



Targeting CMS in the Retail Banking Sector

Market Analysis
Abstract

December 2016

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

48 pages

research.nelson-hall.com





Who Is This Report For?

NelsonHall's "Targeting CMS in Retail Banking" report is a comprehensive market assessment report designed for:

- Sourcing managers, specifically within retail banking, investigating sourcing developments within customer management services in the retail banking sector
- Operational decision makers exploring the benefits and inhibitors of customer management services in the retail banking sector
- Vendor marketing, sales and business managers developing strategies to target CMS opportunities within the retail banking sector
- Financial analysts and investors specializing in the IT services and BPO sector, including customer management services.

Scope of the Report

This report analyzes the market for customer management and related services within the retail banking sector. The report addresses the following questions:

- What is the current and future market for customer management services in the retail banking sector?
- What are the customer requirements within the retail banking sector and how are they changing?
- What are the benefits/results which vendors have been able to achieve for their clients?
- What services are retail banking organizations buying from customer management service vendors?
- What is the size and growth of the customer management services market in the retail banking sector?
- Who are the leading vendors within customer management services for retail banking?
- What are the vendor selection criteria, challenges, and critical success factors for vendors targeting customer management services in the retail banking sector?

Key Findings & Highlights

NelsonHall's market analysis of customer management services in the retail banking sector consists of 48 pages.

Reducing cost, increasing CSAT, and assistance with navigating government regulations are the main CMS outsourcing drivers for retail banking organizations. Cost reduction and increased CSAT are being driven by moves to mobile and digital channels.

While in the early stages, NelsonHall is seeing an increasing deployment of automation and robotics. Vendors are focusing on offering robotic process automation (RPA) and artificial intelligence (AI). RPA is being used to handle manual repetitive tasks at a fast rate, and AI to learn and adjust process changes.



Contents

1. Changing Shape of CMS in Retail Banking
2. Customer Requirements
3. Market Size and Growth
4. Vendor Market Shares
5. Vendor Offerings, Targeting, and Delivery
6. Challenges and Success Factors
7. Appendix 1: Vendors Researched

Report Length

48 pages

Report Author

Vicki Jenkins

vicki.jenkins@nelson-hall.com

Sales Contact

Guy Saunders

guy.saunders@nelson-hall.com