



# Capita Social Media Services

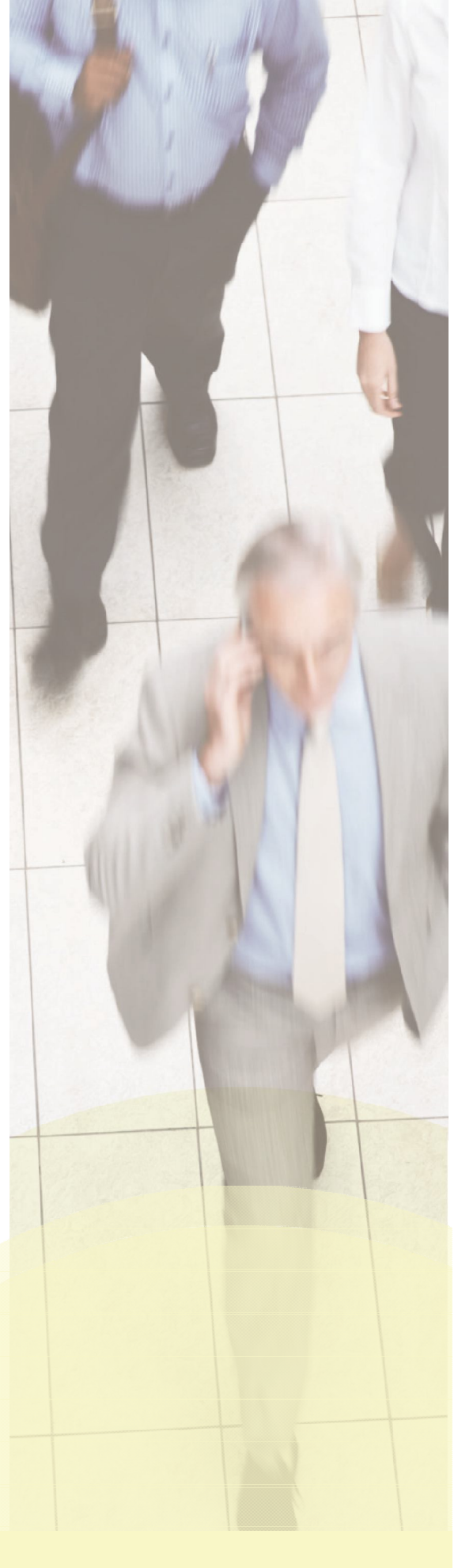
Vendor Assessment  
Report Abstract

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6 pages

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## Who Is This Vendor Assessment For?

NelsonHall's Social Media Services Vendor Assessment for Capita is a comprehensive assessment of Capita's social media services and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

## Key Findings & Highlights

This NelsonHall vendor assessment analyzes Capita's offerings and capabilities in social media services. Capita is one of a number of social media services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Capita has made large scale CMS acquisitions over the past 18 months; these include Ventura Group and Vertex private. These two acquisitions have provided Capita with established social media capabilities.

Capita's social media offerings include: listening, analysis, market research and small scale engagement.

Capita will continue to develop its U.K centric client base and will aim to target new verticals.

Capita social media client base is mainly comprised of retail clients.

## Scope of the Report

The report provides a comprehensive and objective analysis of Capita's social media services, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



## Contents

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability and Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
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8. Outlook

## Report Length

6 pages

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## Social Media Services Vendor Assessments Also Available for:

Firstsource

Xerox

Genpact

HP Enterprise Services

Wipro

Aegis

WNS

Dell

Sitel.