



Convergys CMS in Retail and CPG

Vendor Assessment

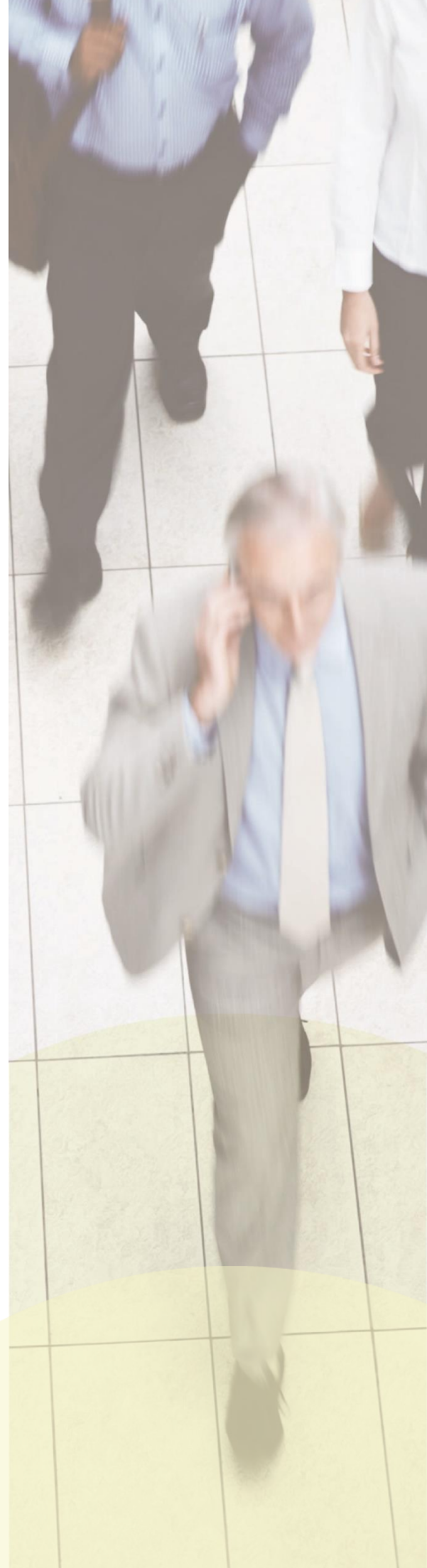
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's CMS in retail and CPG industry sector profile on Convergys is a comprehensive assessment of Convergys' 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

Convergys is a public company headquartered in Cincinnati, Ohio. Convergys grew from Cincinnati Bell Information Systems (CBIS) and MATRIX Marketing, both subsidiaries of Cincinnati Bell; and from AT&T Solutions Customer Care (formerly AT&T American Transtech), which was sold to Cincinnati Bell in 1998. An IPO in August 1998 made Convergys a fully independent company.

Convergys has had operations in customer care, human resources management, and information management. In 2010, Convergys sold its human resources management business to NorthgateArinso for \$100m. In 2012, it sold its information management business to NEC for ~\$449m. After the divestiture of its HRM and IM business, Convergys was able to focus exclusively on its customer management services (CMS) business.

Convergys has made several key acquisitions; more details about these acquisitions can be found in the report. Its delivery is primarily provided from its contact centers in North America, EMEA, and Asia.

Scope of the Report

The report provides a comprehensive and objective analysis of Convergys' 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.



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Report Length

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