



Firstsource WAHA CMS Services

**Vendor Assessment
Report Abstract**

February 2015

**By Mike Cook
CMS Analyst
NelsonHall**

6 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's WAHA CMS profile on Firstsource is a comprehensive assessment of Firstsource' WAHA CMS offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations and identifying vendor suitability for CMS 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

Firstsource began offering work at home agent (WAHA) customer management services (CMS) delivery in 2012. This was in response to a need to reduce the cost of onshore U.K. delivery for a telecoms client, as well as to target specific demographics of agents.

The demand profile of this telecom client also facilitated the use of WAHA agents, as spikes in demand would have required split shifts of in-center agents, which was not viewed as a viable option by Firstsource.

Firstsource's WAHA offerings are at this stage only geared towards telecoms clients, and mirror the in-center support that it is providing to these clients.

Firstsource is currently only providing WAHA support to its U.K. client base from onshore based agents. Firstsource has 165 WAH agents, of which 150 are providing support to a long standing telecom and media client, with the remaining 15 WAH agents supporting a low cost telecom.

Scope of the Report

The report provides a comprehensive and objective analysis of Firstsource's WAHA CMS 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

6 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

WAHA CMS Services Vendor Assessments Also Available for:

LiveOps

Sitel

Doherty

Xerox

Sutherland

Teleperformance.