



# Tata BSS 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 Tata Business Support Services Limited (Tata BSS) is a comprehensive assessment of Tata BSS' 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

Tata Business Support Services Limited (Tata BSS) was founded in 2004 as a wholly owned subsidiary of Tata Sons, the holding company of the Tata Group. It changed its name from E2E SerWiz Solutions to Tata BSS in 2008.

Tata BSS is a private India based customer management service (CMS) provider, with ~46 clients based in the U.S., Europe and India. Headquartered in Hyderabad, it has 20 dedicated centers across India including Pune, Mohali and Jamshedpur, staffed by ~11k employees with multilingual skills. Tata BSS employs approximately one third of India's rural business process outsourcing (BPO) workforce.

Tata BSS provides customer retention, acquisition and administration, digital marketing, analytics, research and HR/payroll services to companies which are looking to increase customer base, retain high value customers and protect brand reputation.

All of Tata BSS' telecommunications/cable/satellite's business is based in India. The company provides CMS in support in a range of offerings including:

- Customer care
- Customer acquisition
- Technical support.

## Scope of the Report

The report provides a comprehensive and objective analysis of Tata BSS's 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

8 pages

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