Sutherland
Cognitive CX Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Cognitive Customer Experience Services report on Sutherland is a comprehensive assessment of Sutherland's 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

In customer engagement transformation, Sutherland's design thinking approach aims to deliver highly personalized, one-on-one conversations with customers to enable brands to better compete on CX. The company labels this development stage 'Gen 1 of 1' where the hyper-personalization is achieved through the convergence of process transformation, cloud based digital technology, and the design work of the innovation labs.

Scope of the Report

The report provides a comprehensive and objective analysis of Sutherland cognitive customer experience services 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 sites.

Contents

Report Length

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