



# Sutherland CMS in Retail and CPG

## Vendor Assessment

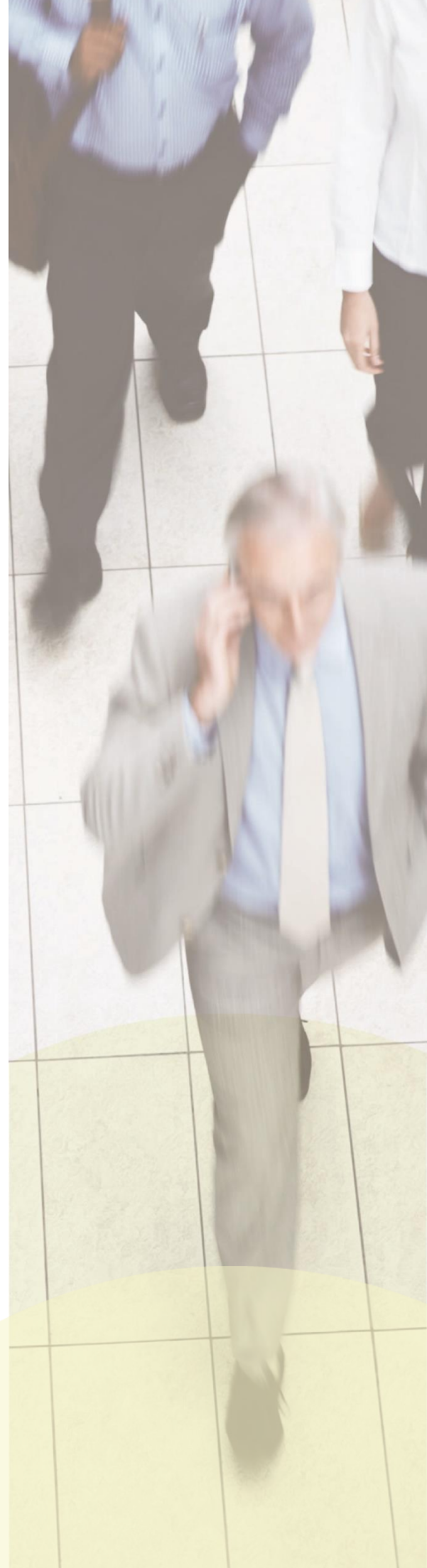
Report Abstract

June 2016

By Vicki Jenkins  
Customer Management Services (CMS)  
Industry Sector Analyst  
NelsonHall

13 pages

[research.nelson-hall.com](http://research.nelson-hall.com)





## Who Is This Vendor Assessment For?

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

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the retail and CPG 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

Sutherland Global Services (Sutherland) is a privately held firm headquartered in Rochester, New York. The company started operations in 1986 as a customer management services (CMS) provider. Across all industries it employs ~38k globally, and operates ~60 contact centers in 19 countries.

Sutherland is an integrated BPO provider, working with clients across front and back-office services, supporting both consumers and enterprise clients. In 2014, Sutherland gained funding from TPG; NelsonHall estimates that TPG owns ~35% of Sutherland.

Sutherland is focused on the following sectors: technology, telecommunications, BFSI, healthcare/government, retail/e-commerce, and travel/transportation/logistics.

It provides delivery for its CMS retail and CPG clients from the following locations: Americas, APAC, and EMEA.

## Scope of the Report

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



## Contents

1. Background

---

2. Revenue Summary

---

3. Key Offerings

---

4. Delivery Capability and Partnerships

---

5. Target Markets

---

6. Strategy

---

7. Strengths and Challenges
  - 7.1 Strengths

---

  - 7.2 Challenges

---

8. Outlook

---

## Report Length

13 pages

## Report Author

Vicki Jenkins

[vicki.jenkins@nelson-hall.com](mailto:vicki.jenkins@nelson-hall.com)

## Sales Contact

Guy Saunders

[guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)