



SYKES

Cognitive CX Services

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's Cognitive Customer Experience Services report on SYKES is a comprehensive assessment of SYKES' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CXS and identifying vendor suitability for CXS 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

SYKES approaches the market uncertainty about cognitive CX capabilities with a digitize first methodology to drive outcomes relevant for the individual client. It uses microservices and APIs to create a 'digital exhaust' with data from products and processes across channels into a single environment. Key capability here is the OneTEAM platform.

Scope of the Report

The report provides a comprehensive and objective analysis of SYKES cognitive customer experience services offerings and capabilities, and market and financial strengths, 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
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery sites.



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Report Length

10 pages