



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

**Vendor Assessment  
Report Abstract**

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## Who Is This Vendor Assessment For?

NelsonHall's CMS in telecommunications/cable/satellite industry sector profile on Firstsource is a comprehensive assessment of Firstsource's 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

Firstsource is a BPO vendor founded in 2001 by ICICI bank, and known as ICICI Onesource until 2006 when it was rebranded as Firstsource. The company made an initial public offering (IPO) in 2007 and was listed on the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE).

Firstsource employs ~27,600 agents and operates 46 contact centers. It is headquartered in Mumbai, India.

Beyond customer care, Firstsource also provides its telecommunications/cable/satellite clients with service provisioning, credit management, analytics, technical support, up-sell/cross-sell and fraud management.

The majority of Firstsource's CMS telecommunications/cable/satellite clients are based in the U.K. The company provides CMS support in a range of offerings including:

- Customer care/technical support
- Service provisioning and credit management

Firstsource has ~14k agents supporting telecommunications/cable/satellite clients, which includes the use of ~150 work at home (WAHA) agents.

## Scope of the Report

The report provides a comprehensive and objective analysis of Firstsource' 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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