

# Customer Experience Services in Startups and Emerging Brands

## TaskUs

### Report Abstract

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## Who is this Vendor Assessment for?

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NelsonHall's CX Services in Startup and Emerging Brands profile on TaskUs is a comprehensive assessment of TaskUs' offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for CX services 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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TaskUs identifies itself as a startup CX services provider with an exclusive focus on digital innovator brands and an approach that actively targets industry disruptors. It benefits from two-sided and three-sided marketplace support experience. The company has experience across social networks, ridesharing, delivery, and ecommerce services.

## Scope of the Report

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The report provides a comprehensive and objective analysis of TaskUs' CX services 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.

## 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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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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