



# Sutherland Multi-Channel CMS Services

Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's multi-channel CMS profile on Sutherland is a comprehensive assessment of Sutherland's multi-channel 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

Sutherland developed its multi-channel capability in-house. This initially started in the early 90s, when white mail was used as a follow-up to voice interactions, for clients in the BFSI sector. In the mid-90s, a portion of these follow-ups were moved to email. Sutherland then introduced chat services in 2005.

Sutherland is currently serving ~70 multi-channel CMS clients, which accounts for ~37% of Sutherland's total CMS interactions.

Sutherland has a small proportion of universal agents who are able to deliver support from voice, email and webchat. Currently clients in the telecoms and high-tech vertical are utilizing these universal agents.

Sutherland is using its multi-channel capabilities to enable entry into other CMS contracts; it estimates that ~65% of recent CMS contract wins have been dependent on the ability to offer multi-channel support, although not all of these contracts initially use multi-channel CMS services.

## Scope of the Report

The report provides a comprehensive and objective analysis of Sutherland's multi-channel 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

11 pages

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## Multi-channel CMS Services Vendor Assessments Also Available for:

Aegis

Serco

Sitel

Wipro

Teleperformance

West Corp.

Infosys

HP ES.