



# Targeting WAHA Services

Market Analysis  
Abstract

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[www.nelson-hall.com](http://www.nelson-hall.com)





## Who Is This Report For?

NelsonHall's "Targeting Work At Home Agents" (WAHA) report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within WAHA BPO
- Vendor marketing, sales and business managers developing strategies to target BPO service opportunities within WAHA BPO
- Financial analysts and investors specializing in the IT services and BPO sector, including WAHA BPO.

## Scope of the Report

The report analyzes the worldwide market for WAHA BPO and addresses the following questions:

- What is the market size and projected growth for the global WAHA BPO market by geography?
- What is the profile of activity in the global WAHA BPO market by industry sector?
- What are the top drivers for adoption of WAHA BPO?
- What are the benefits currently achieved by users of WAHA BPO?
- What factors are inhibiting user adoption of WAHA BPO?
- What pricing mechanisms are typically used within WAHA BPO and how is this changing?
- Who are the leading WAHA BPO vendors globally and by geography?
- What combination of services is typically provided within WAHA BPO contracts and what new services are being added?
- What is the current pattern of delivery location used for WAHA BPO and how is this changing?
- What services are delivered from onshore and which from offshore?
- What are the challenges and success factors within WAHA BPO?



## Key Findings & Highlights

NelsonHall's market analysis of the WAHA BPO industry and WAHA trends consists of 101 pages.

Work at home agents, or WAHA, is a delivery model employed by customer management services (CMS) suppliers whereby services are delivered by agents located at home, rather than in a contact center (in-center).

WAHA is a growing market, which is serviced both by traditional CMS vendors as well as 'pureplays' who specialize in WAHA. The varying means of operational deployment (technological, organizational, and contractual) are highlighted in this report

The need for onshore services, cost take-out and scalable services are the main drivers for the adoption of WAHA BPO.

NelsonHall estimates that growth will be led by LATAM over the following five years.

NelsonHall has separated the WAHA BPO industry into the following four segments:

- 'On demand service'
- 'Talent enhancement'
- 'Onshore cost reduction'
- 'Service continuity'.

Critical success factors across all WAHA BPO market segments include:

- Vendors seeking to compete for higher-margin niche service contracts will need to become proficient in virtual recruitment and targeted advertisements for specific skill sets
- Critically, vendors must be able to provide a similar service from diversified locations, ideally using an alternate data center to the in-center service
- The ability to manage and recruit for shorter shift durations, lower scheduled increments and shorter-terms are all critical for overall WAHA success across all segments

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## Report Length

101 pages, consisting of 10 chapters

## Vendors Researched

Alpine Access, Arise, ARO, NCO, Sitel, Teleperformance, Teletech, VIP Desk.