



# HCL Marketing BPO Services

Vendor Assessment  
Report Abstract

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9 pages

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## Who Is This Vendor Assessment For?

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

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

HCL entered the marketing BPS market in 2010, initially in support of an existing ITO client for which it was implementing a digital marketing platform across Europe. Once the platform was integrated, HCL undertook a single country proof of concept BPS campaign in support of the client's UNICA based promotional campaigns. Following the proof of concept, HCL began providing European wide support of this service on behalf of the client.

Further growth in this service line grew from HCL's existing client base; a U.S. retail client approached HCL to begin monitoring social media interactions, with results to be fed back into the client's marketing department. In response, an in-house social media platform called Socialytics was built.

Following client demand, in 2012 HCL developed localization and content management support arms for its marketing BPS division.

## Scope of the Report

The report provides a comprehensive and objective analysis of HCL's marketing BPO 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.



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2. Revenue Summary

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3. Key Offerings

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4. Delivery Capability and Partnerships

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6. Strategy

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7. Strengths & Challenges
  - 7.1 Strengths

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## Report Length

9 pages

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## Marketing BPO Services Vendor Assessments Also Available for:

HGS

Minacs

Cognizant

Concentrix

Tech Mahindra

Genpact

Infosys

Transcosmos

WNS.