



Sitel WAHA CMS Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's WAHA CMS profile on Sitel is a comprehensive assessment of Sitel's WAHA 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 began using work at home agents from 2008 for a single client, through a hub and spoke model from its Las Vegas and Halberg contact centers. Since 2008, the initial pilot has grown both in size and scope, and now encompasses more diverse lines of business.

From 2008-2011 Sitel expanded to ~650 WAH agents.

Sitel's initial WAHA model was named Secure Plus and was solely a hub and spoke delivery model. Sitel noticed unfavorable NPS levels with this model, which were mainly due to the incorrect profiling of hires and issues with non-delivering WAH agents who were previously exemplary brick and mortar agents. Sitel is now restructuring and renaming its WAHA model to 'Secure', which will be a fully virtual model. Sitel is also changing its profiling of WAHA hires to college educated agents of 35 years plus, with at least ten years of industry specific knowledge. The aim is to offer WAHA as a premium offering within Sitel's choice of shoring options; Sitel's WAHA support aims to deliver primarily higher NPS levels and conversion rates.

During H2 2013 Sitel began a WAHA pilot in Germany for a retail client; this is expected to go fully live in Q4 2014.

As of the end of H1 2014, Sitel has 2,455 WAHA agents spread across the U.S, Canada and Nicaragua, all servicing U.S. clients.

Scope of the Report

The report provides a comprehensive and objective analysis of Sitel's WAHA 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.



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Report Length

12 pages

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WAHA CMS Services Vendor Assessments Also Available for:

LiveOps

Sykes

Xerox

Sutherland

Teleperformance.