BPO FIRMS 'WAR'

Website Analysis Report

comparative study of key features that are vital in having and managing industry-specific websites

AIS AMERICAN INFOSOURCE

COMPANY DETAILS

Company base - across India

Established in - 1995

Focused industries - long list (URL mentioned)

http://www.tcs.com/industries/Pages/default.aspx

Services offered - long list (URL mentioned)

http://www.tcs.com/offerings/Pages/default.aspx

WEBSITE DETAILS

Website type - simple

Total webpages - 65

Theme colours - blue, white

Tab titles - services, software, industries, insights, about TCS, resources, news/events

WEBSITE ANALYSIS

Content feedback - rich, consistent, professional

Web design - neat and clean, simple, spacious

User interface - simple

PLUSES

+ Easy to look through

+ Detailed and informative

+ Covers almost all aspects

+ Pro-technology and commitment feel

+ Well integrated pages and content

+ Info-videos are big plus

MINUSES

– Might be too detailed and bit confusing from clients' and sales perspective

COMPANY DETAILS

Company base - Noida

Established in - 2004

Focused industries - ecommerce, telecom, media, consumer durables, logistics, banking and insurance

Services offered - inbound and outbound call centre, email and web chat, social media response

WEBSITE DETAILS

Website type - simple

Total webpages - 13

Theme colours - blue, yellow

Tab titles - about, services, clients, sectors, why us, contact

WEBSITE ANALYSIS

Content feedback - rich, consistent, professional

Web design - neat and clean, simple, spacious

User interface - simple

PLUSES

+ Easy to look through
+ Detailed and informative
+ Covers almost all aspects
+ Well integrated pages and content

COMPANY DETAILS

Company base - Gurgaon, Mumbai

Focused industries - software/IT, textile

Services offered - call centre, training, ecommerce

WEBSITE DETAILS

Website type - responsive

Total webpages - 12

Theme colours - blue, grey

Tab titles - home, about us, our business, career, contact us

WEBSITE ANALYSIS

Content feedback - less detailed, consistent, professional

Web design - neat and clean, simple, spacious

User interface - simple

PLUSES

+ Easy to look through

+ Well integrated pages and content

MINUSES

– Primary content range

– Too much hyperlinking to other sites

– Poor description on services end

– Trust factor missing

COMPANY DETAILS

Company base - across India

Established in - 2000

Focused industries - banking and capital market, insurance, business solutions

Services offered - applications, business process outsourcing, infrastructure, payment management, mortgage

WEBSITE DETAILS

Website type - simple

Total webpages - 66

Theme colours - blue, black, grey

Tab titles - services, solutions, NEXTlabs, industries, about us, newsroom, investors

WEBSITE ANALYSIS

Content feedback - rich, consistent, professional

Web design - neat and clean, simple, spacious

User interface - simple

PLUSES

+   Easy to look through

+   Detailed and informative

+   Covers almost all aspects

+   Pro-technology and commitment feel

+   Well integrated pages and content

Minacs

COMPANY DETAILS

Company base - Canada, USA, India

Established in - 1981

Focused industries - manufacturing and retail, technology, telecom, media, entertainment, banking and insurance, finance, healthcare and public sector

Services offered - marketing solutions, customer acquisitions, customer care, business analytics, finance and accounting, applications, product engineering, information management

WEBSITE DETAILS

Website type - simple

Total webpages - 101

Theme colours - green, grey, blue, red

Tab titles - about us, blogs, hiring now, newsroom, your customers, your enterprise, industries, ask us

WEBSITE ANALYSIS

Content feedback - rich, consistent, professional

Web design - neat and clean, simple, spacious

User interface - simple

PLUSES

+ Easy to look through
+ Detailed and informative
+ Covers almost all aspects
+ Pro-technology and commitment feel
+ Well integrated pages and content
+ Ask us gives quick sales inquiry option