



Firstsource Social Media Services

Vendor Assessment

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7 pages





Who Is This Vendor Assessment For?

NelsonHall's Social Media Services Vendor Assessment for Firstsource is a comprehensive assessment of Firstsource's social media services and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services 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

Firstsource entered the social media services market in 2009 with its first client, giffgaff.

Firstsource undertakes a wide range of social media services covering forum management, listening, customer care, technical support, sales management, bulk marketing and escalation handling.

Firstsource will continue to develop its relationship with giffgaff and other clients in the telecoms sector and will aim to target clients in the healthcare sector.

Contents

1. Background

2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships

5. Target Market

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths

 - 7.2 Challenges

8. Outlook

Scope of the Report

The report provides a comprehensive and objective analysis of Firstsource's social media services, 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 customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

Report Length

7 pages

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Social Media Services Vendor Assessments Also Available for:

Genpact

Xerox

Capita

HP Enterprise Services

Wipro

Aegis

Sitel