

Nomination: 5881

Sitel Group®

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Sitel Group®

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Sitel Group®

Category

A01 - A31 Employer of the Year > A05 - Employer of the Year - Business & Professional Services

Employer of the Year Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

As one of the largest global providers of customer experience (CX) products and solutions, Sitel Group® empowers brands to build stronger relationships with customers by creating meaningful connections.

With 160,000 people around the globe, we securely connect best-loved brands with their customers over 8 million times every day in 50+ languages. Our award-winning culture is built on 40+ years of industry-leading experience and commitment to improving the employee experience. This is highlighted by our recent Comparably Award for Best Global Culture, which was given on the basis of ratings derived from current employees who provided anonymous feedback.

Engagement, we believe, is a direct outcome of how invested we are in the delivery of our brand promise: Learn, Lead & Grow. We achieve this through implementing various employee relations programs and initiatives such as Sitel® MAX, SitelFit and MyID. At the heart of these programs lies our deep devotion to our people. During our annual internal survey, we had a strong global participation (88%) and achieved an excellent global employee Net Promoter Score (eNPS) of 27.2, compared to 26.5 in 2020. Through all these programs, we create #SitelLife, which our associates describe as a family and an opportunity for growth.

b. Outline the organization's employee-relations achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

The needs of our employees drives our business. In March, 2022 Sitel Group won the Silver Award for people-centric response to COVID-19 in the 2022 Stevie® Awards for Sales & Customer Service.

Sitel MAX (My Associate Experience) is our global, employee-focused program, transforming the future of work experience. In March, 2021 the program was recognized by ECCCSAs (European Contact Center's Customer Service Awards), winning the Silver award for Best Voice of the Employee Program.

Our MAXhub concept reimagines traditional contact centers as spaces where our agents can engage with each other, foster stronger links with the local community, absorb the culture of Sitel Group®, have work-life balance and flexibility, that lead to greater job satisfaction.

Our global wellness platform, United Heroes, offers our associates opportunities to live the Sitel Group value Work Together by entering challenges that encourage them to take small steps towards better health. In 2021, our associates collaborated to generate SitelFit points that resulted in a \$15,000 donation to World Learning. In 2020, we had 7,546 users of our global wellness platform, in 2021 we had 22,077 (+14,531).

As part of MyID (My Inclusion & Diversity), we are proud to offer employee resource groups (ERGs). WELead (Women Executive Leadership and supporters) is an ERG dedicated to supporting, empowering and recognizing women. Another ERG is our brand-new LGBTQ, BEProud, launched in 2021. This is how we celebrate our differences and last year we were recognized by Comparably for Best Company for Women and Best Company for Diversity.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

These achievements highlight that our continued efforts to foster employee engagement have resulted in tangible improvements in employee satisfaction. This goes alongside the strong correlation between our employee experience programs and eNPS. In fact, the eNPS score in 2019 was 13.4, in comparison with 2021 when it was 27.2. Therefore, there is a growth by 13.8 in a two-year period.

During the annual Sit & Tell survey, all respondents were asked how familiar they are with Sitel MAX. We found that the more familiar our associates are with the program, the higher their eNPS and their favorability across all categories of the survey- and the increase is significant: +69 points in eNPS. Sitel MAX is different and unique because it puts employees in the driving seat, making them active participants in identifying elements to address and the architects of the corresponding solution.

The annual results when it comes to the SitelFit program further demonstrate the positive impact our internal programs have on the employee experience. In 2021, the eNPS improved among associates that were familiar with SitelFit by +65.2.

We see the value these programs bring to the associate experience also reflected in the intention to stay and company pride, which remained high in 2021 (over 82%). The main drivers of Intend to stay are trust in the company's direction, career opportunities, recognition of employee feedback and ideas to drive change, and health and wellness support: exactly what the above-mentioned programs stand for.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Webpage Link

<https://www.sitel.com/> (<https://www.sitel.com/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.youtube.com/watch?v=D4-xTW976BU> (<https://www.youtube.com/watch?v=D4-xTW976BU>)

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Webpage Link 3

<https://www.sitel.com/about/recognition-awards/> (<https://www.sitel.com/about/recognition-awards/>)

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<https://youtu.be/LL6lv-Nazik> (<https://youtu.be/LL6lv-Nazik>)

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Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

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