



## Social Media Customer Experience Services

# transcosmos

### Report Abstract

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7-pages

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## Who is This Vendor Assessment For?

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NelsonHall's Social Media CX Services profile on transcosmos is a comprehensive assessment of transcosmos' offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for security 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

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transcosmos' investment in KANAMETO enables the company to target the high growth CX services over LINE, the most widely used messenger in Japan. KANAMETO competes with Salesforce Cloud and Oracle RightNow and other platforms at a lower pricing model with unrestricted users on the technology side. On the services side, the company competes with both BPS providers and advertising and marketing agencies. transcosmos combines the tool's subscription model with managed CX services and experience in bot deployments to challenge both groups. It targets enterprise accounts, small and medium businesses such as online stores, and public organizations such as municipalities, schools, and universities.

## Scope of the Report

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The report provides a comprehensive and objective analysis of transcosmos' CX services offerings and 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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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](mailto:guy.saunders@nelson-hall.com)

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