



Global brand relaunch:

Contact center service provider Sitel modernises its brand by focussing on its “people first” culture

Düsseldorf, 24 March 2014 - Sitel, one of the world leaders in outsourced customer care services, has started a comprehensive brand relaunch. The company's campaigns, advertising materials and website now focus on those people who are at the very heart of customer service. Customers in different everyday situations and Sitel associates are presented in a likeable and friendly way. The revised corporate design expresses an up-to-date brand identity. Using bright, cheerful colours, a clear typography and the typical black-and-red logo, which has been complemented by a globe, the international business outsourcing provider presents itself as a modern people and service oriented organisation. Under the slogan “Experience shared”, Sitel combines four of the brand's core attributes: 1. Sharing knowledge. 2. The “people-first” culture. 3. Global strength, local expertise. 4. Excellence in implementation. Sitel's promise: Every client benefits from the company's long-standing international experience, motivated, well trained staff and excellent product and service quality. “It is important for us to practice a culture enabling our clients to benefit from our outstanding global expertise and cooperate with us in a spirit of trust,” says Bert Quintana, President and CEO of Sitel. “Competent and satisfied employees are the be-all and end-all. In the context of our “people first” culture, they are thus an equally important element of the Sitel brand as satisfied clients and customers. This makes them integral constituents of our brand identity.”

PRESS RELEASE



BU: Sitel uses the new corporate design for all advertising materials, campaigns and communication channels, both online and offline.

Sitel employs 56,000 people in 23 countries worldwide. Every day, they manage some 3 million customer contacts for over 250 brands in 40 languages all over the world. But the contact center industry is undergoing a fundamental change. Markets are transforming, cost pressure is growing, and information has to be available faster and everywhere at any time. As a result, the demands made on customer management are changing as well. "Sitel realised this at an early stage and has developed valued-added solutions in the fields of omnichannel and technical support," explains Christian Steinebach, Managing Director of Sitel Germany, Eastern Europe and the Netherlands. "Omnichannel" allows customer service agents to operate the customer-relevant communication channels such as telephone, e-mail and social media simultaneously via one single platform. "Today's customers are well informed and better aligned than ever. They want to reach their company on all channels 24/7, 365 days a year. We have to enable our clients to provide this service offer," says Christian Steinebach. "More than ever before, excellent customer service serves as an important differentiator for our clients in their respective competitive environment. Sitel has well-trained agents and innovative service, process and software solutions to ensure that the targeted levels of quality are met on a day-to-day basis. All this is now also reflected in our brand."

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About Sitel

As caring for customers becomes the differentiator that drives consumer spend, Sitel is advancing its position as a world leader in outsourced customer care innovation. With 30 years of industry experience, Sitel's 56,000 employees support clients with CRM contact center services that provide predictable and measurable Return on their Customer Investment by building customer loyalty, increasing sales and improving efficiency. Sitel's global solutions include customer acquisition, customer care, technical support and social media programs. Support operations span from home based agents to 110+ domestic, nearshore and offshore centers in 23 countries across North America, South America, Europe, Africa and Asia Pacific. Sitel manages client programs on behalf of some of the best known brands in the world in 40 languages. Sitel is privately held and majority owned by Canadian diversified company, Onex Corporation.

For more information, please visit www.sitel.com

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