

Targeting CMS in the High Tech Sector

Market Analysis
Abstract

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Who Is This Report For?

NelsonHall's "Targeting CMS in High Tech" report is a comprehensive market assessment report designed for:

- Sourcing managers, specifically within high tech, investigating sourcing developments within customer management services in the high tech sector
- Operational decision makers exploring the benefits and inhibitors of customer management services in the high tech sector
- Vendor marketing, sales and business managers developing strategies to target CMS opportunities within the high tech 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 high tech sector. The report addresses the following questions:

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

Key Findings & Highlights

NelsonHall's market analysis of customer management services in the high tech sector consists of 53 pages.

Voice interactions are increasingly being deflected to non-voice channels, primarily webchat, by high tech organizations. Complex interactions tend to remain in the voice channel, though some high tech organizations have moved entirely to a digital, non-voice, customer care and technical support framework.

Outsourced CMS in the high tech sector has delivered an average CSAT increase of 9% and double-figure cost reduction. High tech organizations are also experiencing reductions in product returns and revenue generation.

At present, approximately half of CMS delivery on behalf of the high tech sector is delivered from onshore, with ~40% from offshore. WAHA is relatively widely used by CMS vendors in support of the high tech sector, though the numbers of WAHA agents is currently modest.

Requirements in the high tech sector are evolving rapidly and, in response, vendors are developing a wider range of end to end services, frequently involving the use of new technologies.



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- Appendix 1: Vendors Researched

Report Length

53 pages

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