

Customer Experience Services in Startups and Emerging Brands

Tech Mahindra

Report Abstract

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Who is this Vendor Assessment for?

NelsonHall's CX Services in Startup and Emerging Brands profile on Tech Mahindra is a comprehensive assessment of Tech Mahindra's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for CX services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX Services sector.

Key Findings & Highlights

Tech Mahindra's startup offerings aim to cover different dimensions of BPS and IT services. In CX services, this end-to-end offering includes managed services, contact center system and infrastructure, automation and omnichannel, analytics and insights. A target capability is learning and knowledge management, where Tech Mahindra develops and maintains materials.

Scope of the Report

The report provides a comprehensive and objective analysis of Tech Mahindra's CX services offerings, 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.

About The Author

Ivan Kotzev is NelsonHall's Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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About NelsonHall

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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