

Allorica: Call center in Center America

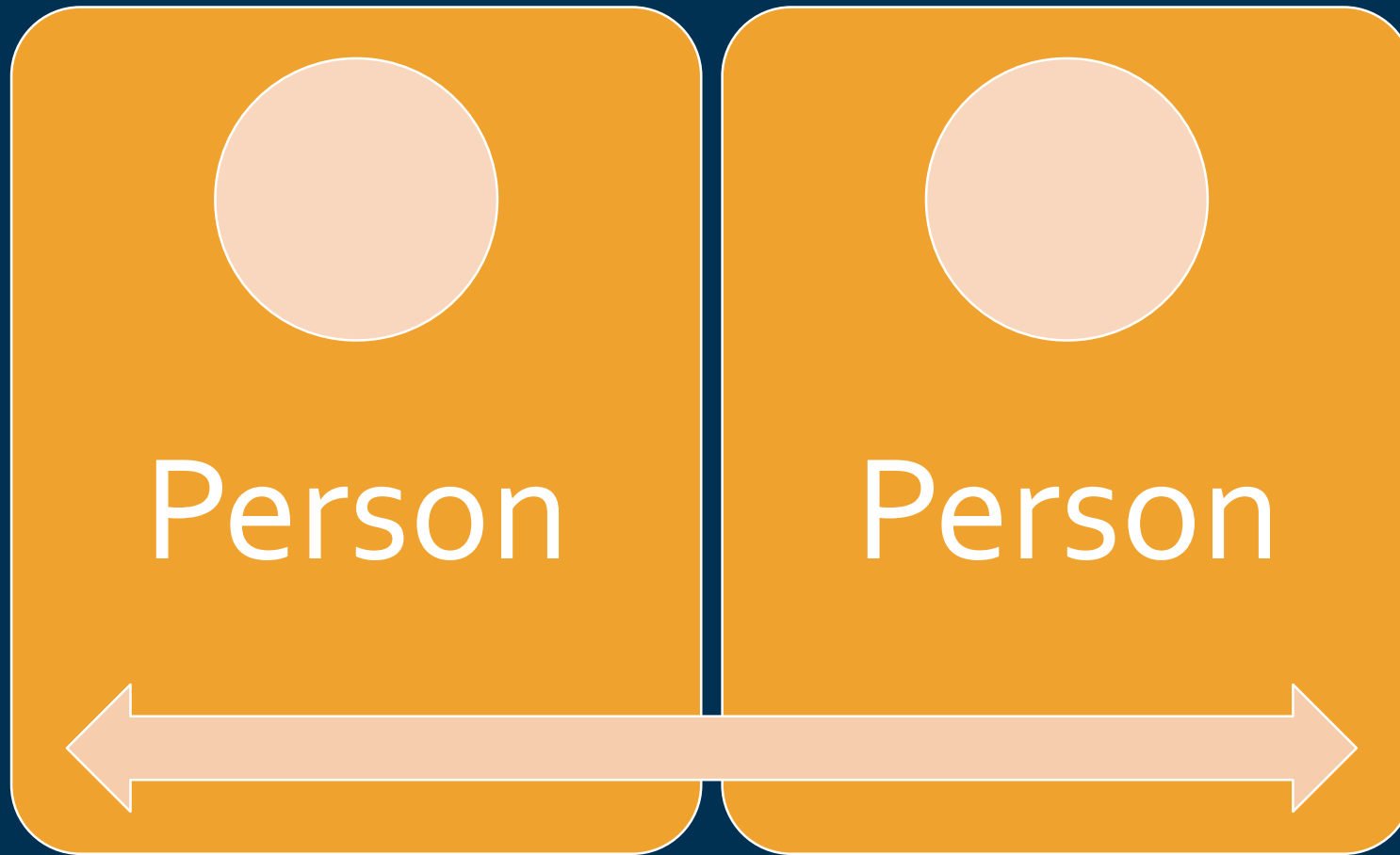
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Current Business Model

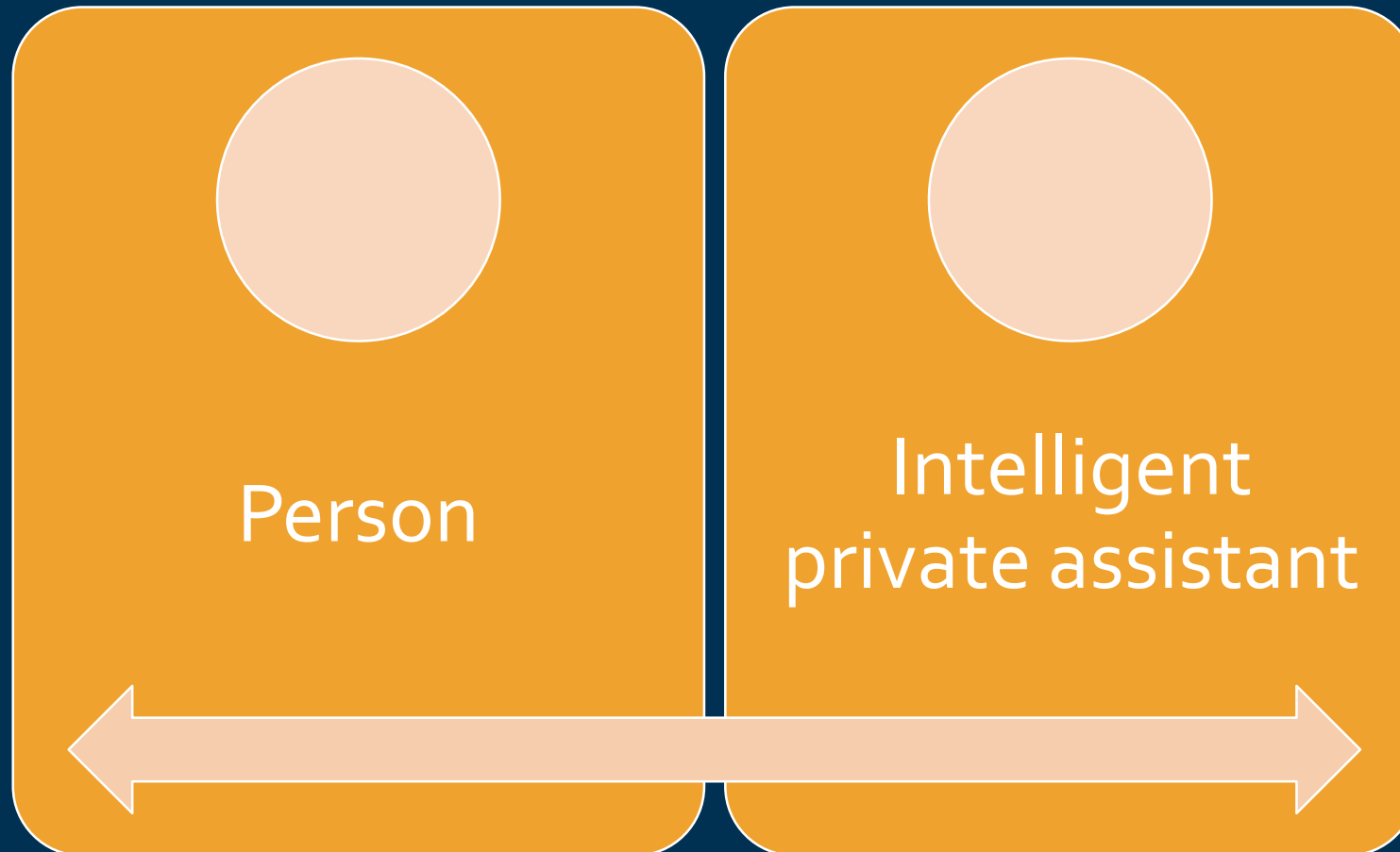
<p>Alliances</p> <p>Telecommunication suppliers</p>	<p>Activities</p> <p>Big organization management People management Efficiency Procedures</p>	<p>Value Proposition</p> <p>Customer service communication</p> <p>Sales communication</p> <p>Personal attention to users</p> <p>Extended time: 24/7</p> <p>Worldwide</p> <p>Reduce costs</p>	<p>Clients relationship</p> <p>Personal communication</p>	<p>Customers</p> <p>Big enterprises B2B</p>
	<p>Resources</p> <p>Image Workingforce Procedures</p>		<p>Channels</p> <p>Direct sale</p>	
<p>Revenues</p> <p>Service</p>			<p>Costs</p> <p>HR Comissions (sales) Telecommunications</p>	
<p>Key succes factors:</p>	<p>Economy of scale Big workingforce Tellecommunications support</p>			

Actual architecture



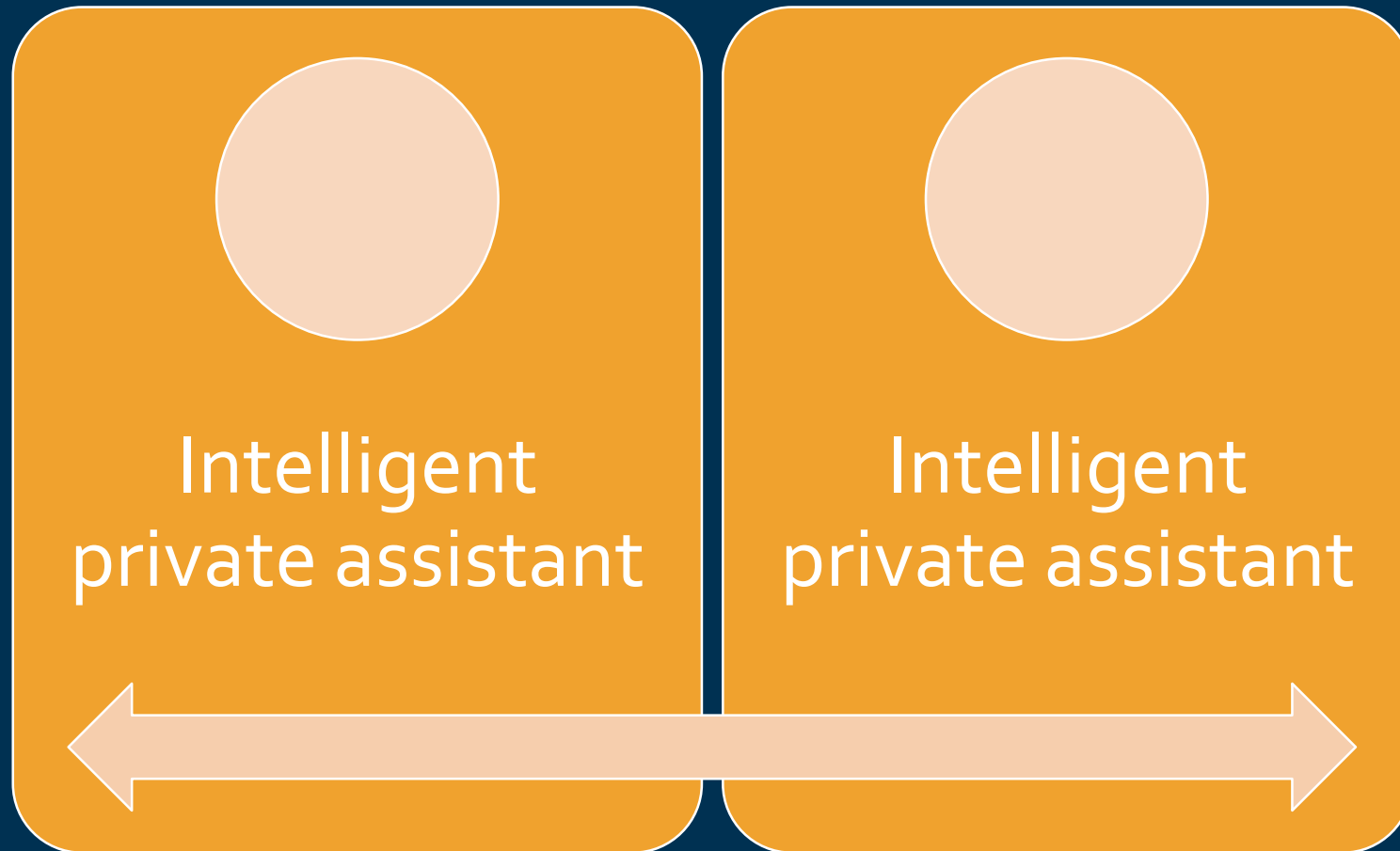
Happening now architecture: DISRUPTION

Deep learning allow interpretation of natural language and generate responses through voice synthesis



Future architecture

Imagine the future where personal assistants like Siri communicate directly with other private assistants of company's to solve problems or get information...



Challenge

What are doing call centers now?

Response of call center (Assumptions)

“We are assuming this tech disruption is still on ground and something of sci fi.”

“We are confident with our current value proposition and our customers.”

“A person is a must to give a personalized answer. ”

Critique of the company reaction

No investment in R&D or implementing tech to pivot business model and join tendency would leave business model obsolete.

Critique of the company reaction

Personified call centers are not essential with new tech. Customization is possible with **personal assistants.**

When we decide **stop** Business as usual and see to future?

Alternatives

Alternatives

Buy technology of artificial personal assistants

Develop technology of personal assistants

Redirect work force to specialized attention (ex. Mixed reality)

Decision criteria

Keep competitive

Keep client portfolio

Long term cost reduction

Recommendation: Develop technology of personal assistants

New Business Model

<p>Alliances</p> <p>Telecommunication suppliers</p>	<p>Activities</p> <p>Big organization management People management Efficiency Procedures</p>	<p>Value Proposition</p> <p>Customer service communication Sales communication Personal attention to users Extended time: 24/7 Worldwide Reduce costs Personal assistant</p>	<p>Clients relationship</p> <p>Personal communication</p>	<p>Customers</p> <p>Big enterprises B2B</p>
<p>Resources</p> <p>Image Workingforce Procedures</p> <p>HR</p>		<p>Channels</p> <p>Direct sale</p>		
<p>Revenues</p> <p>Service</p>			<p>Costs</p> <p>HR Comissions (sales) Telecommunications</p> <p>Short term > HR</p>	
<p>Key succes factors:</p>		<p>Economy of scale Big workingforce Tellecommunications support</p> <p>Long term < HR More telecommunications</p>		

Conclusion

**Invest in development of technology in personal assistants
Leveraged on your current assets: database**

Thank you.