



Minacs Customer Management Services

Vendor Assessment
Report Abstract

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11 pages

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Who Is This Vendor Assessment For?

NelsonHall's Customer Management Services (CMS) profile on Minacs is a comprehensive assessment of Minacs' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS 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 outsourcing company headquartered in Toronto (Oshawa), Canada with additional headquarters in (Farmington Hills) Detroit, U.S. and Bangalore, India.

In 2014, an investor group led by CX Partners (CXP) and Capital Square Partners (CSP), a Singapore based investment holding company, acquired Minacs for ~\$260m.

Minacs has 35 delivery centers in ten countries, with ~ 15k seats and ~21k employees, and supports 41 languages.

It offers customer management services in:

- Customer care
- Technical support
- Marketing optimization
- Telematics support.

Scope of the Report

The report provides a comprehensive and objective analysis of Minacs' CMS 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.



Contents

1. Background

2. Revenue Summary

3. Key Offerings
 - 3.1 Technology and Partnerships

4. Delivery Capability and Partnerships
 - 4.1 Canada
 - 4.2 U.S.
 - 4.3 India
 - 4.4 Mexico and the Caribbean
 - 4.5 Europe
 - 4.6 Philippines

5. Target Markets

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths
 - 7.2 Challenges

8. Outlook

Report Length

11 pages

CMS Vendor Assessments also available for:

Aegis, Alorica, Capita, Concentrix, CSS Corp, EGS, Hewlett Packard Enterprise, HGS, Firstsource, Intelenet, Sitel, Sutherland, Sykes, Tech Mahindra, Teleperformance, TeleTech, Transcom, transcocosmos, Webhelp, Wipro, WNS, Xerox