September 22, 2020

Sitel Group, UiPath Partner to Transform Customer Experience Industry with Hyperautomation

UiPath RPA platform combined with Sitel Group's decades of customer service know-how delivers new CX and automation capabilities for global brands

NEW YORK & MIAMI--(BUSINESS WIRE)-- UiPath, the leading enterprise Robotic Process Automation (RPA) software company, and Sitel Group®, a leading global customer experience (CX) management provider that delivers more than 4.5 million customer experiences every day, today announced they have partnered to combine Sitel Group's breadth of industry experience and customer-centric approach with the UiPath end-to-end platform for hyperautomation. Together, the companies are transforming CX and enabling tailored, powerful digital solutions for brands around the globe.

Through this partnership, Sitel Group and UiPath enable thousands of associates across the world to better meet and support the rapidly changing and unique demands for the group's 400+ clients. This technology further empowers Sitel Group's agents to closely focus on each customer's needs while automation helps agents optimize their time spent with customers, increasing interaction efficiency and driving greater customer satisfaction and loyalty.

Not only will this technology improve agent operational metrics, in some cases it can also reduce agent involvement altogether by triggering an automation flow to handle events that don't require human intelligence, problem solving and empathy. This orchestration reduces manual labor and enhances CX by driving quicker and more accurate resolutions.

"As a global CX leader, we are committed to transforming our industry by delivering superior customer experiences powered by leading digital technologies," said Ryan Maund, Chief Product & Innovation Officer, Sitel Group. "Through our partnership with UiPath, Sitel Group's agents, whether at home or on site, can improve productivity in real time and focus on what matters most: the customer."

The growth that UiPath has experienced is the result of its easy-to-use, scalable and open platform that allows everyone – from RPA developers and testers to citizen developers and business end users – to collaborate and put automation squarely at the core of everyday work. With capabilities that support every phase of the automation lifecycle and deployment options that give organizations immediate management of their robots, UiPath is bringing automation to the Business Process Outsourcing (BPO) industry by enabling employees to both engage in the automation process and benefit from working alongside robots every day.

"At Sitel Group, we see the opportunities that RPA offers to elevate the customer experience

and reimagine the future of work for our industry," said Maund. "As CX design experts, we bring a team of process engineers and our RPA expertise to transform the experience for our agents, clients and their customers alike, especially within our work at home model, Sitel at Home™, of which 80% of our North American client delivery is currently operated through. Automating processes to enable agents to further prioritize meeting customer needs is the next innovative step Sitel Group is taking in our transformation journey and to help further our clients' transformation."

"The BPO industry has a massive opportunity to transform and optimize business operations. Those organizations that leverage the latest technology will be the businesses that thrive in today's environment," said Eddie O'Brien, Senior Vice President Operations and Partners at UiPath. "UiPath is pleased to partner with Sitel Group by providing our hyperautomation platform which will play an important role in the delivery of innovation through digital transformation for their customers."

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 www.sitel.com and connect with us on Facebook, LinkedIn and Twitter.

About UiPath

UiPath has a vision to deliver *A Robot for Every Person*, one where companies enable every employee to use, create and benefit from the transformative power of automation to liberate the boundless potential of people. Only UiPath offers an end-to-end platform for hyperautomation, combining the leading Robotic Process Automation (RPA) solution with a full suite of capabilities that enable every organization to scale digital business operations at unprecedented speed. The company has already automated millions of repetitive tasks for over 65% of the Fortune 500 and 8 of the Fortune 10.

Named a [2020 CNBC Disruptor 50](#) company, UiPath was recognized as the fastest growing technology company in the Americas according to [FT Americas' Fastest Growing Companies 2020](#) and named the top company on [Deloitte's 2019 Technology Fast 500](#), a ranking of the fastest growing public and private technology companies in North America.

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Source: UiPath