



# Sitel CMS in High Tech Vendor Assessment

Report Abstract

November 2015

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7 pages

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## Who Is This Vendor Assessment For?

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

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the high tech 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 headquartered in Nashville, Tennessee (U.S.). Currently, Sitel has ~68k employees supporting 40 languages, and 128 contact centers across 21 countries.

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

Sitel has ~5.9k dedicated agents supporting its CMS high tech clients from its global delivery centers.

Sitel provides a range of offerings to the high tech sector, including:

- Customer care
- Sales
- Technical support
- Warranty support
- Service set-up
- Channel support
- Analytics.

## Scope of the Report

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



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## Report Length

7 pages

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