



Sutherland Multi-channel CMS: Delivering Digital Customer Experience

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's Multi-channel Customer Management Services (CMS): Delivering Digital Customer Experience 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

Sutherland Global Services (Sutherland) is a privately held BPS provider headquartered in Rochester, New York. It offers supply chain management, healthcare management, F&A, industry-specific back-office work, and customer management services.

Sutherland has ~50k employees in ~60 locations in 21 countries, working in 40 languages. It has ~270 clients.

In July 2016, it consolidated a new unit called Sutherland Digital which manages the analytics, robotic automation, digital assistants, product and tech support, future of work (customer experience labs), and omnichannel practices. The goal of the unit is to integrate and align with the "Design Thinking" program to accelerate innovation and time-to-market.

Sutherland's customer management services multichannel offerings are part of the company's integrated BPO portfolio which includes business transformation, knowledge management and analytics, and back-office lifecycle management.

Scope of the Report

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



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Report Length

8 pages

CMS Multi-channel Vendor Assessments also available for:

Aegis, Capgemini, Concentrix, Conduent, CSS Corp, HGS, Firstsource, Infosys BPO, Intelenet, ISON BPO, Sitel, Sykes, TaskUs, Teleperformance, TeleTech, Transcom, Webhelp, WNS.