



# WNS

## Social Media Services

### Vendor Assessment

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By Mike Cook  
CMS Analyst  
NelsonHall

8 pages





## Who Is This Vendor Assessment For?

NelsonHall's Social Media Services Vendor Assessment for WNS is a comprehensive assessment of WNS'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

WNS began its social media operations in mid-2010 off the back of demand from its then client base. Services were delivered from offshore contact centers and included brand monitoring services.

WNS is currently providing monitoring, interaction and social media analytics to its client base, these services are being delivered from WNS's Indian call centers.

## Contents

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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

## Scope of the Report

The report provides a comprehensive and objective analysis of WNS'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

8 pages

## Report Author

Mike Cook

[mike.cook@nelson-hall.com](mailto:mike.cook@nelson-hall.com)

## Social Media Services Vendor Assessments Also Available for:

Firstsource

Genpact

Capita

Aegis

HP Enterprise Services

Wipro

Sitel

Xerox

Dell