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Xerox Services
CMS in Retail Industry Sector

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's CMS in retail industry sector profile on Xerox Services is a comprehensive assessment of Xerox Services' customer management services (CMS) offerings and capabilities for retailers designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the retail sector and identifying vendor suitability for CMS 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

Xerox is a publically-traded company headquartered in Norwalk, Connecticut. In 2010, Xerox acquired Affiliated Computer Services (ACS) for $6.4bn, gaining capability in business process outsourcing, including CMS. This CMS capability lies within the Xerox Services business.

Xerox Services has ~15 CMS retail industry sector clients. Current retail clients include both traditional and online retailers.

Xerox Services' CMS offerings being utilized by retailers include customer care, technical support, multi-channel support, analytics and sales support.

For example, for a big-box retailer, Xerox Services provides a text-to-service application. This retailer was looking to enhance customer experience in its stores and with service providers installing products in customers' homes. When a customer purchases the product, a code is scanned and prompts Xerox Services' SMS software to send a text to arrange a time for installation. The client works with installation providers throughout North and South America from global stores to small businesses. Calls were recorded and quality scores were identified for each installation provider in an effort to eliminate installation providers not properly representing the client. This process also provided the necessary details to ensure that the strong installation providers were maintained. Xerox Services earned a 94% appointment conversion, a 100% text inquiry follow-up and a 95% quality score. The quality provided by the third-party service providers has improved by 18%.

Scope of the Report

The report provides a comprehensive and objective analysis of Xerox Services' retail sector CMS offerings, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis and new developments in the retail sector

- 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 in the retail sector

- Analysis of the company's offerings and key service components

- Analysis of the company's retail sector delivery organization including the geography of delivery locations.

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CMS in Retail Vendor Assessments Also Available for:

Aegis, Sitel, Serco, Sutherland Global Services, Transcom, Teleperformance