



Targeting CMS in the Retail and CPG Sector

Market Analysis
Abstract

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58 pages

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Who Is This Report For?

NelsonHall's "Targeting CMS in Retail and CPG" report is a comprehensive market assessment report designed for:

- Sourcing managers, specifically within retail and CPG, investigating sourcing developments within customer management services in the retail and CPG sector
- Operational decision makers exploring the benefits and inhibitors of customer management services in the retail and CPG sector
- Vendor marketing, sales and business managers developing strategies to target CMS opportunities within the retail and CPG 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 market for customer management and related services within the retail and CPG sector. It addresses the following questions:

- What is the current and future market for customer management services in the retail and CPG sector?
- What are the customer requirements within the retail and CPG sector and how are they changing?
- What are the benefits/results which vendors have been able to achieve for their clients?
- What services are retail and CPG organizations buying from customer management service vendors?
- What is the size and growth of the customer management services market in the retail and CPG sector?
- Who are the leading vendors within customer management services for retail and CPG?
- What are the vendor selection criteria, challenges, and critical success factors for vendors targeting customer management services in the retail and CPG sector?

Key Findings & Highlights

NelsonHall's market analysis of customer management services in the retail and CPG sector consists of 58 pages.

Increasing CSAT and access to seasonal support are the main CMS outsourcing drivers for retail and CPG organizations. CMS is primarily utilized to support customer care, seasonal volume increases, order processing, and customer retention.

While voice/IVR and email are the dominant channels in retail and CPG, webchat and social media usage is growing. Analytics is principally deployed to predict buying behaviors of customers.

In the area of delivery, cost reduction is typically achieved through near/offshore delivery. The work at home agent (WAHA) adoption rate is moderate and is primarily used to support seasonal volume increases, but is estimated to increase in adoption.



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5. Vendor Offerings and Targeting

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7. Challenges and Success Factors

- Appendix 1: Vendors Researched

Report Length

58 pages

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