



# Minacs CMS in Telecommunications/ Cable/Satellite

Vendor Assessment  
Report Abstract

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By Vicki Jenkins  
Customer Management Services (CMS)  
Industry Sector Analyst  
NelsonHall

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





## Who Is This Vendor Assessment For?

NelsonHall's CMS in telecommunications/cable/satellite industry sector profile on Minacs is a comprehensive assessment of Minacs' telecommunications/cable/satellite sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the telecommunications/cable/satellite sector and identifying vendor suitability for CMS 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

The Minacs Group, Inc. (Minacs) is a privately-held business and technology outsourcing company with headquarters in Toronto (Oshawa), Canada. It provides outsourced customer care, marketing, finance and accounting, procurement and IT services.

Minacs has 21k agents working in three continents and has 34 contact centers in Canada, Germany, Hungary, India, Jamaica, Philippines, the U.K. and the U.S.

In May 2014, Minacs was acquired by the PE firm CX Partners (CXP) and Capital Square Partners (CSP), a Singapore based investment holding company, from ABNL IT & ITeS Ltd., a wholly owned subsidiary of Aditya Birla Nuvo Ltd. (ABNL). Minacs is now majority-owned by CX Partners.

Minacs has ~13 CMS telecommunications/cable/satellite clients. The majority of Minacs' CMS telecommunications/cable/satellite business is based in the U.S. The company provides CMS in support in a range of offerings including:

- Customer care
- Sales/retention
- Technical support
- Billing/collections.

Minacs has delivery centers in support of its telecommunications/cable/satellite customers in the U.S., Canada, India and the Philippines.

## Scope of the Report

The report provides a comprehensive and objective analysis of Minacs' telecommunications/cable/satellite sector CMS offerings, capabilities, and market and financial strength, 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 telecommunications/cable/satellite sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's telecommunications/cable/satellite sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for telecommunications/cable/satellite sector clients.



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## Report Length

10 pages

## Report Author

Vicki Jenkins

[vicki.jenkins@nelson-hall.com](mailto:vicki.jenkins@nelson-hall.com)