



# Sutherland Global Services Customer Management Services

Vendor Assessment  
Report Abstract

March 2016

By Ivan Kotzev  
Industry Sector Analyst  
NelsonHall

10 pages

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





## Who Is This Vendor Assessment For?

NelsonHall's Customer Management Services (CMS) profile on Sutherland is a comprehensive assessment of Sutherland's 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

In 2004 Oak Partners invested \$30m, and in 2006 Standard Chartered PE in Hong Kong invested \$30m (NelsonHall estimates that each got a 20% share). In 2014, American private equity TPG Capital bought Oak Partners' and Standard Chartered's shares, and additional shares for \$300m, equal to a ~35% stake in the company (NelsonHall estimate).

Sutherland has ~36k employees in ~45 locations in 18 countries, working in 40 languages. The company has 274 clients.

Sutherland provides customer management services for each stage of the customer lifecycle, in addition to knowledge services, F&A, marketing and content management. Its CMS offerings are:

- Customer acquisition
- Customer care
- Technical support
- Collections
- Consultancy and analytics.

## Scope of the Report

The report provides a comprehensive and objective analysis of Sutherland's CMS 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.



## Contents

1. Background

---

2. Revenue Summary

---

3. Key Offerings
  - 3.1 Customer Experience Consulting
  - 3.2 Technology
  - 3.3 Pricing

---

4. Delivery Capability and Partnerships
  - 4.1 U.S. and Canada
  - 4.2 LATAM and Jamaica
  - 4.3 Philippines
  - 4.4 India
  - 4.5 Other APAC
  - 4.6 Europe
  - 4.7 Middle East

---

5. Target Markets

---

6. Strategy

---

7. Strengths & Challenges
  - 7.1 Strengths
  - 7.2 Challenges

---

8. Outlook

---

## Report Length

10 pages

## CMS Vendor Assessments also available for:

Aegis, Alorica, Capita, Concentrix, CSS Corp, EGS, HGS, Hewlett Packard Enterprise, Firstsource, Intelenet, Minacs, Sitel, Sykes, Tech Mahindra, Teleperformance, TeleTech, Transcom, transcosmos, Webhelp, Wipro, WNS, Xerox