Wipro
Multi-Channel CMS Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's multi-channel CMS profile on Wipro is a comprehensive assessment of Wipro's multi-channel CMS offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations 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

During 2002/2003 Wipro initiated its BPO offerings capabilities with the acquisition of Spectramind. Since 2003 Wipro has experienced consistent double digit revenue growth from it BPO activity.

Currently CMS accounts for ~50% of its BPO revenues.

In 2008 Wipro added email and chat support through the hiring of ~2,000 FTEs in its Delhi center. Between 2009/2010 Wipro added a further ~3,500 FTEs, providing webchat, email and voice services to its Japanese center and further enhancing its multi-channel CMS delivery capabilities.

Currently Wipro is providing multi-channel CMS support to ~65% of its CMS BPO clients.

A quarter of Wipro's multi-channel FTEs are unified agents. These agents offer a combination of either voice and email or webchat and email.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro's multi-channel CMS 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 customer base, including the company's targeting strategy and examples of current contracts

- Key client case studies

- Analysis of the company's offerings and key service components

- Analysis of the company's delivery organization including the location of delivery locations.

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Multi-channel CMS Services Vendor Assessments Also Available for:

Aegis

Serco

Sitel

West Corp.

Teleperformance

Sutherland

Infosys

HP ES.