



HP ES Multi-Channel CMS Services

Vendor Assessment
Report Abstract

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By Mike Cook
CMS Analyst
NelsonHall

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research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's multi-channel CMS profile on HP ES is a comprehensive assessment of HP ES's multi-channel CMS offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations 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

HP acquired its current customer management services capability through the acquisition of EDS in 2008. On September 23, 2009, "EDS, an HP company" was rebranded "HP Enterprise Services" ("HP ES").

As part of its new strategy for CMS BPO, HP ES has launched "Customer Engagement Management Services", key to which is the company's transformation framework; multi-channel delivery of CMS services are key to this framework.

HP ES's go to market strategy for its multi-channel services includes targeting Fortune 1000 companies with at least 200 agents; also scenarios involving a high volume of customer interactions in complex processes and/or declining customer satisfaction levels.

HP ES is using its existing BPO sales teams to market multi-channel services and is primarily targeting its existing client base by leveraging relationships from other BPO, ITO and application services.

Scope of the Report

The report provides a comprehensive and objective analysis of HP ES's multi-channel CMS 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 customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- 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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Report Length

11 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

Multi-channel CMS Services Vendor Assessments Also Available for:

Aegis

Sitel

Sutherland

Wipro

Teleperformance

Infosys

West Corp.

Serco