



transcosmos CMS in High Tech

Vendor Assessment

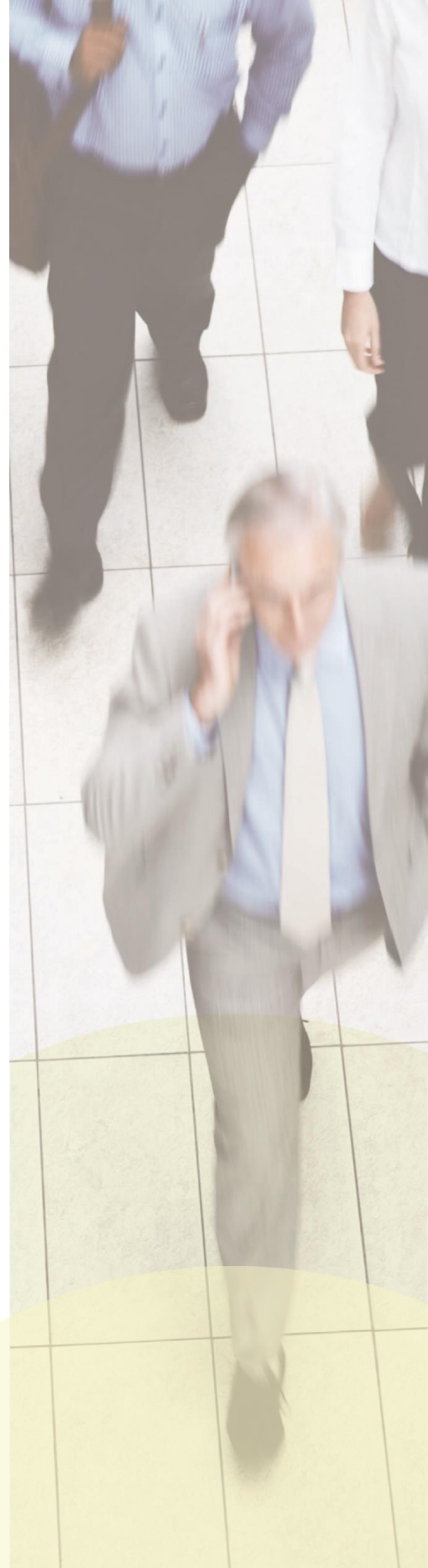
Report Abstract

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By Vicki Jenkins
Customer Management Services (CMS)
Industry Sector Analyst
NelsonHall

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Who Is This Vendor Assessment For?

NelsonHall's CMS in high tech industry sector profile on transcosmos is a comprehensive assessment of transcosmos' high tech sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the high tech 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

transcosmos is a publicly traded, Japanese headquartered BPO vendor in the contact center and digital marketing business, which also provides e-commerce solutions. It currently derives ~70% of its revenues from contact center BPO services, and the other ~30% from digital marketing and e-commerce activities.

Across all industries, it employs ~35k globally and operates 154 centers across 25 countries, supporting 23 languages. It operates in Asia, the U.S., and Europe, and has 49 sites in its headquarter country of Japan, with 18 offshore sites, and 87 sites overseas. It supports 2.5k clients globally.

transcosmos has ~4.5k dedicated agents supporting its CMS high tech clients. It utilizes the following delivery locations to support its high tech clients: Japan, Korea, China, and the U.S.

transcosmos provides a range of offerings to the high tech sector, including:

- Customer care
- Technical support
- Cross-sell/up-sell
- Analytics.

Scope of the Report

The report provides a comprehensive and objective analysis of transcosmos' high tech 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 CMS high tech sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's high tech sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for CMS high tech sector clients.



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Report Length

8 pages

Report Author

Vicki Jenkins

vicki.jenkins@nelson-hall.com

Sales Contact

Guy Saunders

guy.saunders@nelson-hall.com