



Site1 CMS in Telecommunications/ Cable/Satellite

Vendor Assessment
Report Abstract

January 2015

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10 pages

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Who Is This Vendor Assessment For?

NelsonHall's CMS in telecommunications/cable/satellite industry sector profile on Sitel is a comprehensive assessment of Sitel's telecommunications/cable/satellite sector customer management services (CMS) offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the telecommunications/cable/satellite 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

Sitel is a pure-play customer management services (CMS) company headquartered in Nashville, Tennessee (U.S.). It is a privately owned company, and was formed in 1985 when Softbank Services Group was acquired by Toronto based Onex Corporation and combined with North Direct Response Inc., a Canadian outsourced customer service provider. Onex is Sitel's majority shareholder, and manages ~\$16bn of assets, of which ~\$11bn is third party capital. Sitel was acquired by Onex subsidiary ClientLogic in 2007 for ~\$450m.

Sitel currently employs 58k agents in 110 centers located in 23 countries.

Sitel's telecommunications/cable/satellite clients are primarily using the offerings listed below:

- Customer care
- Technical support
- Sales
- Collections, billing, IVR, customer relationship management (CRM), back office and web services.

Sitel provides delivery to its telecommunications/cable/satellite clients through the following locations: U.S., Philippines, Canada, Spain, Germany, Panama, Colombia, Nicaragua, France, India, Morocco, Mexico, Netherlands, U.K., Denmark, Italy, and Portugal.

Scope of the Report

The report provides a comprehensive and objective analysis of Sitel's telecommunications/cable/satellite 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 telecommunications/cable/satellite sector customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's telecommunications/cable/satellite sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for telecommunications/cable/satellite 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

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