



Minacs CMS in High Tech Vendor Assessment

Report Abstract

November 2015

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9 pages

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Who Is This Vendor Assessment For?

NelsonHall's CMS in high tech industry sector profile on Minacs is a comprehensive assessment of Minacs' high tech sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the high tech sector 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

The Minacs Group, Inc. (Minacs) is a privately-held business and technology outsourcing company with headquarters in Toronto (Oshawa), Canada. It provides outsourced customer care, marketing, finance and accounting, procurement and IT services.

Minacs has 21k agents working in three continents and has 35 contact centers in Canada, the Dominican Republic, Germany, Hungary, India, Jamaica, Mexico, the Philippines, the U.K. and the U.S.

In May 2014, Minacs was acquired by both the PE firm CX Partners (CXP) and Capital Square Partners (CSP), a Singapore based investment holding company, from ABNL IT & ITeS Ltd., a wholly owned subsidiary of Aditya Birla Nuvo Ltd. (ABNL). Minacs is now majority owned by CX Partners.

Minacs provides delivery for its high tech clients from the following locations: Canada, the U.S., and India. It has ~\$3.5k dedicated agents providing customer management services for its high tech clients from its delivery centers.

Minacs provides a range of offerings to the high tech sector, including:

- Customer care
- Up-sell/cross-sell
- Product installation
- Warranty registration
- Analytics
- Billing and revenue management

Scope of the Report

The report provides a comprehensive and objective analysis of Minacs' high tech sector CMS offerings, 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 CMS high tech sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's high tech sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for CMS high tech sector clients.



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Report Length

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