



# HGS CX Services in Retail and CPG

Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's Customer Experience Services in Retail and CPG report on HGS is a comprehensive assessment of HGS offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CXS and identifying vendor suitability for CXS 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

In addition to CX services, for the retail and CPG sectors HGS delivers channel enablement, analytics services such as VOC, and automation through RPA and chatbots. The company offers digital marketing services for the sector such as SEO, SEM, content generation, and social media marketing.

## Scope of the Report

The report provides a comprehensive and objective analysis of HGS customer experience services offerings and capabilities, and market and financial strengths in the retail and CPG sectors, 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 sites.



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2. Revenue Summary

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4. Delivery Capability and Partnerships
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7. Strengths & Challenges
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## Report Length

12 pages