



Concentrix Multi-channel CMS: Delivering Digital Customer Experience

Vendor Assessment
Report Abstract

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By Ivan Kotzev
Industry Sector Analyst
NelsonHall

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research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's Multi-channel Customer Management Services (CMS): Delivering Digital Customer Experience profile on Concentrix is a comprehensive assessment of Concentrix's offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS 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

Concentrix Corporation (Concentrix) is a BPS provider, a wholly owned subsidiary of SYNEX Corporation, a \$13.3bn public company.

In August 2016, SYNEX completed the acquisition of the Minacs Group Pte. for an estimated \$420m, adding 35 delivery centers in ten countries, with ~15k seats, ~21k employees, and 50 clients to Concentrix's portfolio.

Through Minacs, Concentrix acquired a dedicated marketing practice with a strong focus on the automotive sector, with services such as content creation, marketing analytics (over offline and digital channels), and support for marketing, sales, and recall campaigns. The acquisition also added Minacs' cloud based ecosystem of in-house and third-party tools, resources, and customer experience management frameworks called ALT CRM. ALT CRM is intended to bring automation and analytics to customer care and marketing functions across channels.

Concentrix has over 100k employees in ~125 centers globally, supporting 40 languages. It has ~450 clients.

Concentrix's multi-channel offerings cover customer care, technical support, and revenue generation services (over voice and non-voice channels), as well as managed marketing services, digital design and development services, channel optimization consulting, and advanced channel analytics.

Scope of the Report

The report provides a comprehensive and objective analysis of Concentrix's CMS multi-channel offerings and capabilities, and market and financial strengths, 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 customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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 - 7.1 Strengths
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Report Length

8 pages

CMS Multi-channel Vendor Assessments also available for:

Aegis, Capgemini, Conduent, CSS Corp, HGS, Firstsource, Infosys BPO, Intelenet, iSON BPO, Sitel, Sutherland, Sykes, TaskUs, Teleperformance, TeleTech, Transcom, Webhelp, WNS.