



# **Genii Analytics Transforming Customer Management Services Through Analytics**

**Vendor Assessment  
Report Abstract**

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**5 pages**

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## Who Is This Vendor Assessment For?

NelsonHall's Transforming Customer Management Services (CMS) Through Analytics profile on Genii Analytics is a comprehensive assessment of Genii Analytics' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of contact center analytics and identifying vendor suitability for contact center analytics 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

Genii Analytics is a private company based in Johannesburg and Cape Town, South Africa, which focuses on contact center analytics.

Genii Analytics offers descriptive, predictive analytics, and machine learning services to contact center clients. It offers its services in an Analytics-as-a-Service model.

Genii Analytics offers analytics in customer management services in:

- Data management
- Reporting
- Descriptive analytics
- Predictive and prescriptive analytics.

## Scope of the Report

The report provides a comprehensive and objective analysis of Genii Analytics' contact center analytics offerings and capabilities, and market and financial strengths, 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 customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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6. Strategy

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7. Strengths & Challenges
  - 7.1 Strengths
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8. Outlook

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## Report Length

5 pages

## CMS Analytics Vendor Assessments also available for:

CSS Corp, Concentrix, HGS, Firstsource, Intelenet, Minacs, Sutherland, Xerox Services, WNS.