



# Site1 Customer Management Services

**Vendor Assessment  
Report Abstract**

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## Who Is This Vendor Assessment For?

NelsonHall's customer management services profile on Sitel is a comprehensive assessment of Sitel's customer management services offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations 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

SITEL was acquired by Onex subsidiary, ClientLogic in 2007 for ~\$450m and the combined entity rebranded Sitel. Prior to this acquisition SITEL had 70 contact centers in 25 countries with ~30,000 personnel.

Sitel has since expanded grown through mainly organic means. As of August 2012 Sitel employs ~60,000 personnel in ~120 centers in 25 countries and is headquartered in Nashville, Tennessee in the U.S.

Sitel estimates that ~70% of its clients utilize chat, Sitel offers two chat offerings:

- Proactive chat
- Standard chat.

Sitel operates ~120 centers across 25 countries and employs ~57,000 agents who provide services in 40 languages.

This NelsonHall vendor assessment analyzes Sitel's offerings and capabilities in Customer Management Services. Sitel is one of a number of Customer Management Services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Sitel's offers both inbound and outbound support, although most of its activity is based around inbound services. These services include:

- Customer acquisitions
- Customer care
- Technical support
- Social media

Sitel operates ~120 centers across 25 countries and provides services in 40 languages.

Sitel's current client list contains predominantly Fortune 500 companies. Within these organizations Sitel has identified its key target verticals to include:

- Healthcare and insurance
- Technology
- Financial services
- Media and entertainment

## Scope of the Report

The report provides a comprehensive and objective analysis of Sitel's customer management services, 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 customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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## Report Length

15 pages

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## **Customer Management Services Vendor Assessments Also Available for:**

Aegis

Capgemini

Firstsource

HP Enterprise Services

Sutherland

WNS

Wipro

Transcosmos

Teleperformance.