

Case Study: Credit lifecycle management market entry opportunity assessment for a leading BPO supplier



Situation

- A leading BPO supplier already had a presence in a niche sub-segments of credit life management in the U.S.
- The client wanted to expand into other credit life cycle management segments by leveraging their existing expertise
- The client wanted to identify and evaluate the opportunity and feasibility from an internal and external stand point to expand into new segments

Services provided

- Everest undertook a market sizing exercise to estimate the current and potential size of the credit lifecycle management market
- Evaluated the supplier landscape and mapped the clients internal capabilities to identify potential sub-segments for market entry
- Conducted interviews with top executives of leading financial institutions to understand appetite and current level of end-to-end credit lifecycle management outsourcing

Results

- Based on Everest analysis, the client was able to identify the target segments to pursue
- Further, the client leveraged the research output to formulate a strategy to address the identified segments