

# Customer Experience Services Transformation

## WNS

### Report Abstract

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15 pages

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## Who is this Vendor Assessment for?

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NelsonHall's CX Services Transformation profile on WNS is a comprehensive assessment of WNS' 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

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In 2023, WNS moved to a new organizational structure with four SBUs, each headed by a Chief Business Officer (CBO). The four SBUs combine the client verticals into groups while maintaining each vertical as an independent business unit. This strategy is aligned with the company's hyperfocus on domain CX services. The foundation of this approach is the EXPIRIUS platform stack WNS enhanced with genAI by conducting experiments, built POCs, and integration.

Outsourcing clients looking for a provider with strong industry and domain-specific applications suite across automation, analytics, and AI, including genAI and mature commercial models with advanced pricing constructs, should especially consider this profile on WNS.

## Scope of the Report

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The report provides a comprehensive and objective analysis of WNS' CX Services 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.

## **CX Services Transformation Vendor Assessments also available for:**

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Alorica

ArvatoConnect

Atento

Concentrix + Webhelp

Conduent

Firstsource

Foundever

HGS

Infosys BPM

IntouchCX

Movate

ResultsCX

Sigma Connected

TaskUs

Tech Mahindra

Teleperformance

Transcom.

## 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.

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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](mailto:guy.saunders@nelson-hall.com)

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