



Targeting Learning BPO

Market Analysis
Abstract

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Who Is This Report For?

NelsonHall's "Targeting Learning BPO" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within Learning BPO
- Vendor marketing, sales and business managers developing strategies to target BPO service opportunities within Learning BPO
- Financial analysts and investors specializing in the IT services and Learning BPO sector.

Scope of the Report

The report analyzes the global market for Learning BPO and addresses the following questions:

- What are the top drivers for adoption of Learning BPO services?
- What are the benefits currently achieved by users of Learning BPO services?
- What factors are inhibiting user adoption of Learning BPO services?
- What is the average contract length for Learning BPO, and how is this changing?
- What pricing mechanisms are typically used within Learning BPO and how is this changing?
- What is the market size and projected growth for the global Learning BPO market?
- What is the market size and projected growth for the Learning BPO market by geography?
- What is the profile of activity in the global Learning BPO by industry sector?
- Who are the leading Learning BPO vendors by geography?
- What combination of services is typically provided within Learning BPO contracts, and how is this changing?
- What is the current pattern of delivery location used for Learning BPO, and how is this changing?
- What new developments have occurred in the last year and how is this changing?
- What are the challenges and success factors within Learning BPO?



Key Findings & Highlights

NelsonHall's market analysis of the Learning BPO industry and learning BPO trends consists of 84 pages.

The current learning BPO market continues to grow and is heavily focused on solving specific training needs, while future learning BPO demand will increasingly focus on transforming the learning process to make training more effective and engaging.

Implementing a centralized and standardized training process that supports dispersed workforces and makes training more accessible is the top driver for learning BPO. Cost reduction continues to be an important driver among organizations, followed by accessing best practices and innovations.

Resisting change due to loss of control, lack of buy-in from management, and obtaining the funds to invest in learning BPO are the top barriers to learning BPO.

Selective learning BPO bundles dominate learning BPO activity, accounting for ~80% - 85% of contracts in the last 18 months. Approximately one quarter of learning revenues came from training for the extended enterprise.

Organizations implementing blended learning approaches have higher levels of learner engagement and effectiveness. Delivery modalities continue to evolve to address trends for on demand and just-in-time learning.

In the last 18 months, vendors have been enhancing their learning BPO offerings by improving the learning experience and reducing time to deployment. The main initiative for vendors in the next 12 months is to develop simulations and gamification, and incorporate digital.

Contents

1. Changing Shape of Learning BPO

2. Customer Requirements

3. Market Size & Growth

4. Vendor Market Shares

5. Vendor Offerings

6. Delivery Capabilities

7. Vendor Targeting

8. Vendor Challenges and Success Factors

Report Length

84 pages, consisting of 8 chapters

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