



**NelsonHall**  
TRANSFORM THROUGH INSIGHT

# Vendor Profile

## Customer Experience Services in High Tech and Automotive

# Mplus

### Report Abstract

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10 pages

### Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
  - 3.1. Offerings Breakdown
  - 3.2. CX Consulting, Technology, Analytics, and Automation
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 CX Services in High Tech and Automotive profile on Mplus is a comprehensive assessment of Mplus' offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development 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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Mplus Group is slowly unifying the different technology companies and BPO providers with centralized marketing and sales. It primarily positions as a CX technology provider with complementary managed services. The strategic objective of the Group is not to exceed a medium-sized market share but to offer integrated BPS offerings with IT services and products, mainly CX services. It leads its engagements with CX consultancy and the in-house technology stack offered in a modular format. It is then followed by the multilingual and specialized sector offerings.

Outsourcing clients looking for a CX services vendor with proprietary CCaaS platform, dedicated technology practice, sizable delivery presence for the DACH markets, and investments in machine translation, CX for IoT and connected vehicle should especially consider this profile on Mplus.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Mplus' CX Services in High Tech and Automotive offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, 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 centers.

## **CX Services in High Tech and Automotive Vendor Assessments also available for:**

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Bosch Service Solutions

Concentrix

Foundever

Konecta Group

Movate

TTEC

Teleperformance

TELUS Digital Experience.

## 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.

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## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

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)

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