



# **WNS**

## **Social Media Services**

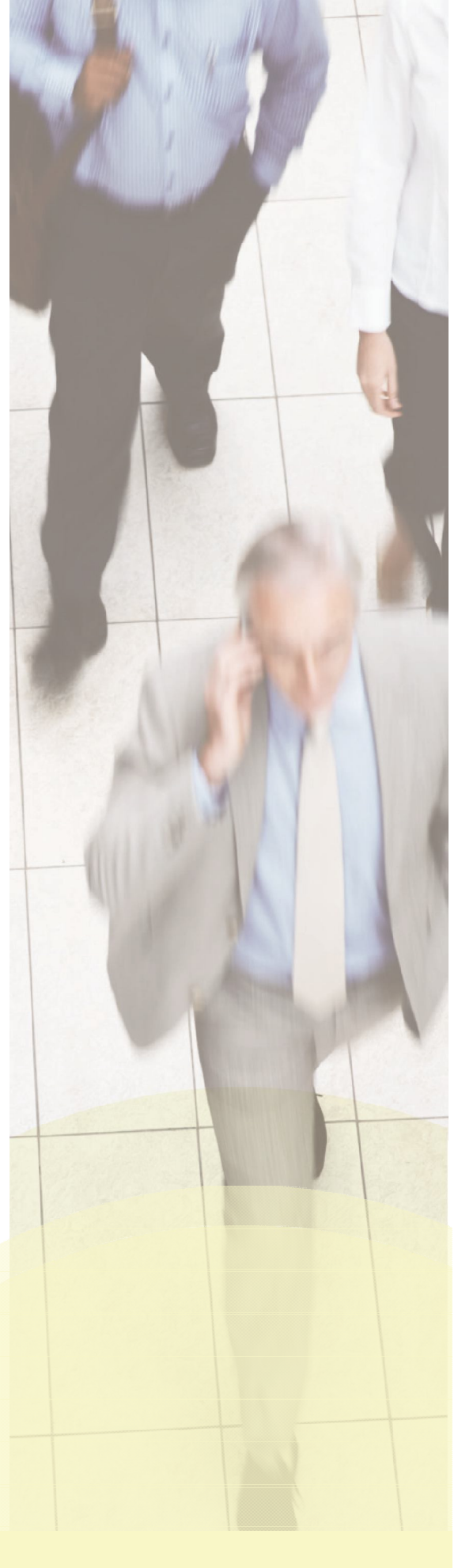
**Vendor Assessment  
Report Abstract**

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**8 pages**

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## Who Is This Vendor Assessment For?

NelsonHall's social media profile on WNS is a comprehensive assessment of WNS's social media offerings for organizations 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 WNS's offerings and capabilities in social media services. WNS is one of a number of social media services companies analyzed in NelsonHall's comprehensive industry analysis programs.

WNS began its social media operations in mid-2010 in support of existing clients. These services were delivered from offshore contact centers and included brand monitoring services.

In 2012 WNS service's included; data mining, sentiment analysis and consumer mapping. WNS utilized Sysomos heartbeat and Jive software.

WNS delivers all of its social media services from two contact centers in India and is currently supporting clients in the following verticals:

- Travel
- Insurance
- Retail
- CPG
- Telecoms
- Utilities.

## Scope of the Report

The report provides a comprehensive and objective analysis of WNS'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.



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## Report Length

8 pages

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## Social Media Services Vendor Assessments Also Available for:

Firstsource

Sitel

Genpact

HP Enterprise Services

Wipro

Capita

Xerox

Dell

Aegis.