



*Alvaria Recognized for*

**2021**

**Customer Value Leadership**

North American Outbound

Campaign Management Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Alvaria excels in many of the criteria in the outbound campaign management space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### Brand Equity

Press attention and marketing efforts in the contact center industry have traditionally been directed at inbound customer contact. However, the outbound market is an equally important component. Frost & Sullivan notes that this critical aspect of customer care comprises use cases that solve industry

*“Frost & Sullivan estimates that the Alvaria share in debt collection and compliant outbound dialing tops the industry.”*

**Nancy Jamison, Industry Director**

challenges, including the need for cost reduction, revenue generation, customer relationship management (CRM), and accounts receivables management (ARM). Frost & Sullivan analysts monitored how the realization that proactively reaching out to customers can address these

challenges and reap additional benefits drove recent innovation in outbound campaign management. However, a few distinct providers stand out for longer-standing development in this area, resulting in broad and feature-rich functionality, upon which they to continue to build. These leaders are notable for being attuned to changing consumer and market dynamics and adjusting their product portfolios and roadmaps to accommodate those changes. Frost & Sullivan’s own research suggests that Alvaria is one such leader in this category.

The merger of legacy full-suite contact center providers Aspect Software and Noble Systems in May

2021 created Alvaria. With the founding year of 1973 for Aspect and 1989 for Noble Systems, the two companies' combined tenure represents a formidable experience and history of innovation in the contact center industry. For instance, Aspect introduced the industry's first intelligent automatic call distributor (ACD) in 1973, the first workforce management (WFM) product in 1980, and the first outbound dialing system in 1981. Noble Systems was the pioneer in the development and distribution of outbound dialing systems. In 1985, the company developed a predictive dialing product and began selling it to other companies. Noble Systems Corporation was officially formed in 1989 to further develop and distribute the company's products.

The ARM market gave Noble Systems its initial success and helped to grow the company. By 2020, Noble carved a market-leading position in debt collection applications, driven by compliance requirements. Combined with Aspect, Frost & Sullivan estimates that the Alvaria share in debt collection and compliant outbound dialing tops the industry.

The best-of-breed outbound capabilities the companies possessed garnered both companies solid brand loyalty. Aspect and Noble had a history of signing long-term contracts with enterprise customers. The combined company also boasts a loyal customer base - with one of the lowest churn rates in the industry - and many customers that have partnered with the company for decades.

### ***Customer Purchase Experience***

The outbound dialing industry developed when companies needed a way to quickly and cost-effectively collect on debts. Automated outbound dialers enabled them to do this, growing the ARM market, with other niches such as outbound marketing to sell goods and services following soon after. While both cost-efficient and fast, early systems lacked the customer-friendly features enjoyed today, resulting in growing discontent by consumers receiving repeated calls from an ever-increasing number of telemarketers. The term "robocall" sprung up in response to consumers being hammered by outbound calls at all hours. A raft of government regulations soon appeared to curb perceived abuses. Examples include the creation of the National Do Not Call Registry (DNC) in 2003, which enabled consumers to opt-out of outbound calls, and the Telephone Consumer Protection Act (TCPA) of 1991, which restricted telemarketers in their outbound efforts. Regulatory activity placed restrictions on providers of systems and companies that employ them. For instance, early restrictions limited the number of attempts a company could make when calling a person in a given time frame. This meant that a company needed to make the attempt count, which led to developing technology such as answering machine detection (AMD) to determine whether a human or machine answered the phone. If the latter, a company could opt out of leaving a message, saving an attempt. However, this created the need for more development - such as better call treatment options like playing a different message.

The outbound dialing market was not simply all about debts and marketing. Outbound became a central component in proactive customer care and grew to more than just the voice channel, with the addition of digital channels, such as text and simple message service (SMS) that customers often prefer over voice. Leaders in what is frequently termed outbound campaign management continuously enhanced outbound platforms with features that sought to change consumer perception of company outreach, such as preference management, callback capabilities, and digital outreach.

Frost & Sullivan appreciates that Alvaria was an early leader in developing features that enabled organizations to comply with government regulations, compliance, and operational efficiency issues. However, development also focused on critical campaign management components that reflect industry trends - including improving customer experience (CX) and employee experience (EX).

Today, Alvaria sports one of the most complete outbound campaign management portfolios in the industry. Enriched by the infusion of artificial intelligence (AI) technologies, it offers omnichannel-compliant outbound capabilities over voice, SMS, and email channels with support for all outbound engagement strategies and advanced list and campaign management tools for regulatory compliance and pacing options, including preview, precision, predictive, automatic, and blaster. Alvaria provides top-tier, enterprise-grade outbound capabilities such as feature-rich campaign management, enterprise outbound engagement coordination, regulatory compliance tools, and risk mitigation. Notable features are predictive dialing, blended processing, exclusion handling, switch number disposition, attempt record dial mode tracking, and account owner time zone and multi-time zone support.

### *Customer Ownership Experience*

Alvaria customers have come to expect continuous innovation across the company's portfolio. It provides rich solutions across all segments on a portfolio-wide level, including inbound/outbound; analytics; and workforce, performance, workforce engagement, and quality management. It designs R&D in each segment to address industry challenges such as better workforce engagement and CX improvement. Frost & Sullivan feels that a stellar customer ownership experience is evident from how Alvaria handled its outbound R&D, which is particularly critical in an era of hypercompliance. With over 200 patents, the company offers best-in-class outbound dialing solutions that solve the more difficult compliance issues.

For instance, it uses clear privacy-by-design and privacy-by-default principles to support General Data Protection Regulation (GDPR) compliance and data security for customers and businesses. It supports compliance with TCPA, Federal Trade Commission, Fair Debt Collections Practices Act, DNC, Health Insurance Portability and Accountability Act (HIPPA), and Payment Card Industry (PCI).

One of the company's most recent innovations is the Alvaria Compliance Hub, which provides consent and preference management across groups. It tracks where the customer is, what numbers it has, and accounts for number portability. Compliance Hub coordinates across the enterprise with a single source of truth with business logic and centralized control. It can also handle compliance in a hybrid cloud model, such as a voice agent in an on-premises system or working in a non-Alvaria ACD in a different data center. Compliance Hub is also configurable and tunable. As newer regulations come out, it updates the solution (so that customers do not have to worry about regulatory changes).

Beyond compliance, the company's outbound portfolio shines in enhancing customer satisfaction (CSAT). Alvaria outbound campaign management is highly tuned to connecting with customers when relevant for them and allowing two-way interaction when and on the channel of customer choice. This turns simple outbound contact into a positive CX. Whether it is to notify customers of when power will be restored, when a flight is delayed, bill due, warranty is about to expire, or the status of a COVID-19 test, outbound notifications can have a positive impact on CX. These notifications can be combined with

*“Beyond compliance, the company’s outbound portfolio shines in enhancing customer satisfaction (CSAT). Alvaria outbound campaign management is highly tuned to connecting with customers when relevant for them and allowing two-way interaction when and on the channel of customer choice.”*

**- Nancy Jamison, Industry Director**

customer preference management, such as time of day, channel, or phone number, and allow the client to react, interact, and respond - giving Alvaria clients a comprehensive tool to manage their customer’s experience.

### **Customer Service Experience**

Alvaria offers global sales and support and maintains global and strategic alliances with Microsoft, AWS, Callminer, Clarabridge and Intradiem . It provides

multiple options for customer care, from dedicated customer success managers and premium, high-touch service to medium-touch service and online self-service. A veteran professional services team, along with best practices in design and usability, back the solutions.

Alvaria also takes specific care in making sure customers get the most out of their investment, ensuring that its large installed base of premises-based clients receives the same updates and services as cloud customers, enabling hybrid environments and providing clear migration paths. When the customer does decide to move to the cloud, Alvaria makes the process quite simple. For example, Alvaria spins up that instance in the cloud to migrate on-premises WFM to Alvaria Cloud WFM. Due to the common stack, it takes a copy of the premise data, populates it in the new cloud, flips the switch - and is done. The platform does it all for the customer.

### **Customer Acquisition**

While each company had a solid pipeline of customers, the merger created momentum with a new website, rebranding, and product announcements revealed at the first-ever Alvaria ACE Conference held in Las Vegas in September 2021. Even after adding attendance for past customer conferences held by Aspect and Noble, Alvaria ACE had record attendance with over 2,400 registered and 1,650 live virtual and in-person attendees.

In his keynote speech, the company’s president and CEO, Patrick Dennis, said, “You can’t drive customer loyalty without compliant outbound.” This is particularly true in highly regulated industries such as financial services and healthcare. If you cannot provide compliance and security, you cannot retain customers. In fact, when Alvaria bids on enterprise deals, the requirement for compliant outreach seals the deal for the company. This netted them a solid installed base of customers. For instance, it now has all six of the top airline carriers, three out of four of the top telecom providers, and four of the top five commercial banks as customers.

Alvaria go-to-market strategy focuses on expanding existing accounts and greenfield opportunities. It does account-based marketing, with aggressive campaigns to existing customers that bring them new business, with either a new product or an emerging division. Alvaria also does digital marketing, including pay-per-click and advertising (such as LinkedIn ads) for net new logo acquisition.

Digital events are a critical part of the company’s strategy. Alvaria invests in CX and EX surveys every year and just published the fifth annual Alvaria Customer Index report. It supports the Alvaria User

group, merging the solid user groups from both companies and adding a community component. The user group and online communities have board participation and interface with Alvaria product teams for direct input to product roadmaps.

### ***Growth Potential***

The use of outbound in customer care is only growing. Companies now realize that improving CX requires both proactive and interactive customer contact at the point of need and when relevant for the customer. Alvaria supercharged outbound campaign management capabilities elegantly address the operational pain points for compliance while improving CX and EX.

Currently, nearly 50% of Alvaria customers have compliant outbound. Frost & Sullivan expects this to rapidly grow in part due to recent significant developments such as Compliance Hub. However, this is only one component that drives growth. Equally important is the overlapping functionality of other suite components that are used together and strengthen each other. For example, the Alvaria Cloud Common Data Platform eases access to data (not just contact center data) by setting up a centralized location (e.g., a data lake) outside the CX application that several applications can access, which customers can use to process their data. This not only assists agents with handling inbound customers, but also in improving outbound campaigns.

### ***Conclusion***

---

Compliant outbound is just one large and important component of today's modern contact center. When combined with omnichannel inbound contact management, customer journey management, and workforce engagement tools that supercharge customer engagement, companies have an elegant way to enhance CSAT while assisting operational efficiency.

Frost & Sullivan recognizes how Alvaria, with its complete suite of omnichannel offerings that includes superlative inbound and outbound capabilities, enables companies to properly achieve these goals. For these reasons, Alvaria earns the 2021 Frost & Sullivan Customer Value Leadership Award.

## What You Need to Know about the Customer Value Leadership Recognition

---

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

