



Advances in Analytics BPS Client Feedback & Expectations Report

Abstract

June 2019

Ivan Kotzev

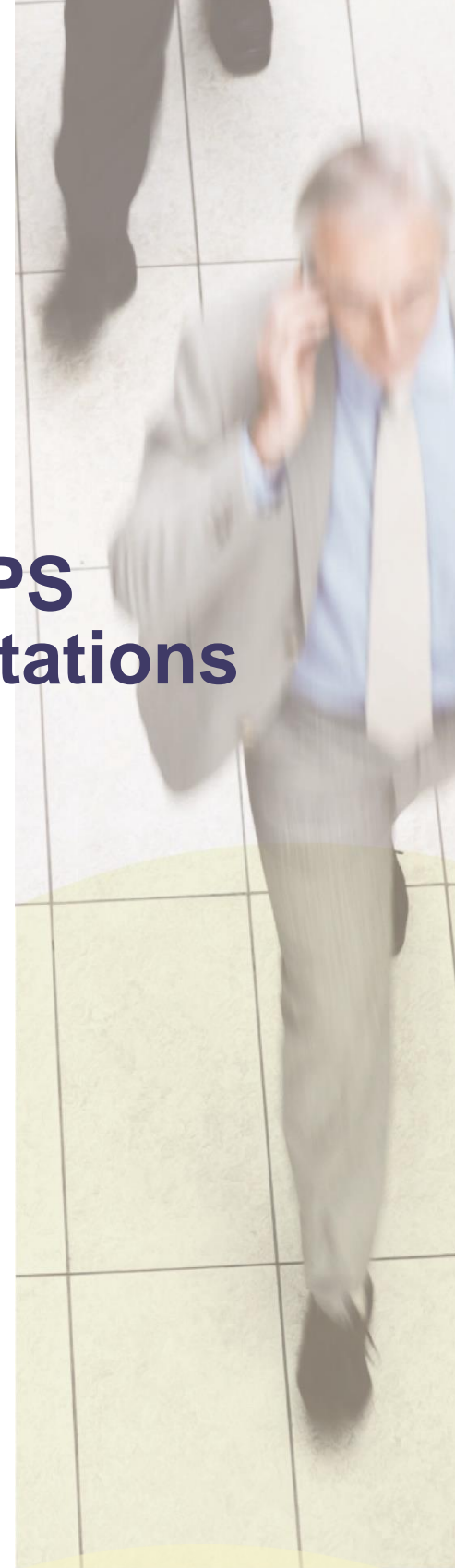
Customer Experience Services

NelsonHall

24 pages

June 2019

research.nelson-hall.com





Who Is This Report For?

NelsonHall's "Advances in Analytics BPS Client Feedback and Expectations" analysis is an assessment report designed for:

- Sourcing managers investigating "the art of the possible" and the perspectives of their peers towards next generation analytics services
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within analytics services
- Financial analysts and investors specializing in the IT services and BPS sector.

Background & Scope of the Report

As part of NelsonHall's most recent analytics research project, *Advances in Analytics Business Process Services*, we interviewed 11 of the leading analytics providers globally. In addition, the research included a survey of these vendors' clients from across geographies and industries, of different sizes, and with a varying scope of services and levels of maturity in their sourcing of analytics services.

NelsonHall conducted client reference interviews to cover several focus areas to gain a comprehensive understanding from the client perspective, including their experience as a buyer of analytics services in the current marketplace. This survey was specifically designed to understand not only the perception of vendor performance in meeting client needs currently but also their ability to meet clients' needs in the future. The survey focused on the following key areas:

1. Analytics services usage, satisfaction, and future suitability
2. Benefits derived from analytics services, their importance and vendor's effectiveness in delivering them
3. Vendor capabilities and their importance to the client
4. Overall client satisfaction
5. Client future expectations and vendor ability to meet these future requirements.

For each of these focus areas, we asked clients to rate various attributes, including services used, benefits sought, benefits importance, service satisfaction, vendor approach, and overall performance satisfaction.



Key Findings

Analytics BPS clients have moderate-high overall satisfaction with their vendors' current ability to deliver analytics services at 4.3 points out of 5.0. Industry-specific analytics and operational reporting and BI have high usage and satisfaction with clients.

The overall satisfaction rating with vendors' ability to meet future requirements is also 4.3 out of 5.0. Clients rate operational analytics capabilities with the highest importance, followed by more advanced predictive and prescriptive model creation, implementation, and management.

Deeper and proactive insights, integration between analytics information and business decisions, and focus on innovation are key areas for clients' future requirements.

Contents

| | |
|----|--|
| | Introduction |
| | Background |
| | This Report |
| | Executive Summary |
| 1. | Market Context |
| A. | Analytics BPS Trends |
| B. | Outlook for Analytics BPS |
| 2. | Executive Summary |
| A. | Ability to Deliver Immediate Benefits |
| B. | Satisfaction and Vendor Ability to Meet Future Needs |
| 3. | Ability to Deliver Immediate Benefits |
| A. | Analytics BPS Offerings |
| B. | End-User Service Benefits |
| C. | Vendor Approach to Benefit Delivery |
| 4. | Ability to Meet Future Client Requirements |
| A. | Analytics BPS Issues and Initiatives |
| B. | Vendor Performance |

Report Length

24 pages, consisting of 4 chapters

Report Author

Ivan Kotzev

ivan.kotzev@nelson-hall.com