Sutherland WAHA CMS Services

Vendor Assessment Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's WAHA CMS profile on Sutherland is a comprehensive assessment of Sutherland's WAHA CMS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations 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 first began offering WAHA in 2006, although it was not separately branded or pushed internally, nor did it have a dedicated program head.

In December 2013, Frank Kelly was brought in from a competitor in order to head up Sutherland's WAHA business. Since then, Sutherland's WAHA service has been rebranded CloudSource, and has broken out as a separate business unit.

Very little of the WAHA business which Sutherland undertakes is in support of peak overflow support; the majority of services are provided to clients in a hybrid model, as an add-on or alternative to typical service delivery.

Sutherland's WAHA program is characterized by having an employee model (rather than independent contractors), virtual hiring and training, and English, French, and Spanish support. Sutherland offers either a BYOD option or a thin client option.

Scope of the Report

The report provides a comprehensive and objective analysis of Sutherland's WAHA CMS 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 customer base including the company's targeting strategy and examples of current contracts

- Key client case studies

- Analysis of the company's offerings and key service components

- Analysis of the company's delivery organization including the location of delivery locations.

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Report Length

12 pages

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WAHA CMS Services Vendor Assessments Also Available for:

LiveOps

Sitel

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