



Concentrix Marketing BPS Services

Vendor Assessment
Report Abstract

July 2015

By Mike Cook
Marketing BPS Analyst
NelsonHall

11 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on Concentrix is a comprehensive assessment of Concentrix's marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations and identifying vendor suitability for marketing BPS 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

Concentrix began providing marketing BPS in 2007 with a large Korean multinational high-tech client; services included digital content management and translation. This offering has now expanded to include digital marketing strategy, interactive design, digital asset management, campaign management, social media support, analytics and sales enablement services. These are delivered by ~1500 agents across 12 centers.

Concentrix's center in Sao Paulo provides emergency overflow support to two clients headquartered on the west coast of the U.S. The center in Nicaragua delivers digital catalog production for a Japanese multinational. The Rochester center is Concentrix's center of excellence for marketing BPS; new offerings and developments are tested in this facility, and it is also used as a showcase for new contracts. The Dalian center is collocated with an IBM delivery center.

All of Concentrix's low cost creative work is delivered out of its Manila center, and the Chennai center provides low cost digital production and content management services.

Concentrix uses the following proprietary tools and platforms in support of its marketing BPS delivery:

- Project tracking tool: web and mobile based workflow management tool for digital production services
- Lingo: translation memory management system
- Next Best Action (NBA): process optimization and campaign analytics tool
- Social Eco: social listening, engagement and lead developing tool based on Radian6 and BrandWatch
- Renewal Manager: opportunity identification, conversion optimization, and renewal of contracts tool.

Scope of the Report

The report provides a comprehensive and objective analysis of Concentrix's marketing BPS 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 customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



Contents

- | |
|---|
| 1. Background |
| 2. Revenue Summary |
| 3. Key Offerings |
| 4. Delivery Capability and Partnerships |
| 5. Target Markets |
| 6. Strategy |
| 7. Strengths & Challenges |
| 7.1 Strengths |
| 7.2 Challenges |
| 8. Outlook |

Report Length

11 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

Marketing BPS Services Vendor Assessments Also Available for:

Infosys

Minacs

HGS

Cognizant

Tech Mahindra

Genpact

transcosmos

TRANSCOSMOS

WNS

Xerox

Wipro.