



Serco Multi-Channel CMS Services

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's multi-channel CMS profile on Serco is a comprehensive assessment of Serco'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

Serco Global Services LLC (Serco) is a part of Serco Group PLC. Serco is a publically held firm headquartered in Hook, North Hampshire in the United Kingdom.

Serco has made the following acquisitions to strengthen its CMS delivery capabilities:

- Intelenet Global services for £385m in 2011 in order to expand its BPO CMS capabilities and geographic reach
- The listening company during 2011 to enhance its local authority CMS transformation capabilities
- Excelior during 2011 to enhance its CMS BPO capabilities in Australia
- Vertex public sector for £55.5m during 2012

In 2012 Serco launched its Global BPO division in order to extend its overall BPO reach beyond the U.K. public sector.

Serco has launched epiCentre unified desktop platform- this platform can be wrapped around a client's current systems to allow a singular view and interaction of customers across multiple channels. Currently ~50% of Serco's retail clients are utilizing this platform in support of unified agents.

Over the next six months Serco is aiming to launch social media customer profiling capabilities to personalize social media interactions and marketing material. Serco is also looking at implying predictive algorithms across social media interactions in an effort to increase sales lead conversion rates. Serco is currently in talks with public sector clients to launch a variation of this service.

Scope of the Report

The report provides a comprehensive and objective analysis of Serco'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

13 pages

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Multi-channel CMS Services Vendor Assessments Also Available for:

Aegis

Sitel

Sutherland

Wipro

Teleperformance

West Corp.

Infosys

HP ES.