

Xerox CMS in Retail and CPG Vendor Assessment

Report Abstract

July 2016

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

7 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's CMS in retail and CPG industry sector profile on Xerox Services is a comprehensive assessment of Xerox Services' retail and CPG sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the retail and CPG 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

Xerox is a publicly traded company headquartered in Norwalk, Connecticut, which started operations in 1906. In 2010, Xerox acquired Affiliated Computer Services (ACS) for \$6.4bn, acquiring capability in business process outsourcing, including customer management services (CMS). This CMS capability lies within the Xerox Services business. Xerox is a business services, technology, and document management company. The division of the company being discussed in this report is the customer management services division of Xerox Services.

Overall customer care involves ~52k customer care agents, 2.5m customer care interactions daily, 160 customer care sites globally, 20m smartphone users assisted every month with remote configuration, \$25m annual R&D budget on customer care innovation, and supporting ~30 languages.

Xerox Services provides delivery for its retail and CPG clients from the U.S. and the Philippines.

Scope of the Report

The report provides a comprehensive and objective analysis of Xerox Services' retail and CPG 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 CMS retail and CPG sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's retail and CPG sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for CMS retail and CPG sector clients.



Contents

1. Background

2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships

5. Target Markets

6. Strategy

7. Strengths and Challenges
 - 7.1 Strengths

 - 7.2 Challenges

8. Outlook

Report Length

7 pages

Report Author

Vicki Jenkins

vicki.jenkins@nelson-hall.com

Sales Contact

Guy Saunders

guy.saunders@nelson-hall.com