



Sykes CMS in High Tech

Vendor Assessment

Report Abstract

November 2015

By Vicki Jenkins
Customer Management Services (CMS)
Industry Sector Analyst
NelsonHall

7 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's CMS in high tech industry sector profile on Sykes is a comprehensive assessment of Sykes' high tech sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the high tech sector 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

Sykes Enterprises (Sykes) is a U.S. based company with headquarters in Tampa, Florida. It offers outsourced customer management services (CMS), primarily in support of the communications, financial services, technology, healthcare, travel, and retail industries. Sykes has an emphasis on providing inbound technical support and customer care.

Sykes was founded in 1977 by John H. Sykes, as a small engineering services firm in North Carolina, where it serviced IBM, Disney, AT&T, and Pacific Bell. In 1984, Sykes was split into information services and technical services divisions, and in the mid 1990s it moved its headquarters to Tampa, Florida. Sykes went public, trading on the NASDAQ in 1996. Currently, Sykes has 48k employees located in 70 contact centers in 21 countries, providing support in 30 languages.

NelsonHall estimates that Sykes has ~8k dedicated agents supporting its CMS high tech clients from its global delivery centers. It also provides work at home agents (WAHA) based in the U.S.

Sykes has a diverse global client footprint. It provides a range of offerings to the high tech sector, including:

- Customer care
- Technical support
- Sales.

Scope of the Report

The report provides a comprehensive and objective analysis of Sykes' high tech sector CMS offerings, 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 CMS high tech sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's high tech sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for CMS high tech sector clients.



Contents

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

Report Length

7 pages

Report Author

Vicki Jenkins

vicki.jenkins@nelson-hall.com

Sales Contact

Guy Saunders

guy.saunders@nelson-hall.com