

Content Transformation

Concentrix

Report Abstract

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By Ivan Kotzev

Lead CX Services Analyst

NelsonHall

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Who is this Vendor Assessment for?

NelsonHall's Content Transformation profile on Concentrix is a comprehensive assessment of Concentrix's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development 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

This NelsonHall vendor assessment analyzes Concentrix's offerings and capabilities in content transformation.

Wellness is a pivotal element in Concentrix's trust and safety offering to tailor the employee support to the moderator profile, demographic background, and location. Its investment in a Center of Employee Experience for clinical microstudies aims to generate recommendations for quick optimization of the wellness practice at the company level and drive proactive wellness.

Outsourcing clients looking to decrease the costs of content removal through automation and analytics and wanting to establish and build a proactive wellness practice for moderators should especially refer to this profile on Concentrix.

Scope of the Report

The report provides a comprehensive and objective analysis of Concentrix's content transformation 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.

Content Transformation Vendor Assessments also available for:

Alorica

Conectys

Foundever

Majorel

Sutherland

TaskUs

Tech Mahindra

Teleperformance

TELUS International

transcosmos

Wipro.

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
- 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

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: +44 (0)203 514 7522

Paris

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

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