



NelsonHall
TRANSFORM THROUGH INSIGHT

Vendor Profile

Conversational Commerce

Transcom

Report Abstract

April 2025

By Ivan Kotzev

NelsonHall

11 pages

Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
 - 3.1. Offerings Breakdown
 - 3.2. CX 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?

NelsonHall's Conversational Commerce profile on Transcom is a comprehensive assessment of Transcom's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for lead generation, new customer acquisition, sales, and retention 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

Transcom's transformation roadmap is designed to deliver a more personalized, proactive, and efficient conversational commerce experience to clients by converting support operations into profit centers. Key aspects include AI-driven sales prediction, integration of messaging channels for lead management, personalized upsell and cross-sell strategies, CRM solutions for retention and loyalty, and AI-powered CX analytics for churn prevention and proactive engagement.

Outsourcing clients looking for a CX services vendor with strong experience in AI-powered IVR routing and self-service, portfolio of deployments of asynchronous messaging channels for sales and upsell, and investments in data insights and analytics democratization, should especially consider this profile on Transcom.

Scope of the Report

The report provides a comprehensive and objective analysis of Transcom's Conversational Commerce 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.

Conversational Commerce Vendor Assessments also available for:

Concentrix

Firstsource

Foundever

iSON Xperiences

IGT

HGS

Movate

TELUS Digital

TP

WNS.

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.

Ivan can be contacted at:

- Email: ivan.kotzev@nelson-hall.com
- X (Twitter): [@IvanK_NH](https://twitter.com/IvanK_NH)



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

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

29 Rose Hill
Binfield,
Bracknell,
RG42 5LH
Phone: +44 (0)203 514 7522

Paris

115 rue de Reuilly,
75020 Paris
Phone: +33 (0)6 23 81 17 54

Copyright © 2025 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall’s clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.