



# transcosmos CMS in Retail and CPG

## Vendor Assessment

Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's CMS in retail and CPG industry sector profile on transcosmos is a comprehensive assessment of transcosmos' 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

transcosmos is a publicly traded, Japanese headquartered BPO vendor in the contact center and digital marketing business, which also provides e-commerce solutions. It currently derives ~70% of its revenues from contact center BPO services, and the other ~30% from digital marketing and e-commerce activities.

Across all industries, it employs ~40k globally and operates 159 centers across 28 countries, supporting 23 languages. It operates in Asia, the U.S., Europe, and Latin America, and has 49 sites in its headquarter country of Japan, with 18 offshore sites, and 92 sites overseas. It supports 2.5k clients globally.

transcosmos provides delivery for retail and CPG clients from Japan, Korea and China.

## Scope of the Report

The report provides a comprehensive and objective analysis of transcosmos' 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

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2. Revenue Summary

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3. Key Offerings

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4. Delivery Capability and Partnerships

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5. Target Markets

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6. Strategy

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7. Strengths and Challenges
  - 7.1 Strengths

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  - 7.2 Challenges

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8. Outlook

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## Report Length

8 pages

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