



Sitel

Social Media Services

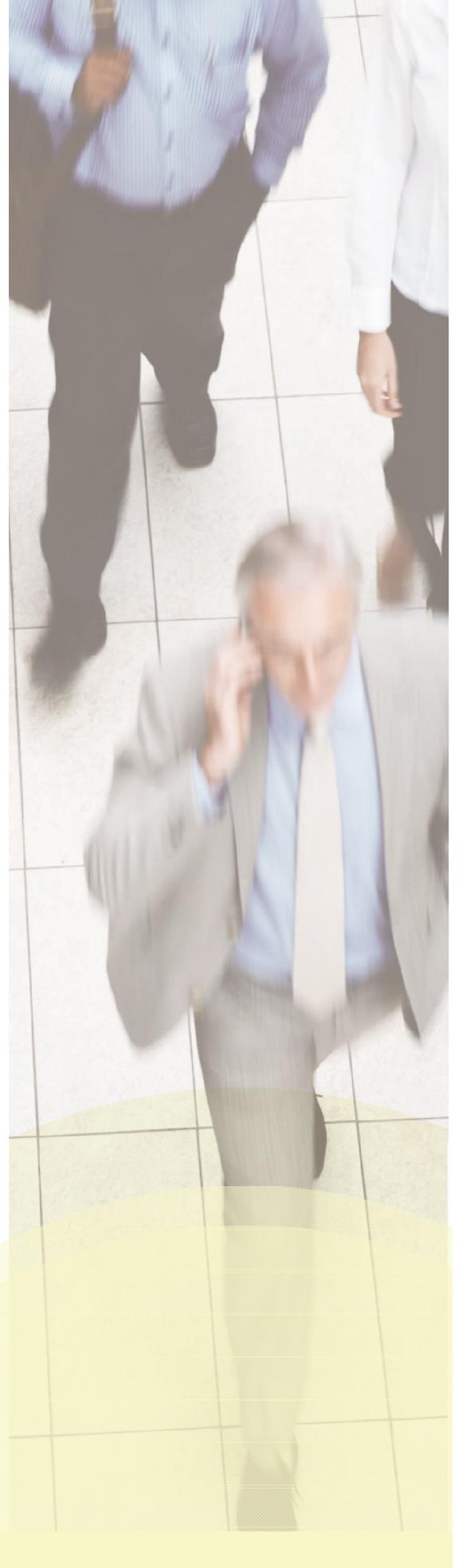
**Vendor Assessment
Report Abstract**

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11 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's social media profile on Sitel is a comprehensive assessment of Sitel's social media offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services 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

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

Sitel entered the social-media services market primarily as an extension of agent based services for current clients. Social media services were rolled out in early 2010. Sitel also entered the social media services market as a flexible means to use otherwise underutilized agents located in call centers.

Sitel has approached social-media from the standpoint of serving another channel, similar to voice, web or online-chat.

Sitel has developed a proprietary multi-channel platform that allows for the linking of social media with other channels.

Current social media clients include:

- A global software manufacturer
- A global high tech manufacturer
- A beverage retailer
- A U.S. wireless provider
- Global publishing company.

Scope of the Report

The report provides a comprehensive and objective analysis of Sitel's social media 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

11 pages

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Social Media Services Vendor Assessments Also Available for:

Firstsource

Xerox

Genpact

HP Enterprise Services

Wipro

Capita

WNS

Dell

Aegis.