



Serco 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 Serco is a comprehensive assessment of Serco's 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

Serco Global Services LLC (Serco) is a part of Serco Group PLC. Serco is a publically-held firm headquartered in Hook, North Hampshire in the United Kingdom. Serco has five CMS retail industry sector clients. Current retail clients include:

- A U.K.-based online retailer
- A U.K.-based department store.

Currently, Serco is providing inbound customer care for its CMS retail clients for online and traditional stores. It is also providing analytics, cross-sell/up-sell services, technical support and interactive voice response (IVR) to these markets. Serco's CMS offerings for retailers include customer care, sales revenue generation and technical support. Serco's CMS offerings for the retail sector include:

- Customer experience:
 - Customer satisfaction (CSAT) and net promoter score (NPS) surveys and analytics
 - Customer and retail analytics
 - Business intelligence and reporting
 - Process improvement
 - Technical support
- Multi-channel customer service and cross-channel integration:
 - Customer service
 - Consumer relations/retention
 - Phone, IVR, email and chat
 - Social media engagement
- Sales/revenue generation:
 - Phone, email and chat
 - Inbound and outbound services sales
 - Analytics-led selling
 - Collections
- Retail infrastructure:
 - CM platforms.

Scope of the Report

The report provides a comprehensive and objective analysis of Serco's 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.



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Report Length

9 pages

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CMS in Retail Vendor Assessments Also Available for:

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