



Content Transformation

Tech Mahindra

Report Abstract

June 2023

By Ivan Kotzev

Lead CX Services Analyst

NelsonHall

13 pages

Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
 - 3.1. Offerings Breakdown
 - 3.2. Operational Model and Employee Well-Being
4. Delivery Capabilities
 - 4.1. Delivery Capability
 - 4.2. Platforms and Intellectual Property
 - 4.3. Commercial Models
5. Target Markets
6. Strategy
7. Strengths & Challenges
 - 7.1. Strengths
 - 7.2. Challenges
8. Outlook

Who is this Vendor Assessment for?

NelsonHall's Content Transformation profile on Tech Mahindra is a comprehensive assessment of Tech Mahindra's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Tech Mahindra's offerings and capabilities in content transformation.

Trust and safety, digital data services, and revenue operations form approximately 20% of the BPS business for Tech Mahindra. The company has been actively acquiring capabilities to expand in this space, including digital agencies, specialized AI training and development companies, and consulting units, for example, Allyis, Zen3, and Mad*Pow, for trust and safety. These units added new LOBs for Tech Mahindra and a new client base.

Outsourcing clients looking for a vendor offering a broad spectrum of trust and safety, marketing support, and brand experience services should especially take note of this profile on Tech Mahindra.

Scope of the Report

The report provides a comprehensive and objective analysis of Tech Mahindra's content transformation offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, 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 centers.

Content Transformation Vendor Assessments also available for:

Alorica

Concentrix

Conectys

Foundever

Majorel

Sutherland

TaskUs

Teleperformance

TELUS International

transcosmos

Wipro.

About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

Ivan can be contacted at:

- Email: ivan.kotzev@nelson-hall.com
- Twitter: [@IvanK_NH](https://twitter.com/IvanK_NH)



About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: +44 (0)203 514 7522

Paris

115 rue de Reuilly, 75020 Paris
Phone: +33 (0)6 23 81 17 54

Copyright © 2023 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall’s clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.