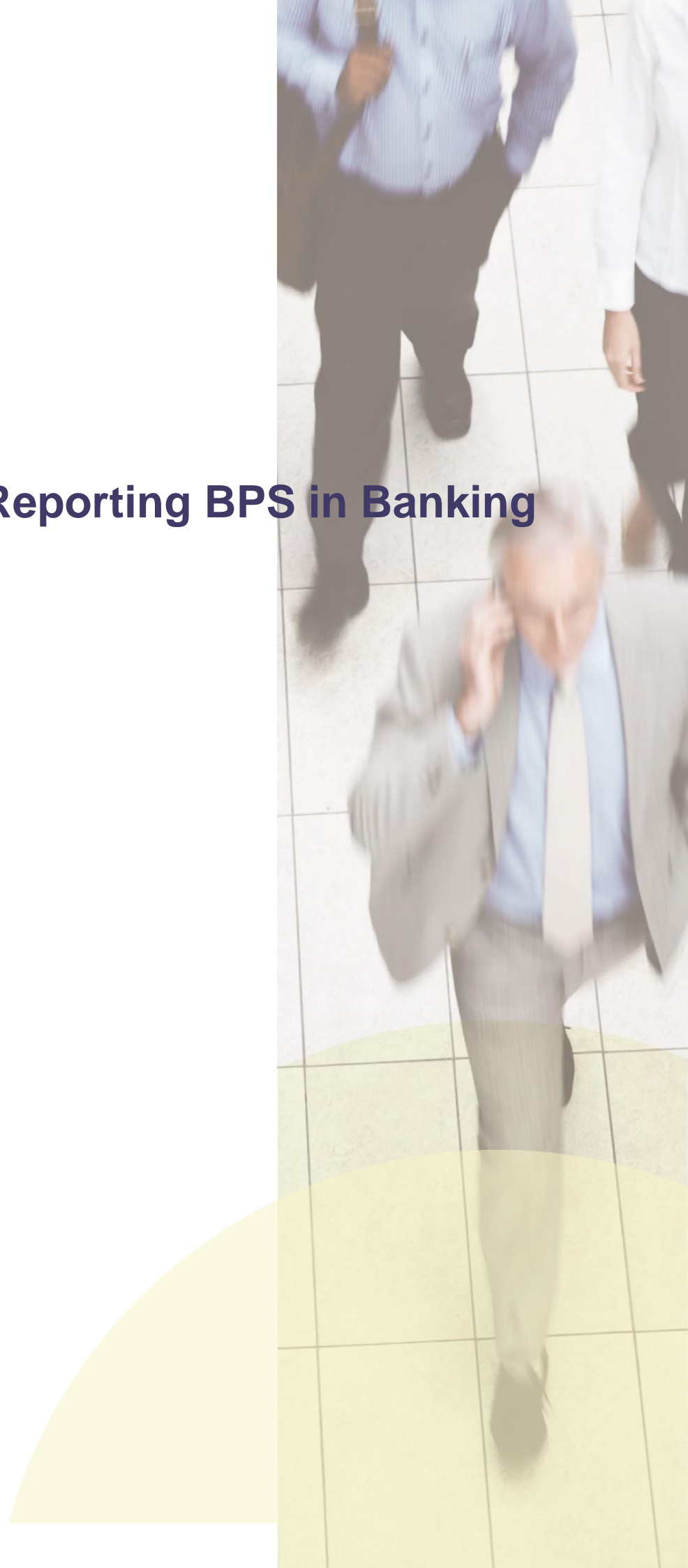# Firstsource
Analytics and Reporting BPS in Banking

Vendor Assessment
Report Abstract

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6 pages

Who Is This Vendor Assessment For?

NelsonHall's Analytics and Reporting BPS in Banking vendor assessment for Firstsource is a comprehensive assessment of Firstsource's analytics and reporting BPS in banking offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of capital market process outsourcing and identifying vendor suitability for analytics and reporting BPS in banking 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

This NelsonHall assessment analyzes Firstsource's offerings and capabilities in analytics and reporting BPS in banking. Firstsource is one of a number of analytics and reporting BPS companies analyzed in NelsonHall's comprehensive industry analysis programs.

Overview

Firstsource started providing analytics services in 2010 as an adjunct service to all of its contact center clients; analytics provided related to agent interaction with customers and identification of key customer issues.

In 2012, Firstsource acquired a tool to provide speech and text analytics. This was deployed across a wide variety of channels (all channels used in the contact centers), and can analyze high volumes of data. Firstsource is able to merge, for analytics purposes, both structured and unstructured data. Clients using this service are mostly based in the U.K. and India. Because of this history in analytics, Firstsource has developed an expertise in analyzing unstructured and structured data in combination.

Delivery Capabilities

Firstsource delivers its service from:

- India

- Onshore sites: 50% Belfast and 50% client site.

Client geographies supported include:

- U.K.

- India.

Due to client requirements for onshore management of customer data, Firstsource will not be expanding its offshore analytics delivery capabilities, but will be expanding its onshore delivery, which will continue to be from Belfast.

All employees in analytics have a green belt (Six Sigma), except the manager of the group who is a master black belt. Each employee is trained in how to use the company's analytics models; the remainder of training is on the job training.

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Target Markets

Firstsource's primary targets for analytics and reporting BPS are:

- Banks headquartered in the U.K.

- Banks headquartered in India.

In future, Firstsource will continue to target mid-tier financial institutions based in the U.K., and will add U.S. banks (where it provides collections BPS).

Strategic Direction

Firstsource's analytics and reporting BPS strategy is to:

- Focus on customer care and management processes

- Combine unstructured and structured data (i.e. speech and text) from multiple channels to apply analytics techniques and develop insights

- Pursue U.K. based banks, primarily regional banks, to expand its client base to a new geography.

Over the next year, Firstsource will extend this strategy to include:

- Increased onshore delivery, to address client concerns about location of customer data, and expand range of analytics processes that clients are willing to outsource

- Enhance predictive capabilities of its data analytics offerings.

Firstsource has developed its capabilities over the years, from data acquisition to data analysis of current state, and now to predictive analysis. Firstsource intends to maintain its analytics focus on customer management.

Contents

Scope of the Report

The report provides a comprehensive and objective analysis of Firstsource's analytics and reporting BPS in banking offerings, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphases 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.

Report Length

6 pages

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Analytics and Reporting BPS in Banking Vendor Assessments Also Available for:

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