

## Social Media Customer Experience Services

# IGT Solutions

### Report Abstract

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By Ivan Kotzev

CX Services Analyst

NelsonHall

8-pages

### Contents of Full Report

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capabilities
  - 4.1 Delivery Capability
  - 4.2 Platforms and Intellectual Property
  - 4.3 Commercial Models
5. Target Markets
6. Strategy
7. Strengths & Challenges
  - 7.1. Strengths
  - 7.2. Challenges
8. Outlook

## Who is This Vendor Assessment For?

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NelsonHall's Social Media CX Services profile on IGT Solutions is a comprehensive assessment of IGT Solutions' offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for security services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX Services sector.

## Key Findings & Highlights

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Between 2018 and 2020, IGT opened eight new sites to support the high growth travel sectors before the pandemic. COVID-19 also delayed the launch of new social media programs for IGT, for example, for a European airline. In the period company is also trying to branch out of the travel industry and take to a wider market its CX services offerings, particularly in e-commerce. For its social media services buyers, IGT is running targeted outreach campaigns and is differentiating its social media offerings with a customized pitch.

## Scope of the Report

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The report provides a comprehensive and objective analysis of IGT Solutions' CX services offerings and capabilities, and market and financial strengths, 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
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

## About The Author

Ivan Kotzev is NelsonHall's Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

Ivan can be contacted at:

- Email: [ivan.kotzev@nelson-hall.com](mailto:ivan.kotzev@nelson-hall.com)
- Twitter: @IvanK\_NH



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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD  
Phone: + 44(0) 203 514 7522

### Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris  
Phone: + 33 1 86266 766

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