



Sutherland Customer Management Services

**Vendor Assessment
Report Abstract**

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9 pages

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Who Is This Vendor Assessment For?

NelsonHall's customer management services profile on Sutherland is a comprehensive assessment of Sutherland's customer management services 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 Global Services is a privately held firm headquartered in Rochester, New York. The company started operations in 1986 as a customer management services provider.

In 2003 Sutherland gained funding from Oak Partners and Standard Chartered to fuel growth from increased demand for its services. NelsonHall estimates that Oak Partners and Standard Chartered each own ~20% of Sutherland Global Services.

Sutherland is starting to experience a plateauing off, if not a slight decline, in demand for its voice based services, although Sutherland expects demand to continue for the foreseeable future. Demand for email has been declining rapidly over the last year with email being replaced by SMS based services.

Sutherland's current headcount stands at ~32,000 agents within 33 centers in 10 countries.

Sutherland has identified the key drivers behind its current client base as; cost management, revenue expansion and customer experience.

This NelsonHall vendor assessment analyzes Sutherland's offerings and capabilities in Customer Management Services. Sutherland is one of a number of Customer Management Services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Sutherland has three main customer management services offerings:

- Customer care & customer service
- Technical support
- Account management (revenue generation through up-selling and cross-selling)

Sutherland's has 33 centers in 10 countries which are grouped into four main geographic regions: North America, LATAM, EMEA and APAC. Each of Sutherland's centers typically delivers a combination of its offerings, although regional specialization does occur.

Sutherland's key CMS verticals include:

- Telecoms
- High Tech

- Retail
- BFSI

Scope of the Report

The report provides a comprehensive and objective analysis of Sutherland's customer management 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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Customer Management Services Vendor Assessments Also Available for:

Aegis
Capgemini
Firstsource
Sitel
HP ES
WNS
Wipro
Transcosmos
Teleperformance.