



Aegis CMS in Retail Industry Sector

Vendor Assessment Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's CMS in retail industry sector profile on Aegis is a comprehensive assessment of Aegis' retail sector customer management services (CMS) offerings 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

Aegis is a privately-held outsourcing and technology services company headquartered in Mumbai, India.

Aegis carries out CMS for ~22 retail industry sector clients.

Current Aegis retail clients include:

- A global consumer products company
- A global manufacturer of consumer electronics.

Aegis' CMS offerings for retailers primarily include customer care, sales revenue generation and back-office support. Aegis' CMS offerings for the retail sector include:

- Multi-channel customer service:
 - Consumer acquisition and retention
 - Loyalty program support
 - Phone, IVR, email and chat
 - Social media monitoring
- Sales/revenue generation:
 - Analytics-led selling
 - Services to prevent shopping cart abandonment
- Post-sales support:
 - Back-office services
 - Customer experience
 - Warranty support
- Retail infrastructure:
 - CMS technology.

Scope of the Report

The report provides a comprehensive and objective analysis of Aegis' retail sector CMS offerings, 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 retail sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's retail sector CMS offerings and key service components
- Analysis of the company's delivery organization, including the geography of delivery locations used for retail sector clients.



Contents

1.	Background
2.	Revenue Summary
3.	Key Offerings
4.	Delivery Capability and Partnerships
4.1	Delivery for Retail Clients
4.2	Partnerships
4.3	Technology
5.	Target Markets
6.	Strategy
7.	Strengths and Challenges
7.1	Strengths
7.2	Challenges
8.	Outlook

Report Length

9 pages

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CMS in Retail Vendor Assessments Also Available for:

Sutherland Global Services, Teleperformance, Transcom, Xerox Services