



# CMS in Retail Banking Industry Sector

Market Analysis  
Abstract

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[research.nelson-hall.com](http://research.nelson-hall.com)





## Who Is This Report For?

NelsonHall's "CMS in Retail Banking Industry Sector" report is a comprehensive market assessment report designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve the retail banking sector and identifying vendor suitability for CMS RFPs
- Retail banking executives seeking assistance in outsourcing elements of their customer interaction services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

## Scope of the Report

The report analyzes the worldwide market for CMS in retail banking BPO and addresses the following questions:

- What is the market size and projected growth for the CMS in retail banking sector?
- What are the customer requirements for the retail banking sector outsourcing CMS and how are they changing?
- What are the benefits/results vendors have been able to achieve for their clients?
- What services are retail banking sector clients are buying in the CMS market?
- What technologies and platforms are being utilized by retail banking clients in the CMS market?
- What is the size and growth of outsourced CMS in the retail banking sector?
- How leading vendors are positioned within the CMS in retail banking sector market.
- What are the buyer requirements, challenges and critical success factors for CMS vendors targeting the retail banking sector?



## Key Findings & Highlights

NelsonHall's market analysis of the customer management services in the retail industry sector consists of 71 pages.

- Increased revenue and cost reduction top the list of CMS outsource drivers for retail banks, followed by customer satisfaction (CSAT)
- Increased revenue is the top driver for credit card companies outsourcing CMS, followed by CSAT
- Customer care currently accounts for the majority of outsourced CMS activity by retail banking organizations followed by collections

## Contents

1. Changing Shape of CMS in Retail Banking
2. Customer Requirements
3. Market Size and Growth
4. Vendor Market Shares
5. Vendor Offerings and Targeting
6. Challenges and Success Factors
7. Appendix I – Glossary and Definitions
8. Appendix II – Vendors Researched

## Report Length

71 pages, consisting of 8 chapters

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## Vendors Researched

Aditya Birla Minacs

Aegis

EGS

Firstsource

Infosys

Serco

Sitel

Teleperformance

Transcom

Transcosmos

Wipro