



TeleTech WAHA Services

Vendor Assessment
Report Abstract

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9 pages

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Who Is This Vendor Assessment For?

NelsonHall's WAHA services profile on TeleTech is a comprehensive assessment of TeleTech's WAHA 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

This NelsonHall vendor assessment analyzes TeleTech's offerings and capabilities in WAHA services. TeleTech is one of a number of WAHA services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Key Findings & Highlights

TeleTech began using the work at home model from November 2006, when it began a small pilot (grew initially to 50 agents) with an electronic retailer. The initial offering was a concierge service, where customers calling into a central number would be directed to the appropriate retail location. A virtual non-geographic service delivery model was used. The pilot grew in size and scope to include customer care and technical support, with such services offered via a work at home model rolled out as a new offering for U.S. clients. This was expanded to the U.K. and Spain from 2008.

TeleTech offers four WAHA delivery options:

- Blended: a proportion of WAHA with a proportion of brick-and-mortar, with different coverage between the two, particularly used to alleviate any support gaps and ensure full quality service delivery
- Pure play: solely home based agents
- Seasonal: a possible standalone ramp up
- Rebadge: a transition of client staff to a TeleTech at home model.

TeleTech primarily targets the following services in its WAHA delivery:

- Tech support
- Customer care
- Sales

TeleTech typically hire well above the average agents requirement, making a larger pool of part time agents. By having a larger pool than typical call centers, TeleTech are able to ramp up at a faster pace than brick and mortar centers.

TeleTech first offered WAHA as a service in the U.S. in 2007. Since 2008, TeleTech has been active in Canada and Europe. Moving forward,

TeleTech is looking to enter other developed countries such as NZ and Australia.

Scope of the Report

The report provides a comprehensive and objective analysis of TeleTech's WAHA services, 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

9 pages

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WAHA Services Vendor Assessments Also Available for:

Alpine

Arise

ARO

NCO

Sitel

Teleperformance

VIP Desk.