



CX Services in Retail and CPG Client Perspective Report

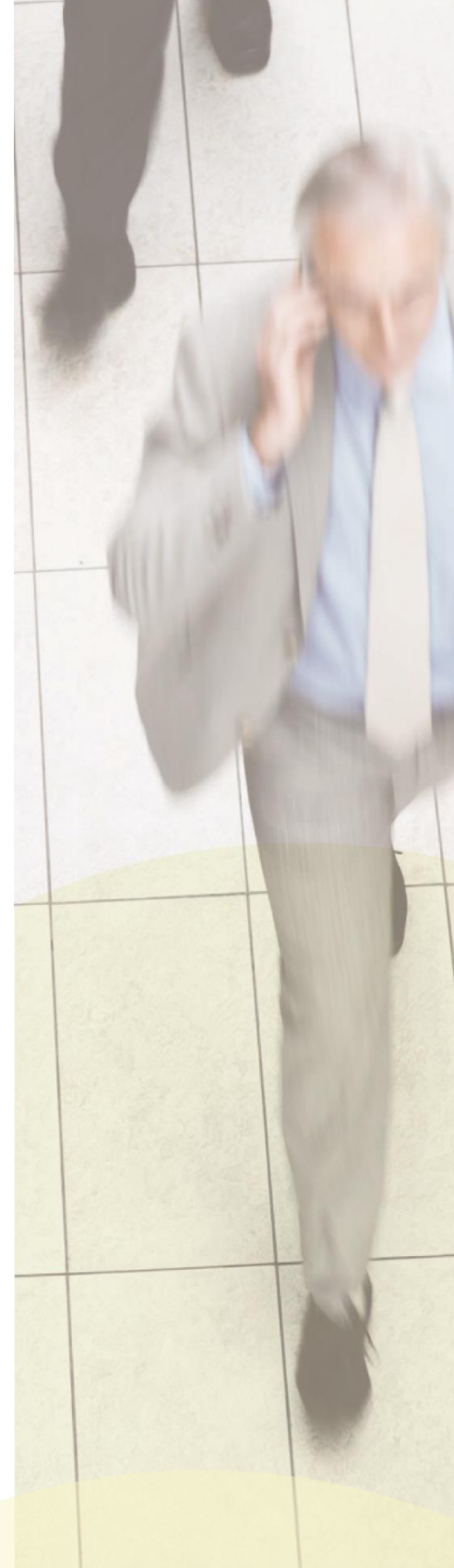
Abstract

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Who Is This Report For?

NelsonHall's "CX Services in Retail and CPG 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 CX services
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within CX 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, *Customer Experience Services in Retail and CPG*, we interviewed 15 of the leading CX services providers globally. In addition, the research included a survey of these vendors' clients from across geographies and sub-sectors, of different sizes, and with a varying scope of services and levels of maturity in their sourcing of CX 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 CX 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. CX services usage, satisfaction, and future suitability
2. Benefits derived from CX 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

CX Services in Retail and CPG clients have a moderate overall satisfaction with their vendors' current ability to deliver CX services, with an average rating of 4.1 points out of 5.0. Social media support, order management and fulfillment, retention and new customer sales services have the highest satisfaction with clients.

The overall satisfaction rating with vendors' ability to meet future requirements is also 4.1 out of 5.0. Clients rate the strength of the partnership with the highest importance of 4.5, followed by industry experience, resources flexibility, and value for money.

Again flexibility, focus on innovation, and cost savings, including through self-service and automation are key areas for the clients' future requirements.

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Report Length

27 pages, consisting of 4 chapters

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