Genpact
Social Media Services

Vendor Assessment

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10 pages

Who Is This Vendor Assessment For?

NelsonHall's Social Media Services Vendor Assessment for Genpact is a comprehensive assessment of Genpact's social media services and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services 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

Genpact entered the social media services market through the acquisition of EmPower Research during 2011.

Genpact undertakes social media project work, consulting and ongoing contracts.

Genpact provides root cause reporting of brand sentiment to clients in multiple formats. Genpact is aiming to develop its social media platform in order for it to fully integrate with clients' CRM systems.

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Scope of the Report

The report provides a comprehensive and objective analysis of Genpact's social media services, 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.

Report Length

10 pages

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Social Media Services Vendor Assessments Also Available for:

Firstsource

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