



Wipro Customer Management Services

Vendor Assessment
Report Abstract

June 2016

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11 pages

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Who Is This Vendor Assessment For?

NelsonHall's customer management services (CMS) profile on Wipro is a comprehensive assessment of Wipro's offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS 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

Wipro entered the BPS space in 2002 with the acquisition of Spectramind for ~\$93m. Since then, Wipro has been expanding its BPS business organically and through acquisitions to include F&A, procurement, healthcare administration, HRO, legal process services, digital content creation and marketing, and analytics.

It offers customer management services in:

- Customer care
- Sales
- Technical support
- Fulfillment and back-office
- Analytics.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro's CMS offerings and capabilities, and market and financial strengths, 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
- 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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 - 3.1 Pricing

4. Delivery Capability and Partnerships
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 - 4.5 Brazil
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5. Target Markets

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths
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8. Outlook

Report Length

11 pages

CMS Vendor Assessments also available for:

Aegis, Alorica, Capita, Concentrix, CSS Corp, EGS, HGS, Hewlett Packard Enterprise, Firstsource, Intelenet, Minacs, Sitel, Sutherland, Sykes, Tech Mahindra, Teleperformance, TeleTech, Transcom, transcocosmos, Webhelp, WNS, Xerox Services.