



# Capgemini Customer Management Services

**Vendor Assessment  
Report Abstract**

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**By Mike Cook  
CMS Analyst  
NelsonHall**

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## Who Is This Vendor Assessment For?

NelsonHall's customer management services profile on Capgemini is a comprehensive assessment of Capgemini's customer management services offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations 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

Capgemini is looking to shift its overall positioning, as a global, rather than a European major, with an aspiration to compete more directly against global majors Accenture, CSC, HP and IBM, and position on being able to cover the three strategic relationship positions of being a business partner to clients, a technology integrator (offering agility and global reach in both) and also proximity (variously, through Capgemini Consulting and Sogeti). The Capgemini BPO business unit has over 12,000 employees in 22 delivery centers worldwide. It has 190 clients, in 75 countries and has supplied its services in 35 languages. It divides its services into 5 main categories: F&A, COM (CMS), Financial Services (industry specific), Supply Chain Management, Procurement, HRO.

Capgemini organizes its "Customer Operations Management" (COM) services into three "competency domains":

- Interaction Management, comprising multi-channel contact center and social media services.
- Insight Management, comprising trade promotion/category management analytics, smart energy analytics, and social and voice analytics
- Information/Content Management, comprising digital marketing services, social content management, and service manual management.

This NelsonHall vendor assessment analyzes Capgemini's offerings and capabilities in Customer Management Services. Capgemini is one of a number of Customer Management Services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Capgemini brands its CMS service "Customer Operations Management" (COM) and organizes it into three competency domains:

- Interaction Management, comprising multi-channel contact center and social media services.
- Insight Management, comprising trade promotion/category management analytics, smart energy analytics, and social and voice analytics
- Information/Content Management, comprising digital marketing services, social content management, and service manual management.

Capgemini has six contact centers globally. There locations are:

- Two centers in U.S.
- One center in Guatemala
- Two centers in Poland
- One center in India

Capgemini has two priority verticals for its COM services: CPG (including media) and Utilities.

## Scope of the Report

The report provides a comprehensive and objective analysis of Capgemini’s customer management services, capabilities, and market and financial strength, 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
- Key client case studies
- Analysis of the company’s offerings and key service components
- Analysis of the company’s delivery organization including the location



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## Report Length

6 pages

## Report Author

Mike Cook

[mike.cook@nelson-hall.com](mailto:mike.cook@nelson-hall.com)

## **Customer Management Services Vendor Assessments Also Available for:**

Transcosmos

Aegis

Firstsource

HP Enterprise Services

Sutherland

WNS

Wipro

Teleperformance

Sitel.