



The Future of Digital Customer Service within GICs

Market Analysis
Report Abstract

February 2018

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BPS Market Development
NelsonHall

24 pages

February 2018
research.nelson-hall.com





Who Is This Report For?

NelsonHall's "Future of Digital Customer Service within GICs" report is a market assessment report designed for:

- Sourcing managers investigating "the art of the possible" and the perspectives of their peers towards next generation customer service within GICs
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within customer service in GICs
- Financial analysts and investors specializing in the IT services and BPS sector.

Scope of the Report

The report is based on interviews with executives with responsibility for customer service operations within Global In-house Centers (GICs) in India.

The purpose of this study is to assist organizations in understanding the requirements and expectations and visions of India-based GICs from next generation customer service.

The study uses senior executive interviewing to establish:

- The level of satisfaction with customer service operations overall and by service component and attribute
- The importance of customer service innovation to GICs together with their visions and initiatives around "next generation" customer service
- Usage and satisfaction with the channels and technologies that are key to next generation customer service together with the level of intention to introduce new technologies by 2020
- Anticipated impacts of next generation customer service models on organizations' sourcing and shoring strategies
- The extent to which introduction of next generation customer service delivery models will lead to greater use of BPO or insourcing
- The key capabilities sought from third-parties in implementing and running next generation customer service.



Key Issues & Highlights

GICs are highly satisfied with their traditional customer service delivery from India in support of customer care and inbound sales.

However, GICs now need to move to digital customer experience and eliminate voice interactions where possible. To achieve this, they need to further develop their capabilities in digital channels and digital technologies in support of customer care, but they also need to use digital and emerging technologies to improve their capabilities in areas such as customer retention, up-selling, and cross-selling.

Indian service delivery is expected to retain or strengthen its competitive positioning in next generation customer service based on its traditional virtues of workforce expertise, flexibility and scalability, and cost-effectiveness.

The Indian workforce's relatively high levels of technology knowledge and skill positioning it well to increase its market share and relevance to deliver customer service transformation and next generation/digital customer service.

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Report Length

24 pages, consisting of 5 chapters

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