

Customer Experience Services in Startups & Emerging Brands

Majorel

Report Abstract

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10 pages

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Who is this Vendor Assessment for?

NelsonHall's CX Services in Startups & Emerging Brands profile on Majorel is a comprehensive assessment of Majorel's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX Services and identifying vendor suitability for CX Services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the startups and emerging brands sectors.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Majorel's offerings and capabilities in CX Services in Startups and Emerging Brands.

Majorel looks to position its majUP brand as a dedicated startup CX services provider addressing core requirements. It delivers simplicity with simplified outsourcing contracts and cost controls, flexibility with faster decision-making and hands-on management, and scalability via a multinational delivery network and expertise in large-scale CX programs.

Scope of the Report

The report provides a comprehensive and objective analysis of Majorel's CX Services in Startups and Emerging Brands offerings, capabilities, and market and financial strengths, 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 locations.

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.

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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's research is based on 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

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