



Targeting CMS in the Telecommunications/Cable/ Satellite Industry Sector

Market Analysis
Abstract

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Who Is This Report For?

NelsonHall's "Targeting CMS in the Telecommunications/Cable/Satellite Industry Sector" report is a comprehensive market assessment report designed for:

- Sourcing managers in the telecoms sector investigating sourcing developments within customer management services
- Customer services decision makers in the telecoms sector exploring the potential use of customer management services
- Vendor marketing, sales and business managers developing strategies to target CMS service opportunities within the telecommunications/cable/satellite sector
- Financial analysts and investors specializing in the IT services and BPO sector, including customer management services.

Scope of the Report

This report analyzes the global market for customer management services within the telecommunications/cable/satellite sector. The report addresses the following questions:

- What is the current and future market for customer management services within the telecommunications/cable/satellite sector?
- What are the customer requirements for the telecommunications/cable/ satellite sector outsourcing CMS and how are they changing?
- What are the benefits / results vendors have been able to achieve for their clients?
- What services are telecommunications/cable/satellite companies buying from CMS vendors?
- What channels are being utilized and what are the latest developments and trends emerging?
- What is the size and growth of the customer management services market by geography?
- Who are the leading vendors in customer management services within the telecommunications/cable/satellite sector?
- What are the vendor selection criteria, challenges and critical success factors for CMS vendors targeting the telecommunications/cable/satellite sector?



Key Findings & Highlights

NelsonHall's market analysis of CMS in telecommunications/cable/satellite consists of 78 pages.

The telecommunications/cable/satellite sector is the largest source of customer management services and a major component of the overall customer management services.

As such CMS within the telecommunications/cable/satellite sector is relatively mature with standard CMS offerings for the telecommunications/ cable/satellite sector supporting a wide range of processes from provisioning and activations through technical support to customer retention and credit management.

CMS service delivery in the telecommunications/cable/satellite sector is dominated by offshore delivery though the focus is increasingly on channel shift rather than offshoring with web chat becoming of increasing importance to achieve both cost reduction and increases in CSAT.

Contents

1. Changing Shape of Payroll Services Outsourcing

2. Market Size and Growth

3. Customer Requirements

4. Vendor Market Shares

5. Vendor Offerings and Targeting

6. Geographic patterns in Payroll Services Outsourcing

7. Offshore and Near Shore Delivery

8. Vendor Challenges and Success Factors

9. Appendix I – Vendors Researched

10. Appendix II – Explanations and Abbreviations

Report Length

78 pages, consisting of 8 chapters

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Vendors Researched

The project includes vendor assessments of the following CMS vendors:

Minacs
Aegis
Alorica
Capita
Concentrix
EGS
Firstsource
HGS
Infosys
Serco
Sitel
Sutherland Global Services
Sykes
Tata BSS
Tech Mahindra
Teleperformance
TeleTech
Transcom
Transcosmos
Webhelp
Wipro