



LiveOps WAHA CMS Services

Vendor Assessment
Report Abstract

December 2014

By Mike Cook
CMS Analyst
NelsonHall

9 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's WAHA CMS profile on LiveOps is a comprehensive assessment of LiveOps' 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

LiveOps is positioned as a direct response CMS BPO vendor to handle on demand spikes in call volumes from clients in the insurance, financial services and retail verticals. All agents are self-employed "entrepreneurs", and are not obliged to fulfill any weekly hourly obligations.

LiveOps re-engineered its LiveOps Platform in 2009 as a single interface multi-channel platform, and began providing this on a SaaS basis. Currently all BPO clients make use of the LiveOps Platform.

LiveOps currently has ~20k self-employed agents on its books, all based in the U.S. BPO accounts for >50% of the company's annual revenues.

Scope of the Report

The report provides a comprehensive and objective analysis of LiveOps' 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

9 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

WAHA CMS Services Vendor Assessments Also Available for:

Firstsource

Sykes

Sitel

Doherty

Xerox

Sutherland

Teleperformance.