



Targeting WAHA CMS

Market Analysis
Report Abstract

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Who Is This Report For?

“Targeting WAHA CMS” is a comprehensive market analysis report designed for:

- Sourcing managers investigating sourcing developments within the CMS market
- Vendor marketing, sales and business managers developing strategies to target service opportunities within the CMS market
- Financial analysts and investors specializing in the CMS sector.

Scope of the Report

The report analyzes the global market for outsourced WAHA CMS and addresses the following questions:

- What is the current and future market for outsourced WAHA CMS?
- What is the size and growth of the WAHA CMS market by market segment?
- Within WAHA CMS, which services and industries are emerging strongly?
- What are the market drivers for WAHA CMS and their characteristics? What are the drivers, benefits, and inhibitors for each segment? What are vendor capabilities by segment?
- What technologies and platforms are being utilized and what are the implications by market segment?
- What are vendor challenges and critical success factors by market driver?
- How are vendor offerings and delivery capabilities changing to meet emerging market needs?
- How is the pattern of delivery location changing and which locations are appropriate for each market driver
- Additional topics include: contract lengths; pricing models; delivery center locations and the use of offshoring; vendor targeting by client size, geography, and industry.



Key Issues & Highlights

The market for WAHA CMS is changing, driven by a number of trends including:

- Increasing demand for customer service operations to reduce cost, but with marketing and sales departments pushing for onshore service delivery
- High attrition for basic services, particularly for evening and weekend shifts
- The need to rapidly ramp up scale in support of seasonal campaigns, which can be challenging given a limited hiring pool in the area surrounding a brick and mortar center
- The telecoms industry continues to struggle with predicting call volumes, making accurate staffing requirements challenging and costly
- Attracting (and retaining) agents with the correct skill and/or demographic is more important, and challenging, than ever, despite high unemployment
- Low paid agents are increasingly suffering financial strains due to record fuel and travel prices.

This report investigates the impact of these trends on the global WAHA CMS market to identify both the precise change in customer requirement and the change in vendor offerings and delivery capabilities that are being put in place to respond to these requirements.

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Vendors Researched

6 of the major social media services vendors such as Sitel and Teleperformance.

Report Length

74 pages, consisting of 8 chapters and 5 data charts

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