



Firstsource 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 Firstsource is a comprehensive assessment of Firstsource's 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

Firstsource is a BPO vendor founded in 2001 by ICICI bank (as ICICI Onesource). In 2004, Firstsource acquired ASG (founded in 1995) to begin delivering collections. The company was rebranded from ICICI Onesource to Firstsource in 2006. Firstsource is headquartered in Mumbai, India and went public in 2007.

Firstsource targets retail banks in the U.K. and U.S., with the majority of Firstsource's current CMS retail banking clients based in the U.S.

The company provides customer management services in support of a range of banking products including:

- Credit cards
- Mortgages.

Firstsource has delivery centers in support of its retail banking customers in the U.S., U.K., India and Philippines.

Scope of the Report

The report provides a comprehensive and objective analysis of Firstsource's 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

6 pages

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