



Diversified Consumer Services

Driving forces

The diversified consumer services industry comprises service providers with a range of business models, from education to human resources. Companies operating in this space have direct relationships with customers and must develop strategies to retain and increase their customer base in existing and new markets. Technological innovations are transforming the industry at a rapid pace and offer both risks and opportunities. Companies can differentiate themselves by effectively integrating online tools and platforms that enhance the overall experience for target groups. One consequence of this is that data security has become a key risk for companies in this sector. Strong risk management systems, particularly related to electronic billing, personal data privacy and real-time services are critical to managing risk and offering further growth opportunities. Within service companies, strong employee development and training programs are fundamental to building sustainable businesses and help improve customer satisfaction.

Highlighted criteria & dimension weights

- Environmental Dimension..17%
 - Environmental Policy & Management Systems
 - Operational Eco-Efficiency
- Social Dimension 36%
 - Human Capital Development
 - Human Rights
 - Talent Attraction & Retention
- Governance & Economic Dimension 47%
 - Codes of Business Conduct
 - Customer Relationship Management
 - Privacy Protection
 - Risk & Crisis Management

Industry Awards 2022

Sustainability Yearbook Members		S&P Global ESG Score
Grand Canyon Education, Inc.	United States	45
Benesse Holdings, Inc.	Japan	37
Chegg, Inc.	United States	31

Industry Statistics

Number of companies assessed	48
Market capitalization of assessed companies (in USD billion)	83
Number of companies in Yearbook	3
Market capitalization of companies in Yearbook (in USD billion)	9.1