

# **transcosmos CMS in Telecommunications/ Cable/Satellite**

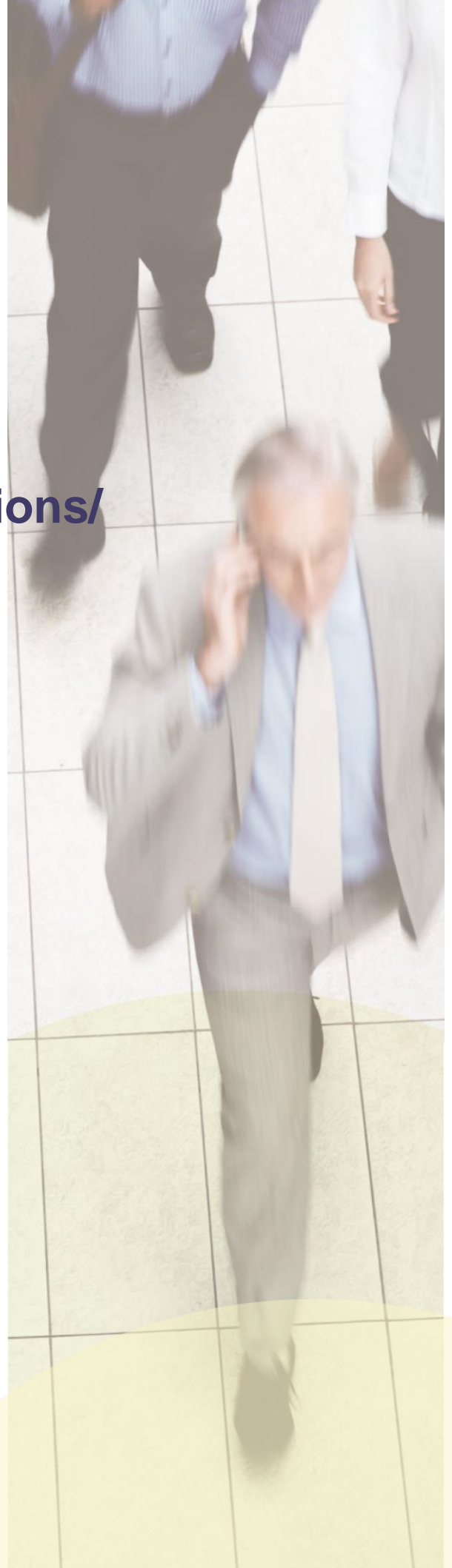
**Vendor Assessment  
Report Abstract**

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**7 pages**

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## Who Is This Vendor Assessment For?

NelsonHall's CMS in telecommunications/cable/satellite industry sector profile on transcosmos is a comprehensive assessment of transcosmos' telecommunications/cable/satellite sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the telecommunications/cable/satellite 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

transcosmos is a publicly traded, Japanese headquartered BPO vendor in the contact center and digital marketing business. Across all industries, it employs ~35k globally and operates 114 centers across 14 countries, supporting 23 languages. It operates in Asia, the U.S. and Europe; it has 45 sites in its headquarter country of Japan, 16 offshore sites and 53 sites overseas. It supports 2.5k clients globally.

transcosmos has ~40 CMS telecommunications/cable/satellite clients, all headquartered in Japan. While many are small companies, it supports several large Japanese telecommunications companies.

The company provides CMS in support in a range of offerings including:

- Customer care
- Technical support
- Voice of customer analytics
- Digital marketing (internet advertising, website development and maintenance).

transcosmos has delivery centers in support of its telecommunications/cable/satellite customers in Japan, China, and Korea.

## Scope of the Report

The report provides a comprehensive and objective analysis of transcosmos' telecommunications/cable/satellite 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 telecommunications/cable/satellite sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's telecommunications/cable/satellite sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for telecommunications/cable/satellite sector clients.



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## Report Length

7 pages

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