



# **WNS Transforming Customer Management Services Through Analytics**

**Vendor Assessment  
Report Abstract**

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## Who Is This Vendor Assessment For?

NelsonHall's Transforming Customer Management Services (CMS) Through Analytics profile on WNS is a comprehensive assessment of WNS' 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

WNS has a standalone analytics practice, established as a separate business unit in 2004, being previously aligned with individual business lines. It is part of the company's Knowledge Management (KM) service.

WNS offers analytics in customer management services in:

- Data management
- Resource optimization
- Reporting
- Predictive and prescriptive analytics
- Market research.

## Scope of the Report

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



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1. Background

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2. Revenue Summary

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3. Key Offerings

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4. Delivery Capability and Partnerships
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5. Target Markets

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6. Strategy

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7. Strengths & Challenges
  - 7.1 Strengths
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8. Outlook

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## Report Length

8 pages

## CMS Analytics Vendor Assessments also available for:

CSS Corp, Concentrix, HGS, Firstsource, Intelenet, Minacs, Pivotal Analytics, Sutherland, Xerox Services.