



PUTTING PEOPLE FIRST



# Listen, Play Watch

## Media & Entertainment

Media & entertainment is a \$2 trillion per year Hydra that blurs the line between creator and consumer. Traditional and emerging platforms alternatively co-exist and compete for the mindshare of a public that engages with media on its terms. Delivery mechanisms that let consumers choose when, where, and on what device have sparked new growth in a legacy industry.





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## DID YOU KNOW?



Podcasting is expected to be the next billion-dollar media market



People spend more time on mobile devices than watching television



Over-the-top (streaming) revenues will double by 2024



Global data consumption will double to four quadrillion MB by 2024

Beyond the business aspect is the social impact. People do not just watch or listen to programs; they also engage in forums where they discuss the topics involved, offer reviews and recommendations, and interact in ways that were impossible just a few years ago.





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## COMING CHANGES

In a multi-device, multi-platform world, the challenge is knowing where your consumers turn for content, at what times of the day, and for what reasons. This involves the strategic application of data to target messaging more effectively to the relevant audience segment. Predictably, artificial intelligence (AI) will be increasingly deployed.

Meanwhile, the demand side turned social media into an entertainment hub while streaming use increased as people were forced to spend more time at home. The film industry took a big hit while video gaming welcomed new players. Other trends include:



**PERSONALIZATION:** the volume of data that is collected is applicable here.



**ADS OR NO ADS:** streaming subscribers number in the billions, and many have more than one subscription, which eventually becomes a cost-management issue.



**TRUST AND SECURITY:** privacy policies are often confusing and opaque, and there is a growing groundswell of demand for increased transparency.

New digital processes are changing how media is created, distributed, and monetized. Traditionally, the industry has focused on creation and distribution. Today, automation is used for the latter, digitizing catalogs and inventories, launching new rights management systems, and writing algorithms to create content.

## WHERE WE FIT

More people using more tools more often invariably creates an increased demand for service, whether to answer questions or troubleshoot issues with a device or app. This also dovetails into the broader customer experience – how are the questions and tech issues being handled? Is the response timely? Is it accurate? Does one call solve the problem or do users get frustrated?

One of our clients manufactures premium in-dash multimedia and navigation systems, mainly for use in off-road vehicles, but it is not hard to see the application of this client's products to regular driving. It is part of the move toward increased connectivity wherein the vehicle is one more component of a digital ecosystem.

Beyond that, employees bring prior experiences brought to GlowTouch, including direct contact with automakers and companies that developed ancillary products. We are also well-versed within the technology space, including businesses with multiple product lines and several customer levels from wholesale to resale to end-user.



Data analytics for real-time insight that enhances the customer experience and supports client business outcomes



We have been a leader through the digital transformation



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  
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.



To learn more about GlowTouch,  
visit [www.GlowTouch.com](http://www.GlowTouch.com).

