



Sitel CMS in Retail Banking

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's CMS in retail banking industry sector profile on Sitel is a comprehensive assessment of Sitel's retail banking sector customer management services (CMS) offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CMS to serve the retail banking 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, in the U.S. It is a privately owned company, and was formed in 1985 in the U.S., 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.

From January 1999 through 2004, Sitel made the following acquisitions: LCS Industries Inc., Canadian Access Insurance Services Ltd, Cordena call management (Europe), MarketVision, Associates TeleServices and a portion of the BT Syncordia Solutions Outsourced Call Center portfolio in the U.K.

Sitel was acquired by ClientLogic in 2007 for ~\$450m, and the combined entity was rebranded as Sitel.

A majority of Sitel's CMS retail banking clients are based in the U.S.

The company provides customer management services in support of a range of banking products including:

- Credit cards
- Mortgages.

Sitel has delivery centers in support of its retail banking customers primarily in the Philippines and U.S.

Scope of the Report

The report provides a comprehensive and objective analysis of Sitel's retail banking 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 retail banking sector customer base, including the company's targeting strategy and examples of current contracts

- Analysis of the company's retail banking sector CMS offerings and key service components
- Analysis of the company's delivery organization including the geography of delivery locations used for retail banking sector clients.



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Report Length

10 pages

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CMS in Retail Banking Vendor Assessments Also Available for: Aditya Birla Minacs, Aegis, EGS, Firstsource, Infosys, Serco, Teleperformance, Transcom, transcosmos and Wipro