensure a talent pipeline,
- 2 balance the growth of online shopping with in-store purchasing demands, and
- 3 use automation in a way that makes business sense.

There are other challenges as well:

What will the customer want/expect next? Because there is always a next

Embracing the digital disruption by making online and physical seamless

Personalization vs. privacy: the volume of data comes with a risk of customer interaction going from proactive to intrusive

Keeping up: with the volume of technologies and approaches to consider, businesses can become paralyzed by too many choices





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OUR EXPERTISE

Despite more intuitive technology and the advances of artificial intelligence, selling often comes down to people. The quality of interactions between consumers and agents is what drives the “wow” customer experience:



Transform data into real-time insight that enhances the customer experience and supports client business outcomes



Omnichannel proficiency – chat, voice, email, and social media



Expertise in customer retention and upsales



Scalable support in onshore, offshore, and nearshore locations



An industry-standard training program for all new hires

BRINGING VALUE

- A **950%** sales increase for a tech services company
- Exceeding sales targets for a home appliances warranty client
- Doubled sales-per-agent and improved retention for a web hosting firm



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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
PCI-DSS Level 1
Certified



AICPA SOC



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.



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