



# Sitel Multi-Channel CMS Services

Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's multi-channel CMS profile on Sitel is a comprehensive assessment of Sitel's multi-channel CMS 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

SITEL was acquired by Onex subsidiary, ClientLogic, in 2007 for ~\$450m, and the combined entity rebranded Sitel. Prior to this acquisition SITEL had 70 contact centers in 25 countries, with ~30k personnel.

Since then, Sitel has expanded organically and now employs ~60k personnel in ~120 centers in 25 countries. The company is headquartered in Nashville, Tennessee.

Sitel entered the multi-channel services market primarily as an extension of agent based CMS services. This has been achieved through the development of the Sitel Intelligent Desktop multi-channel platform and Sitel Agent Assist, and also through a partnership with Oracle.

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 developed a proprietary multi-channel SaaS platform labeled 'Sitel Intelligent Desktop'. This allows a universal agent to interact across multiple channels including voice, webchat, email and social media. Sitel currently has ~500 FTEs providing this universal agent service, accounting for 1% of overall multi-channel delivery. Sitel is currently providing this service to twelve clients, as well as a contract with a global retailer which went live in July 2013.

## Scope of the Report

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



## Contents

1.	Background
2.	Revenue Summary
3.	Key Offerings
4.	Delivery Capability and Partnerships
5.	Target Markets
6.	Strategy
7.	Strengths & Challenges
	7.1 Strengths
	7.2 Challenges
8.	Outlook

## Report Length

14 pages

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## Multi-channel CMS Services Vendor Assessments Also Available for:

Aegis

Serco

Sutherland

Wipro

Teleperformance

West Corp.

Infosys

HP ES.