



PUTTING PEOPLE FIRST



Software as a Service (SaaS)

WORKING IN THE CLOUD

Software-as-a-Service is one of the three pillars that form the foundation of cloud computing. The other two are Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS). SaaS works around either a subscription model or on a pay-per-use basis, both of which involve accessing applications over the Internet. This method's value is how it eliminates the expense of buying and maintaining hardware or licensing and installing software.





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DID YOU KNOW?

There are more than
10,000 private SaaS com-
panies

More than 40% of the
computing workload now
occurs in the cloud

By 2021, 73% of organizations will be
using all or mostly SaaS solutions

The SaaS market will approach \$160 billion in revenues this year. That is double where the market was in 2014, and it is expected to nearly double again by 2023 when revenues are projected to exceed \$300 billion.





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Long-term, technology must do more than be “cool.” It must also provide value and brand loyalty that are intertwined with the user experience, as some examples suggest:

Telehealth: this will remain a trend long after the pandemic

Collaboration and remote work tools: work-from-home is part of the future, but it is not clear how big a factor.

Revisiting churn: retention and customer success outrank new customer gains

The faster speeds of 5G combined with the impact of the Internet of Things, cloud computing, and AI make technology more complex. That spills over to customer care issues that are also becoming more intricate. And, consumers have ever-changing expectations of how service should be delivered:

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.



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OUR EXPERIENCE

In our world, this means clients such as:

- A platform for hosting digital events
- Prospecting software for sales organizations
- A fraud and identity theft protection company
- A provider of VPN services
- Creator of an email marketing application

Also, our App Dev and Engineering Services teams work with companies ranging from health care to data and personal security to meeting platforms to ecommerce. That has created a working knowledge of the service-related issues that companies worry about: scalability to handle growth, flexibility for managing peak periods, consistent quality, and providing “wow” experiences.

- 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

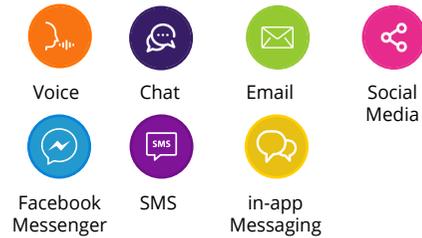
Have you ever been upset with a product or service but received a high level of service that resolved the issue and changed your view of the brand? We do that.



CLIENT BRIEF



Channels



Services

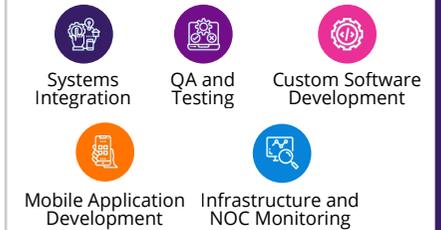
Customer Contact Outsourcing



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

