



Customer Management Services (CMS) in Retail Industry Sector

Market Analysis
Report Abstract

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

83 pages

research.nelsonhall.com





Who Is This Vendor Assessment For?

NelsonHall's "CMS in Retail Industry Sector Market Analysis" report is a comprehensive market assessment report designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve the retail sector and identifying vendor suitability for CMS RFPs
- Retail executives seeking assistance in outsourcing elements of their customer interaction services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Scope of the Report

The report analyzes the global market for CMS in the retail industry sector. It includes the following:

- What is the current and future market for CMS in the retail industry sector?
- What are the customer requirements for retailers outsourcing CMS and how are they changing?
- What are the benefits/results vendors have been able to achieve for their clients?
- What services are retailers buying in the CMS market?
- What technologies and platforms are being utilized by retailers in the CMS market?
- What is the size and growth of outsourced CMS in the retail industry sector?
- How leading vendors are positioned within the CMS in retail industry sector market.
- What are the buyer requirements, challenges and critical success factors for CMS vendors targeting the retail industry sector?
- Additional topics in the "CMS in Retail Industry Sector Market Analysis" report include: the challenges for social media and work at home agent programs, acquisitions to gain retail market experience, specialized industry sector training and industry sector revenue estimates.

Key Findings & Highlights

NelsonHall’s “CMS in Retail Industry Sector Market Analysis” consists of 83 pages.

The CMS retail industry sector market is growing in spite of a sluggish economy for traditional retailers. While traditional retail CMS outsourcing is flat, retailers are looking to the e-commerce market for revenue growth. Retailers are increasing their usage of CMS vendors to enter this market and add online retailing capability.

The principal drivers for adoption of CMS by retailers are the needs to improve CSAT, implement an e-commerce multi-channel environment, and improve their ability to respond to seasonal requirements.

CMS services for retailers are still dominated by inbound customer care, with social media, chat and analytics increasingly being utilized as retailers move to e-commerce.

Examples of use of CMS by retailers include:

- Teleperformance reduced cost for a multi-brand & women’s retailer through introduction of self-service
- Sitel helped a large U.S.-based electronics retailer to improve CSAT
- Serco helped a U.K.-based online retailer move from a paper-based catalog business to online retailer
- Sutherland increased sales for a large U.S. pet supplies retailer through analytics-led selling & shopping-cart abandonment support
- Aegis provides seasonal peak & valley coverage for floral & gift delivery client through use of WAHA and agent cross-training
- Webhelp increased sales growth for a U.S.-based global office supply retailer through sales training and analytics
- Transcom provided multilingual support for a major global online retailer
- Xerox provides text-to-service application to a big-box retailer, enhancing installer service satisfaction

Approximately 52% of retailers are engaged in offshoring with offshore services primarily provided from the Philippines and India.



Contents

1. Changing Shape of CMS in Retail Industry Sector
2. Retail Requirements
3. Market Size and Growth
4. Vendor Market Shares
5. Vendor Offerings and Targeting
6. Vendor Delivery
7. Challenges and Success Factors

Vendors Mentioned in the Report Include

Aegis, Arvato, Atento, Capita, Convergys, Serco, Sitel, Sutherland, Transcom, Transcosmos, Teleperformance, Webhelp, Wipro and Xerox

Vendor Assessments Include

- Aegis
- Capita
- Serco
- Sitel
- Sutherland
- Transcom
- Transcosmos
- Teleperformance
- Webhelp
- Wipro
- Xerox

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Report Author

Vicki Jenkins

vicki.jenkins@nelson-hall.com