



# Targeting Outsourced Social-Media Services

Market Analysis  
Report Abstract

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## Who Is This Report For?

“Targeting Outsourced Social-Media Services” is a comprehensive market analysis report designed for:

- Sourcing managers investigating sourcing developments within the Social-Media market
- Vendor marketing, sales and business managers developing strategies to target service opportunities within the Social-Media market
- Financial analysts and investors specializing in the Social-Media sector

## Scope of the Report

The report analyzes the global market for outsourced social-media services and addresses the following questions:

- What is the current and future market for outsourced social-media services?
- What is the size and growth of the outsourced social-media market by market segment?
- Within outsourced social-media services, which industries are emerging strongly?
- What are the market segments for outsourced social-media services and their characteristics? What are the drivers, benefits, and inhibitors for each segment? What are vendor capabilities by segment?
- What technologies and platforms are being utilized and what are the implications by market segment?
- What are vendor challenges and critical success factors by market segment?
- How are vendors positioned within each outsourced social-media market segment?
- Additional topics include: contract lengths; pricing models; partnerships; acquisitions; delivery center locations and the use of offshoring; vendor targeting by client size, geography, and industry.



## Key Findings & Highlights

The market for outsourced social-media services increasingly represents a critical part of organizations overall customer management strategy. This report highlights current sizing for each of the segments, explains the trajectory that will occur over the next 12-18 months, and what companies are doing to take advantage of the projected growth.

Outsourced social-media services can be grouped in to five market segments. The first, 'monitoring and listening services', is for clients requiring top level social-media traffic categorization, segmentation, and basic customer insight. This is primarily addressing companies seeking 'best-practice' insights through deployment of monitoring in order to develop a social-media strategy and locate critical areas for the company to focus on. The second segment is 'brand management', for clients requiring damage control and control over the adverse impact of negative social-media posts. The third is 'customer acquisition and retention'; for clients looking to generate leads and open as a sales channel both in an inbound and outbound capacity.

The fourth segment is 'cost reduction'; clients who seek to reduce customer care and marketing spend through social-media communication, management, or integration with other channels. The last segment is 'market intelligence'; whereby clients require specific market or customer data including analysis and segmentation.

Although these segments are non-controversial, there are still questions around ROI and loss of control. This report provides both insight in how to negate the main inhibitors, and highlights the innovative and diverse means by which companies are using social-media to generate positive ROI to satisfy the needs of clients in the above segments.

As social-media becomes more acceptable as a customer care channel, the potential for engagement increases. As the amount of social-media traffic increases, there is a need to control the most critical elements which affect organizations brand image. The report highlights the main changes that will occur, and the components necessary to succeed both now, and in the medium-term. There is no consensus of positioning amongst customer management companies, with varying focus', the market is highly competitive and offers opportunity for those outside the tier 1 vendors.

The predominant success factors across segments are primarily domain knowledge and ability to deploy cost-effective but skilled agents in a closely controlled way. Moving forward, organizations are seeking closer integration of social-media and overall sales and customer care, with channel integration becoming critical to multi-channel success, and successful pilot examples noted in the report.

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## Vendors Researched

24/7 Customer; Aegis, Alpine Access;; Capgemini; Firstsource; IBM; Infosys; Intelenet; Sitel; TCS; Teleperformance; Transcosmos; Ventura; Vertex; West; Wipro; and WNS.

## Report Length

76 pages, consisting of 6 chapters and 7 data charts

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