Multi-channel CMS: Delivering Digital Customer Experience

Market Analysis
Abstract

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Who Is This Report For?

NelsonHall's "Multi-channel CMS: Delivering Digital Customer Experience" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the customer management services outsourcing market

- Operational decision makers exploring the benefits and inhibitors of multi-channel customer management services

- Vendor marketing, sales and business managers developing strategies to target CMS opportunities

- Financial analysts and investors specializing in the BPO sector, including customer management services.

Scope of the Report

The report analyzes the worldwide market for multi-channel customer management services and addresses the following questions:

- What is the current and future market for digital customer management services?

- What is the market size and projected growth for the global customer management services market by channel?

- What is the market size and projected growth for the global multi-channel customer management services market by industry vertical?

- What are the top drivers for adoption of multi-channel customer management services?

- What are the benefits currently achieved by clients of multi-channel customer management services?

- What factors are inhibiting client adoption of multi-channel customer management services?

- What are the main customer management services offerings and services over digital channels provided by vendors?

- What is the current pattern of delivery location used for multi-channel customer management services and how is this changing?

- What are the tools and frameworks used by customer management services vendors for multi-channel delivery and how are these changing?

- What are the selection criteria, challenges and critical success factors within multi-channel customer management services?

Key Findings & Highlights

The global CMS market is dominated by a slowly declining voice channel 78% ($51.3bn), with a consistent increase in non-voice revenues over chat, social media, and self-service. Revenues from digital channels are growing faster than the overall CMS outsourcing market, set to have CAAGR of ~21% through 2020.

Over the next four years, text based channels will become firmly established as the second most important channel, tripling in size. Voice channel revenues will decline marginally, supported by increased complexity of interactions and greater focus on revenue generating activities, leading to increased outbound calls; and customer experience investments by clients creating additional volumes. Chat, messengers, and social media will be used as integral, not complementary channels for all services. The fastest growing channels will be web and mobile self-service and video.

Channel enablement and optimization is delivered by vendors' dedicated consulting units (or in a few cases by operations). It is offered as an embedded service with no or little up-front cost for the client. Vendor capability to integrate client knowledge bases, customer-facing self-service, and agent desktops will be table stakes for outsourcing multi-channel delivery. In the near future, multi-channel customer experience with a focus on digital channels will be delivered as part of wider transformational initiatives including customer journey mapping, integration of channel analytics, and customer experience optimization.

Next-best-action tools, automated social media support, and proactive technical support will be the next key investment areas for CMS vendors.

Contents

Report Length

70 pages, consisting of 8 chapters

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Vendors Researched

Aegis, Capgemini, Concentrix, Conduent, CSS Corp, HGS, Intelenet, Infosys BPO, iSON BPO, Sitel, Sutherland, SYKES, TaskUs, Teleperformance, TeleTech, Transcom, Webhelp, WNS.