



WNS

Multi-channel CMS: Delivering Digital Customer Experience

**Vendor Assessment
Report Abstract**

January 2017

**By Ivan Kotzev
Industry Sector Analyst
NelsonHall**

7 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's Multi-channel Customer Management Services (CMS); Delivering Digital Customer Experience profile on WNS is a comprehensive assessment of WNS' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS 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

WNS provides customer care and technical support over voice and digital channels, including industry-specific services such as booking and reservations. In sales, it delivers inbound and outbound sales over voice, as well as cross-sell and up-sell via digital channels. In retention services, it offers referral campaign management, loyalty and rewards programs over multichannel, while its collections services are delivered over voice.

Scope of the Report

The report provides a comprehensive and objective analysis of WNS' CMS multi-channel 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.



Contents

1. Background

2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships
 - 4.1 Delivery Capability
 - 4.2 Platforms and Intellectual Property

5. Target Markets

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths
 - 7.2 Challenges

8. Outlook

Report Length

7 pages

CMS Multi-channel Vendor Assessments also available for:

Aegis, Capgemini, Concentrix, CSS Corp, HGS, Firstsource, Infosys BPO, Intelenet, iSON BPO, Sitel, Sutherland, Sykes, TaskUs, Teleperformance, TeleTech, Transcom, Webhelp, Xerox Services.