



Firstsource Transforming Customer Management Services Through Analytics

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's Transforming Customer Management Services (CMS) Through Analytics profile on Firstsource is a comprehensive assessment of Firstsource's 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

In November 2014, Firstsource acquired a minority stake in nanobi Analytics. The Bangalore based nanobi was established in 2012 and offers Analytics-as-a-Service to enterprises on a cloud based pay-as-you-use subscription model.

Firstsource offers CMS analytics as an embedded service.

Firstsource offers analytics in customer management services in:

- Data management
- Reporting
- Analytics
- Predictive and prescriptive analytics
- CX consulting and process optimization.

Scope of the Report

The report provides a comprehensive and objective analysis of Firstsource's CMS analytics 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.



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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 Analytics Vendor Assessments also available for:

CSS Corp, Concentrix, HGS, Intelenet, Genii Analytics, Sutherland, WNS, Xerox Services.