



# HGS Digital Marketing Services

Vendor Assessment  
Report Abstract

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8 pages

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## Who Is This Vendor Assessment For?

NelsonHall's Digital Marketing Services profile on HGS is a comprehensive assessment of HGS' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of DMS and identifying vendor suitability for DMS 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

HGS delivers digital marketing services through its HGS Interactive agency as a standalone service, and through the wider company as an integrated offering, part of a unified customer experience.

HGS Interactive provides content management, campaign management, customer experience consulting, social media strategy and implementation, search engine optimization, loyalty program management, e-commerce, web maintenance, and analytics services.

HGS has ~20 digital marketing clients.

In the summer of 2016, HGS launched DigiCX services, a suite of offerings for customer experience and marketing management including a Digital Natural Assist (DNA) framework consisting of analytics, automation, and AI elements.

## Scope of the Report

The report provides a comprehensive and objective analysis of HGS' digital marketing services 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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2. Revenue Summary

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4. Delivery Capability and Partnerships
  - 4.1 Delivery Capability
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5. Target Markets

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6. Strategy

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7. Strengths & Challenges
  - 7.1 Strengths
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8. Outlook

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## Report Length

8 pages

## Digital Marketing Services Vendor Assessments also available for:

Concentrix, Genpact, Infosys, Mphasis, TeleTech, TCS, transcocosmos, Acticall Sitel, Wipro, WNS, Valtech