



SYKES

Multi-channel CMS: Delivering Digital Customer Experience

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's multi-channel customer management services (CMS): delivering digital customer experience profile on SYKES is a comprehensive assessment of SYKES' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS 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

SYKES Enterprises, Incorporated (SYKES) is a public U.S. based company headquartered in Tampa, Florida.

SYKES provides customer management services including customer acquisition, customer care, technical support, up-sell and cross-sell, retention, and digital marketing.

SYKES provides support and revenue generation services over multiple channels including inbound and outbound phone, email, chat, social media, and digital self-service. Through Qelp, it also provides mobile and web self-service app development, and through Clearlink it offers search optimization, demand generation content creation, and web search, social, and display retargeting.

Scope of the Report

The report provides a comprehensive and objective analysis of SYKES' CMS multi-channel 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 locations.



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2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships
 - 4.1 Delivery Capability
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5. Target Markets

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths
 - 7.2 Challenges

8. Outlook

Report Length

8 pages

CMS Multi-channel Vendor Assessments also available for:

Aegis, Capgemini, Concentrix, Conduent, CSS Corp, HGS, Firstsource, Infosys BPO, Intelenet, iSON BPO, Sitel, Sutherland, TaskUs, Teleperformance, TeleTech, Transcom, Webhelp, WNS.