



**NelsonHall**  
TRANSFORM THROUGH INSIGHT

# Vendor Profile

## Customer Experience Services Transformation

# Firstsource

### Report Abstract

January 2024

By Ivan Kotzev

Lead CX Services Analyst

NelsonHall

12 pages

### Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
  - 3.1. Offerings Breakdown
  - 3.2. Operational Models and Talent Management
4. Delivery Capabilities
  - 4.1. Delivery Capability
  - 4.2. Platforms and Intellectual Property
  - 4.3. Commercial Models
5. Target Markets
6. Strategy
7. Strengths & Challenges
  - 7.1. Strengths
  - 7.2. Challenges
8. Outlook

## Who is this Vendor Assessment for?

---

NelsonHall's CX Services Transformation profile on Firstsource is a comprehensive assessment of Firstsource's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

## Key Findings & Highlights

---

This NelsonHall vendor assessment analyzes Firstsource's offerings and capabilities in CX Services Transformation.

Firstsource targets a 10-15% growth of the CX services business into 2024, with the expectation that it will need to jointly invest with the buyers in innovation funds, technology, and consulting. Its USP is the ability to realize the optimal value from different technology implementations and digital assets.

Outsourcing clients looking for a CX services vendor with strong domain-specific offerings in healthcare CX, advanced sales and retention practice, and experience with agent assist genAI technology, should especially consider this profile on Firstsource.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of Firstsource's CX Services Transformation offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, 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 centers.

## **CX Services Transformation Vendor Assessments also available for:**

---

Alorica

Arvato CRM

Atento

Concentrix + Webhelp

Conduent

Foundever

HGS

Infosys BPM

IntouchCX

Movate

ResultsCX

Sigma Connected

TaskUs

Tech Mahindra

Teleperformance

Transcom

WNS.

## About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

Ivan can be contacted at:

- Email: [ivan.kotzev@nelson-hall.com](mailto:ivan.kotzev@nelson-hall.com)
- X (Twitter): [@IvanK\\_NH](https://twitter.com/IvanK_NH)



## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

29 Rose Hill  
Binfield,  
Bracknell,  
RG42 5LH  
Phone: +44 (0)203 514 7522

### Paris

115 rue de Reuilly,  
75020 Paris  
Phone: +33 (0)6 23 81 17 54

Copyright © 2024 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall’s clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.