Targeting Multi-Channel CMS

Market Analysis
Report Abstract

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73 pages

Who Is This Report For?

"Targeting Multi-Channel CMS" is a comprehensive market analysis report designed for:

- Sourcing managers investigating sourcing developments within the CMS market

- Vendor marketing, sales and business managers developing strategies to target service opportunities within the CMS market

- Financial analysts and investors specializing in the CMS sector

Scope of the Report

The report analyzes the global market for outsourced multi-channel CMS and addresses the following questions:

- What is the current and future market for outsourced multi-channel CMS?

- What is the size and growth of the multi-channel CMS market by market segment?

- Within multi-channel CMS, which services and industries are emerging strongly?

- What are the market segments for multi-channel CMS and their characteristics? What are the drivers, benefits, and inhibitors for each segment? What are vendor capabilities by segment?

- What technologies and platforms are being utilized and what are the implications by market segment?

- What are vendor challenges and critical success factors by market segment?

- How are vendor offerings and delivery capabilities changing to meet emerging market needs?

- How are vendors positioned within each outsourced multi-channel CMS market segment?

- How is the pattern of delivery location changing and which locations are appropriate for each market segment

- Additional topics include: contract lengths, pricing models, delivery center locations and the use of offshoring, vendor targeting by client size, geography, and industry.

Key Issues & Highlights

The market for multi-channel CMS is changing, driven by a number of trends. These include:

- the widespread use of ecommerce, social media and email across demographics in first world countries; requires companies to develop strategies to address the challenges of multiple channels

- the need to better understand individual channel protocols

- improvements to the customer experience; responding to queries/complaints either in the channel by which the customer first interacted or the most convenient channel for the customer

- the need to conform to regulatory requirements, where voice interactions require a confirmation by either email or letter

- companies looking for vendors to cope with the complexity of integrating multiple channels

- the increased focus by organizations on social media; the challenge now includes effectively integrating findings and interactions from social media into other channels within the organization

- clients looking to predict scale requirements of more traditional channels with insight gathered through online communities and mainstream social sites

- improvements in brand perception from having a presence through multiple touch points.

This report will investigate the impact of these trends on the global multi-channel CMS market, to identify both the precise change in customer requirement and the change in vendor offerings and delivery capabilities that are being put in place to respond to these requirements.

Contents

Vendors Researched

7 of the major CMS providers including Sitel, HP ES and Serco.

Report Length

73 pages, consisting of 8 chapters and 5 data charts

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