

# Sitel CMS in Telecommunications

## Vendor Assessment

Report Abstract

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6 pages

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## Who Is This Vendor Assessment For?

NelsonHall's CMS in telecommunications industry sector profile on Sitel is a comprehensive assessment of Sitel's telecommunications sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the telecommunications sector 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 Worldwide (Sitel) is a pure-play customer management services (CMS) company that recently moved its headquarters from Nashville, Tennessee to Miami, Florida (U.S.). Currently, Sitel has ~75k employees supporting 50 languages, and 150 contact centers across 27 territories.

The former ClientLogic was founded in April 1998 by Onex Corporation, with the acquisition of a single contact center in Toronto, Canada. Between 1998 and 2006, it undertook a number of organic growth initiatives and made several acquisitions that helped build its infrastructure and develop process capabilities.

In January 2007, ClientLogic acquired Sitel Corporation (which was founded in 1985) for \$450m, to form Sitel Worldwide. The Sitel acquisition brought significantly increased scale.

In July 2015, the French organization Groupe Acticall acquired Sitel for \$400m. Groupe Acticall is sponsored by the France based Mulliez family.

In the mid-1980s, legacy Sitel supported the insurance and publishing sectors on the inbound side of the business, as well as offering outbound sales support to the insurance sector. When ClientLogic acquired Sitel it had a strong global operating system that enhanced its technical support offering and provided consistency. Two years ago, Sitel became less reactive and more proactive; it built an offering to support warranty coverage and out of warranty customers.

While its first client was in the insurance industry sector, Sitel quickly began supporting clients in the telecommunications sector.

Sitel currently has ~30 CMS telecommunications sector clients.

## Scope of the Report

The report provides a comprehensive and objective analysis of Sitel's telecommunications offerings, 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 CMS telecommunications sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's telecommunications sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for CMS telecommunications sector clients.



## Contents

The full vendor assessment consists of 6 pages, including the following sections

1. Background

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2. Revenue Summary

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3. Key Offerings

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4. Delivery Capability and Partnerships

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5. Target Markets

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6. Strategy

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7. Strengths and Challenges
  - 7.1 Strengths

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  - 7.2 Challenges

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8. Outlook

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## Report Length

6 pages

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