

# About **Sitel Group**®.

As a global leader in end-to-end customer experience (CX) products and solutions, Sitel Group® partners with the world's best-loved brands, from Fortune 500 companies to local startups, to design, build and deliver a competitive edge across all customer touchpoints.

With 90,000 people working across the globe – at home, in contact centers and within MAXhubs – we securely connect brands with their customers over 4.5 million times every day in 50+ languages, driving our clients' digital CX strategies forward. Powered by our global strength, local expertise and proprietary technologies, we deliver tailored solutions to fit clients' needs through a consultative, customer-centric approach.

EXP+™, Sitel Group's Enterprise Experience Platform, is a flexible solution with complete cloud capability, designed to simplify the delivery of end-to-end CX services, while boosting efficiency, effectiveness and customer satisfaction. EXP+ creates a robust ecosystem by harnessing the power of four connected product families: Empower, Engage, Explore and Evolve.

With our award-winning culture built on 35+ years of industry-leading experience and commitment to improving the employee experience, we improve business results by pairing innovative design thinking and digital solutions – including self-service, artificial intelligence (AI), automation and data-driven analytics – with the expertise, emotion and empathy of our people to Create Connection. Value Conversation.

**Learn more at [sitel.com](https://www.sitel.com)**  
and connect with us on



## **Sitel Group**

600 Brickell Avenue, Suite 3200  
Miami, FL 33131  
[sitel.com](https://www.sitel.com)

**Contact**  
+1.866.957.4835  
[hello@sitel.com](mailto:hello@sitel.com)

**Media**  
[media@sitel.com](mailto:media@sitel.com)

**We are  
Sitel Group.**

We connect the  
world's best-loved  
brands with their  
customers every day.

**Emotional connections**  
*powered by innovative technology.*

We are  
**powered  
by experts.**

We are  
**solutions  
integrators.**

We are  
**customer  
obsessed.**

Create Connection. Value Conversation.



## Our global presence.

Close to your customers wherever (and whenever) they need you.

### Americas

Brazil  
Canada  
Colombia  
Mexico

Nicaragua  
Panama  
United States

### Europe

Bulgaria  
Denmark  
France  
Germany  
Greece

Ireland  
Italy  
Netherlands  
Poland  
Portugal

Serbia  
Spain  
United Kingdom

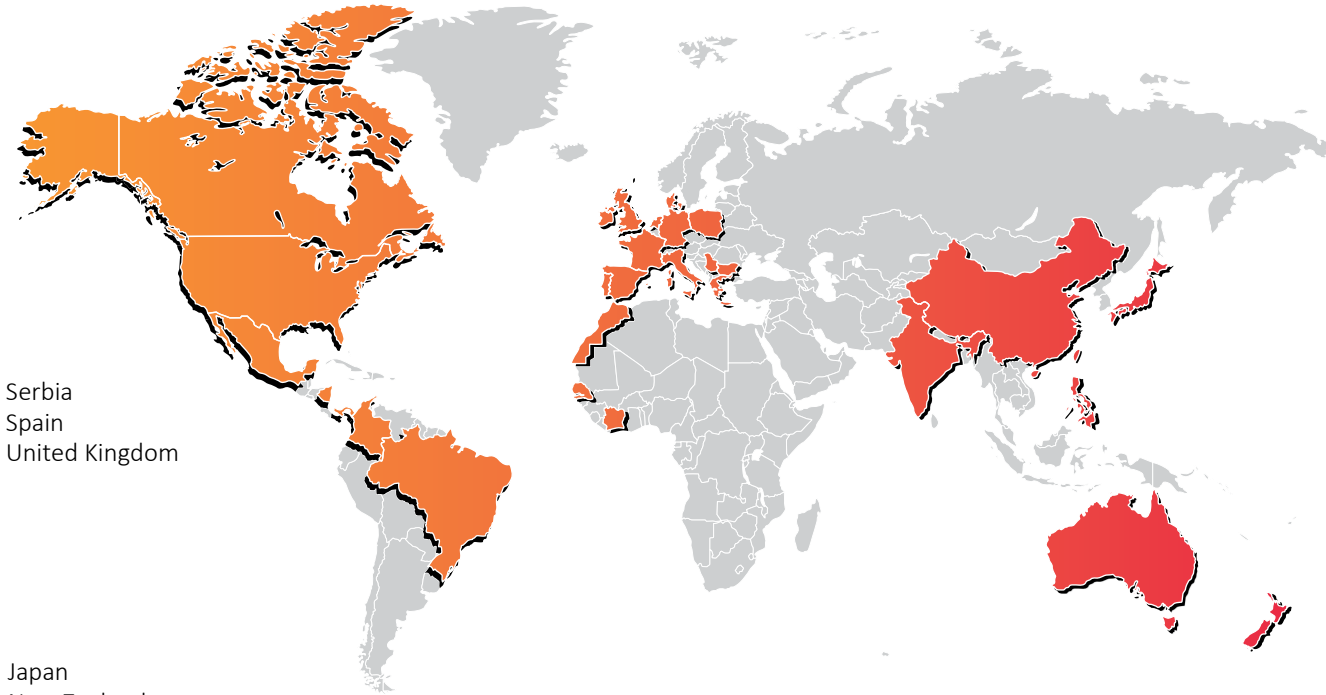
### Africa

Ivory Coast  
Morocco  
Senegal

### APAC

Australia  
China  
India

Japan  
New Zealand  
Philippines



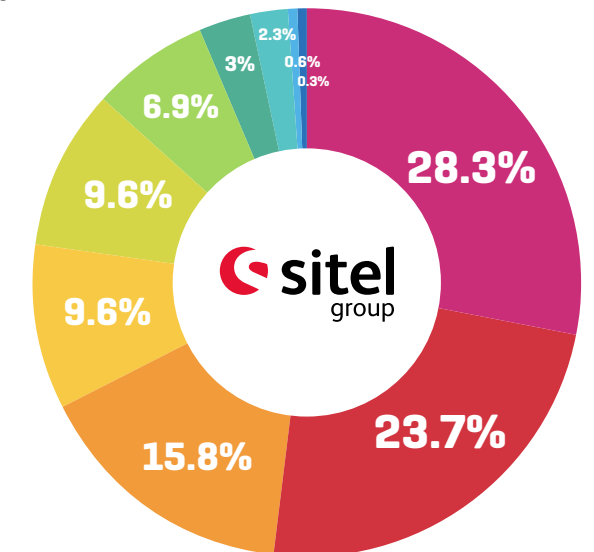
## Empowering our people.

Our people understand the best experiences are delivered when they make real, emotional connections and deliver rapid solutions to leave lasting impressions on behalf of your brand. We are redefining and transforming the contact center and the employee experience. Because we believe **the associate experience is the customer experience.**

## A diversified portfolio.

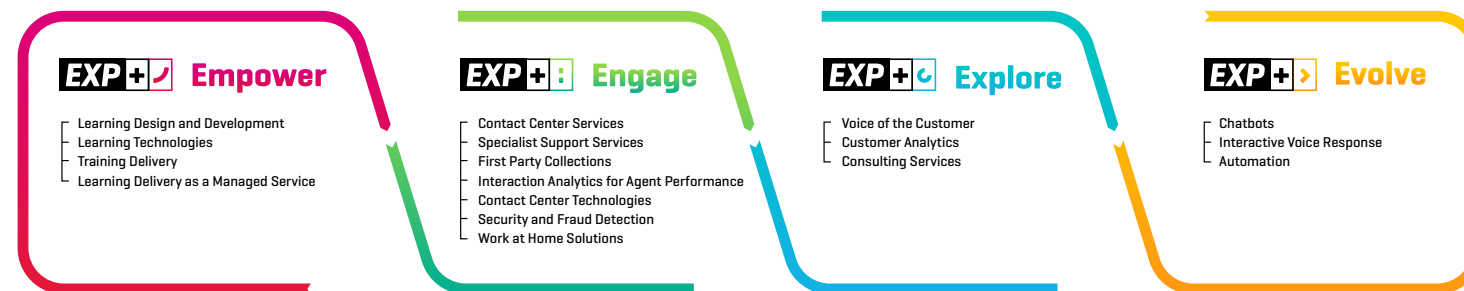
Serving **400+** clients across every major vertical.

- Financial services
- Communications
- Retail
- Tech & manufacturing
- Travel & hospitality
- Media & entertainment
- Healthcare
- Energy & utilities
- Logistics
- Other
- Government



## Experience more with EXP+™.

EXP+™, the Enterprise Experience Platform from Sitel Group®, is a flexible solution with complete cloud capability, designed to simplify the delivery of end-to-end customer experience (CX) services, while boosting **efficiency, effectiveness and customer satisfaction.**



## Facts & figures.



**\$2B**  
2020E revenue



**90,000**  
experts



Located in  
**29 countries**



**4.5M**  
experiences daily