



# **WNS Marketing BPO Services**

**Vendor Assessment  
Report Abstract**

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**10 pages**

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## Who Is This Vendor Assessment For?

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

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

WNS' marketing BPO division falls within its enterprise analytics and research solutions division, with 345 dedicated marketing FTEs out of 2,500 in the entire division.

WNS began providing analytics services in 2003, at the same time as it undertook business outside of the scope of British Airways; prior to this WNS had been a contact center captive for the airline. Also at this time, WNS began providing market research on behalf of B2B marketing firms.

In 2010, the company launched its social media offering, delivered at the time by the existing analytics team. In 2011/2012 WNS launched a standalone social media analytics team.

WNS currently has 15 marketing BPO clients in the insurance, healthcare, retail/CPG and travel industries.

## Scope of the Report

The report provides a comprehensive and objective analysis of WNS' marketing BPO 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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8. Outlook

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## Report Length

10 pages

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## Marketing BPO Services Vendor Assessments Also Available for:

HGS

Minacs

Cognizant

Concentrix

Tech Mahindra

Genpact

Infosys

Transcosmos

HCL

Xerox.