



Targeting Transformational Customer Management Services

Market Analysis
Report Abstract

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Who Is This Report For?

"Targeting Transformational CMS" is a comprehensive market analysis report designed for:

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

Scope of the Report

The report analyzes the global market for transformational CMS services and addresses the following questions:

- What is the current and future market for outsourced transformational CMS services?
- Within outsourced transformational CMS services, which services and industries are emerging strongly?
- What are the market drivers for outsourced transformational CMS services and their characteristics? What are vendor capabilities by segment?
- What technologies and platforms are being utilized and what are the implications by market driver?
- What are vendor challenges and critical success factors?
- How are vendor offerings and delivery capabilities changing to meet emerging market needs?
- How is the pattern of delivery location changing and which locations are appropriate for each market driver
- Additional topics include: pricing models; delivery center locations and the use of offshoring; vendor targeting by geography, and industry.



Key Issues & Highlights

The market for outsourced transformational CMS services is changing, driven by a number of trends. These include:

- The ever present need to remove cost from customer management services
- The need to improve customer satisfaction metrics such as CSAT and NPS
- The need to both reduce costs whilst maintaining or improving customer satisfaction metrics
- The need to increase revenues, reduce customer churn and increase the average spend per customer
- The need to move services online in order to increase revenue, decrease costs through self-serve and align with both the competition and the younger generation.

This report will investigate the impact of these trends on the global transformational CMS market to identify both the precise change in customer requirement and the change in vendor offerings and delivery capabilities that are being put in place to respond to these requirements.

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- 4 Delivery of Transformation
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- 5 Critical Success Factors

Vendors Researched

10 of the major social media services vendors such as Teleperformance and Aegis.

Report Length

45 pages, consisting of 5 chapters

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