



HGS Marketing BPS Services

Vendor Assessment
Report Abstract

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8 pages

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Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on HGS is a comprehensive assessment of HGS' marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations, and identifying vendor suitability for marketing BPS 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

Hinduja Global Services (HGS) began its operations as Hinduja TMT in Bangalore in 2000. Its first client was a Fortune 100 U.S. based healthcare insurer for which Hinduja TMT was providing claims adjudications work.

In 2003 Hinduja TMT entered the Philippines through the acquisition of Manila based contact center vendor C-Cubed Solutions. The same year it acquired Source One Communications in New Jersey, marking its first move into the U.S.

In 2006 Hinduja TMT restructured its business and broke off its BPS business into a new company called Hinduja Global Services (HGS). HGS was listed on the Mumbai stock exchange in June 2007; at this time the company also expanded its U.S. capability through the acquisition of Affina, an Illinois based contact center vendor.

In 2010 HGS acquired a digital marketing agency in Bombay, marking its first move into the marketing BPS market. Following this, HGS has expanded into the U.S. and U.K., driven by client demand.

In 2012 HGS began partnering with Nice and Verint in order to develop its analytics offerings in support of both its marketing and CMS BPS services.

In 2014 HGS split out its core 'bouquets' of offerings into:

- Marketing and digital enablement services
- Business services
- Consumer interaction services.

At present, Nelson Hall estimates that HGS has 48 marketing BPS clients, supported by ~9k agents.

Scope of the Report

The report provides a comprehensive and objective analysis of HGS' marketing BPS 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.



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Report Length

8 pages

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Marketing BPS Services Vendor Assessments Also Available for:

Infosys

Minacs

Cognizant

Concentrix

Tech Mahindra

Genpact

transcosmos

TRANSCOSMOS

WNS

Xerox

Wipro.