



Sitel CX Services in Retail and CPG

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Customer Experience Services in Retail and CPG report on Sitel is a comprehensive assessment of Sitel 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

Retail and CPG is the third largest vertical for Sitel, where it provides traditional CX services as well as, analytics, CX consulting, UX design, automation and technology development, and learning and training.

Scope of the Report

The report provides a comprehensive and objective analysis of Sitel customer experience services offerings and capabilities, and market and financial strengths in the retail and CPG sectors, 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

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