



# transcosmos CMS in Retail

## Vendor Assessment Report Abstract

August 2013

By Vicki Jenkins  
Customer Management Services (CMS)  
Industry Sector Analyst  
NelsonHall

9 pages

[research.nelson-hall.com](http://research.nelson-hall.com)





## Who Is This Vendor Assessment For?

NelsonHall's CMS in retail profile on transcosmos is a comprehensive assessment of transcosmos' customer management services (CMS) offerings for retailers and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the retail sector and identifying vendor suitability for CMS 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

This NelsonHall Vendor Assessment analyzes transcosmos' offerings and capabilities in CMS in the retail sector. transcosmos is one of a number of customer management or contact center services companies analyzed in this contact center services industry analysis for the retail sector.

transcosmos is headquartered in Japan. It is a Japanese-based BPO vendor in the digital marketing and contact center business.

transcosmos has ~100 CMS retail industry sector clients.

Current retail clients include:

- Asian grocer
- Global Japanese-based e-commerce retailer
- Global U.S.-based consumer electronics companies

transcosmos' CMS offerings for retailers include customer care, multichannel, analytics, IVR and help desk technical support.

## Scope of the Report

The report provides a comprehensive and objective analysis of transcosmos' CMS offerings for retailers, 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
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the geography of delivery locations.



## Contents

1.	Background	
2.	Revenue Summary	
3.	Key Offerings	
4.	Delivery Capability and Partnerships	
5.	Target Markets	
6.	Strategy	
7.	Strengths and Challenges	
	7.1 Strengths	
	7.2 Challenges	
8.	Outlook	

## Report Length

9 pages

## Report Author

Vicki Jenkins

[vicki.jenkins@nelson-hall.com](mailto:vicki.jenkins@nelson-hall.com)

## CMS in Retail Vendor Assessments Also Available for:

Aegis, Serco, Sitel, Sutherland Global Services, Teleperformance, Transcom and Xerox Services