



Actiall Sitel Group Digital Marketing Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Digital Marketing Services profile on Acticall Sitel Group is a comprehensive assessment of Acticall Sitel Group's offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of DMS and identifying vendor suitability for DMS 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

Acticall Sitel Group's digital marketing services are delivered primarily through The Social Client agency, with part of its services delivered from its analytics service division, Customer Insight.

Acticall Sitel Group's core offerings in digital marketing are consulting services such as customer journey mapping, digital roadmap creation, and strategy definition; technology implementations such as API development, technology assessment, and emerging technology prototyping and development; and social media including community management and promoter strategy consulting.

Acticall Sitel Group's digital marketing services are focused on enhancing the digital customer experience, optimizing the customer journey, and enabling new digital channels.

Scope of the Report

The report provides a comprehensive and objective analysis of Acticall Sitel Group's digital marketing services offerings and capabilities, and market and financial strengths, 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
- 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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 - 4.1 Delivery Capability
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7. Strengths & Challenges
 - 7.1 Strengths
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8. Outlook

Report Length

8 pages

Digital Marketing Services Vendor Assessments also available for:

Concentrix, Genpact, HGS, Infosys, Mphasis, TeleTech, TCS, transcosmos Wipro, WNS, Valtech