



# Tech Mahindra Marketing BPS Services

Vendor Assessment  
Report Abstract

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7 pages

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## Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on Tech Mahindra is a comprehensive assessment of Tech Mahindra's 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

In 2007, Tech Mahindra started providing print support including sales collateral design and print for a multinational pharmaceutical client. This was Tech Mahindra's first move into the marketing BPS space. In 2009, Tech Mahindra moved into localization and translation support for print media. Following this, it moved into digital support including website and digital collateral preparation.

In 2013, Tech Mahindra began providing social media consulting, supporting clients with the automation of required social media functions. In August 2013, Tech Mahindra rolled out its Social CRM offering, which includes:

- Customer service and experience improvement
- Marketing, campaign and lead management
- Social media analytics.

Tech Mahindra partnered with Socio to develop this social media offering.

Tech Mahindra has been using its social media consulting service as an entry point for further BPS support; one example is a Middle Eastern bank, which first used Tech Mahindra on a consulting basis for its social media delivery, before moving over to full social media support from Tech Mahindra.

Currently Tech Mahindra's largest social media client is a Philippines media company which is supported by ~20 FTEs based in a captive center in Manila.

## Scope of the Report

The report provides a comprehensive and objective analysis of Tech Mahindra's 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

7 pages

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## Marketing BPS Services Vendor Assessments Also Available for:

HGS

Minacs

Cognizant

Concentrix

Infosys

Genpact

transcosmos

TRANSCOSMOS

WNS

Xerox

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