

Capita CMS in Retail and CPG

Vendor Assessment

Report Abstract

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Who Is This Vendor Assessment For?

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

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

Capita Group Plc (Capita) was formed in 1984 within the Chartered Institute of Public Finance & Accountancy (CIPFA). It separated from CIPFA through a management buy-out in 1987, and was listed on the London Stock Exchange in 1991.

Although it initially strongly focused on the U.K. public sector, since 1999 Capita has placed increasing emphasis on targeting business process outsourcing (BPO) opportunities within the private sector.

Capita has recently recognized the importance of offering customer management services (CMS) alongside its specialist industry-specific and back-office services, and has made acquisitions to develop its CMS capabilities. In 2011, Capita acquired Ventura, a customer contact specialist company. In the same year, it also acquired the Vertex private sector division, which focuses on contact center outsourcing in the U.K., with clients in the retail, utilities and telecoms industry sectors. Capita is headquartered in London, England and employs 62k FTEs across the U.K., Europe, South Africa and India.

Scope of the Report

The report provides a comprehensive and objective analysis of Capita's retail and CPG 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 CMS retail and CPG sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's retail and CPG sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for CMS retail and CPG sector clients.



Contents

1. Background

2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships

5. Target Markets

6. Strategy

7. Strengths and Challenges
 - 7.1 Strengths

 - 7.2 Challenges

8. Outlook

Report Length

5 pages

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