



Sykes Customer Management Services

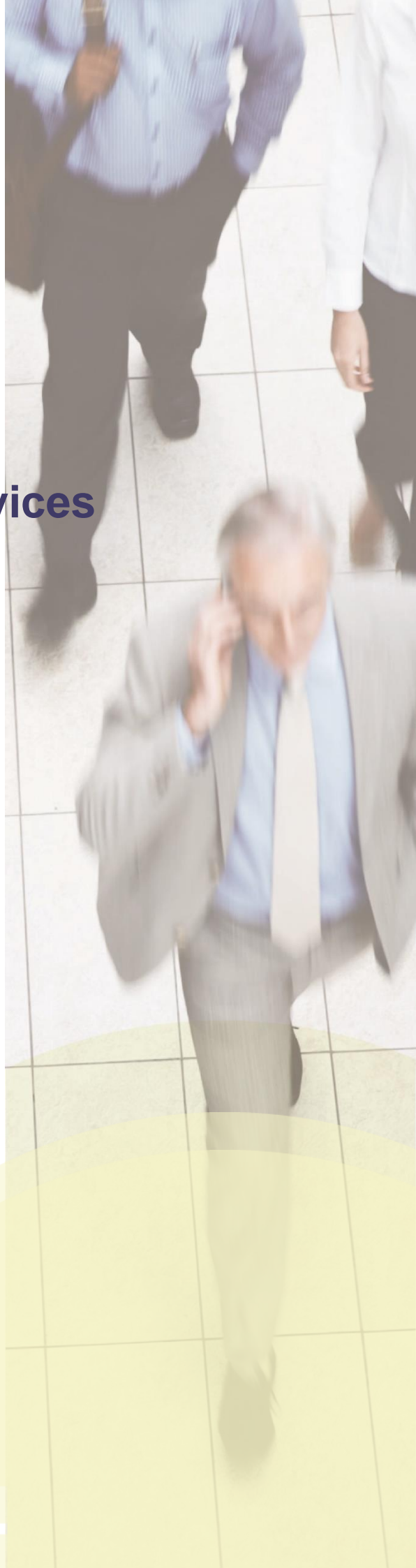
Vendor Assessment
Report Abstract

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10 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

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

Sykes Enterprises, Inc. (Sykes) is a public U.S. based company headquartered in Tampa, Florida, founded in 1977. In March 2016, Sykes acquired U.S. lead generation and inbound sales company Clearlink for ~\$209m.

Sykes has 54k employees including ~42k contact center agents, located in 70 contact centers in 20 countries, supporting 30 languages

It offers customer management services in:

- Customer care
- Sales
- Technical support
- Fulfilment and back-office.

Scope of the Report

The report provides a comprehensive and objective analysis of Sykes' 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.



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1. Background

2. Revenue Summary

3. Key Offerings
 - 3.1 Pricing

4. Delivery Capability and Partnerships
 - 4.1 U.S. and Canada
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 - 4.3 Germany
 - 4.4 U.K.
 - 4.5 Nordic Countries
 - 4.6 Rest of EMEA
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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, Sutherland, Tech Mahindra, Teleperformance, TeleTech, Transcom, transcosmos, Wipro, Webhelp, WNS, Xerox