



Aditya Birla Minacs CMS in Retail Banking

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's CMS in retail banking industry sector profile on Aditya Birla Minacs (Minacs) is a comprehensive assessment of Minacs' retail banking sector customer management services (CMS) offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the retail banking 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

Aditya Birla Minacs (Minacs) is a privately-held business and technology outsourcing company with headquarters in Toronto (Oshawa), Canada. The company provides outsourced customer care, marketing, finance and accounting, procurement and IT services.

Aditya Birla Minacs is a subsidiary of the \$40bn Aditya Birla Group, formed in 2007 when TransWorks came together with Minacs. Aditya Birla Minacs subsequently combined with PSI Data Systems, renamed Aditya Birla Minacs IT Services in 2009, to strengthen its portfolio with technology-enabled BPO services in support of customer management services (CMS). Aditya Birla Minacs then further strengthened its finance and accounting outsourcing capabilities in 2010, through the acquisitions of London headquartered Compass BPO and the Minnesota based Bureau of Collections Recovery (BCR), focused on accounts receivables management and collections.

The majority of Minacs' CMS retail banking clients are based in Canada. The company provides CMS in support in a range of offerings including:

- Credit cards
- Collections.

Minacs has delivery centers in support of its retail banking customers in Canada, India, U.S., Philippines, and Jamaica.

Scope of the Report

The report provides a comprehensive and objective analysis of Minacs' retail banking sector CMS offerings, 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 retail banking sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's retail banking sector CMS offerings and key service components



- Analysis of the company's delivery organization including the geography of delivery locations used for retail banking sector clients.

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Report Length

10 pages

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CMS in Retail Banking Vendor Assessments Also Available for: Aegis, EGS, Firstsource, Infosys, Serco, Sitel, Teleperformance, Transcom, transcosmos and Wipro