



# Arise WAHA Services

Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's WAHA services profile on Arise is a comprehensive assessment of Arise'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 Arise's offerings and capabilities in WAHA services. Arise is one of a number of WAHA services companies analyzed in NelsonHall's comprehensive industry analysis programs.

## Key Findings & Highlights

Arise is a U.S.-based pure play work at home customer management services supplier, with operations in the U.S., Canada, the U.K., and Ireland. The company was formed in 1997, with expansion from U.S. operations into the U.K. in 2008. The company has approximately 25,000 Client Support Professionals (or CSPs; contractors which are comparable to typical agents) delivering services for the company as of October 2011. For the year ending December 31, 2011, the company had revenues of approximately \$140m.

Arise is now present in the U.S., Canada, the U.K., and Ireland.

Arise has one large contract in the U.K. with Shop Direct Group, as well as a smaller contract with an additional travel client.

In the U.S. and Canada Arise has approximately 20 clients. Historically, the company focused on the retail industry, but in the last three years has gained significant telecom and travel and leisure contracts.

Arise has a strong sales focus within its offerings. Order taking and information requests make up a large portion of customer acquisition, with cross- and up-selling prevalent across the majority of its programs.

Arise advertises and recruits year-round. This provides a continuous flow of Client Support Professionals, who can be placed on a client program as and when required.

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## Scope of the Report

The report provides a comprehensive and objective analysis of Arise'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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3. Key Offerings

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## Report Length

10 pages

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## WAHA Services Vendor Assessments Also Available for:

Alpine  
 ARO  
 NCO  
 Sitel  
 Teleperformance  
 Teletch  
 VIP Desk.