



# Targeting Social Media Services

Market Analysis  
Report Abstract

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## Who Is This Report For?

“Targeting Social Media Services” is a comprehensive market analysis report designed for:

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

## Scope of the Report

The report analyzes the global market for outsourced social media services and addresses the following questions:

- What is the current and future market for outsourced social media services?
- What is the size and growth of the outsourced social media services market by market segment?
- Within outsourced social media services, which services and industries are emerging strongly?
- What are the market segments for outsourced social media services 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 segment?
- How are vendor offerings and delivery capabilities changing to meet emerging market needs?
- How are vendors positioned within each outsourced social media services market segment?
- How is the pattern of delivery location changing and which locations are appropriate for each market segment?
- Additional topics include: contract lengths; pricing models; delivery center locations and the use of offshoring; and vendor targeting by client size, geography, and industry.



## Key Issues & Highlights

The market for outsourced social media services is changing, driven by a number of trends. These include:

- The need for organizations to develop social media presence
- The need for organizations to use social media services to drive high customer experience and net promoter scores
- The need for organizations to use social media services and analytics to drive increased customer retention and average revenues per customer
- The need for organizations to mitigate negative brand/product mentions across social channels
- The need to incorporate social media monitoring and engagement into a wider, more integrated customer service framework
- The need for organizations to implement a multi-channel framework that increasingly automates “simple” customer needs and enhances the ability of agents to handle more complex and emotional customer needs.

This report will investigate the impact of these trends on the global social media services 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

Aegis, Capita, Dell, Firstsource, Genpact, HP ES, Sitel, Wipro, WNS and Xerox.

## Report Length

84 pages, consisting of 8 chapters and 5 data charts

## Report Author

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