

# SYKES®

## THE MARKET

SYKES Enterprise, Incorporated (Nasdaq: SYKE) is a global leader in customer contact management providing CRM solutions for many of the world's leading technology, finance, communication, transportation and consumer goods companies for 27 years. Entering the China market at the industry's very early development stage, SYKES enables US and Pan European businesses to expand their product and services throughout Asia Pacific with the empathy and expertise needed to function in the local language and culture, and offer regional business a novel choice of customer care outsourcing. As the only global player in the sector in mainland China, SYKES China has introduced to the region a brand-new concept of expert customer care and has become the key outsourced customer contact centre in China since 1999.

## ACHIEVEMENTS

SYKES is one of the world's top five outsourcers. Its expert customer care services and successful integration of cutting-edge technology have been recognised by many SYKES partners, peers, customers and esteemed industrial organisations. Among the many recognitions SYKES have won are: 2004 China's Best Call Center of the Year (in

technical support) by the China Customer Relationship Management Committee; The 50 Fastest Growing Tech Companies in Asia (SYKES ranked No. 2) by the *Enterprise* magazine in 2003; Deloitte & Touche recognised SYKES as one of the fastest-growing North American technology companies in 2000, 1999 and 1998; In December 1999, after winning STAR award for outstanding outsourcer for five consecutive years from the Software Support Professionals Association's (SSPA), SYKES was inducted into the SSPA Hall of Fame by receiving the STAR Hall of Fame.

This recognises SYKES' outstanding accomplishments and superior performance in the delivery of customer care to external customers.



SYKES' premium services also earned the 1997 Service Innovator Award from Help Desk

Institute/Software Support Professionals Association, 1997 Support Organization of the Year Award and Smithsonian/Computerworld's Gold Medal Award in 1996.

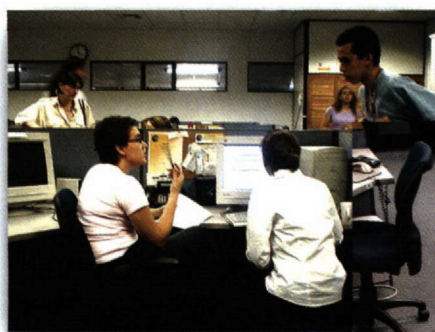
SYKES was and is the first and only foreign-owned customer contact center in mainland China and has been setting new horizons for customer contact management in China ever since. Whilst most of the outsourcers and in-house customer contact centres are struggling with quality services and profitability in China, SYKES China is enjoying steady growth and business expansion. SYKES China has



not lost a single client to competitors due to performance or quality issues. Headquartered in Tampa, Florida, SYKES operates over 45 customer care centres with operations on five continents. SYKES' proven global expertise in customer care, coupled with SYKES China's local expertise, provides a comprehensive, reliable and cost-effective means of customer care to many businesses in the region.

## HISTORY

Since 1977, SYKES has grown from a small engineering firm with three employees, to a global corporation with over 30,000 employees, servicing the world's leaders in the hi-tech, telecommunication, finance, consumer goods, leisure and transportation industries. SYKES knows how to manage growth and delivers successful solutions to help its clients scale with the rapid changes in businesses and technology. In 1977, SYKES began operations in Charlotte, in the US. In 1984, SYKES split into two divisions: Technical Services and Information Services. SYKES' purchase of Jones Technologies in 1992 underlines SYKES intensive expansion in customer care business, and consequently SYKES customer contact centres spread steadily over 17 American states and to Canada, South America, Europe, the Middle East, Africa and Asia. In 1996, SYKES went public and its stock began trading on Nasdaq. SYKES entered the Philippines in 1997, and two years later made the big step into mainland China, serving Greater



China and Pan Asia offshore business from Shanghai.

**THE PRODUCT**

If you are calling an 800 number about a software problem or registration services, you are probably talking to a SYKES agent. SYKES China uses phone, email, fax, web chat, short message service (SMS) and regular mail to serve those in need of help. With proven processes and technologies, and more than 45 technical support and customer care centres throughout the world, SYKES China makes it possible for APAC end-users and companies in the region to enjoy world-class customer care and enterprise support.

Outsourcing services are offered 24 hours a day, seven days a week by SYKES China in technical support, customer services, telesales/marketing, back office support, in-sourcing and BPO. SYKES Shanghai centre supports Mandarin, Cantonese, English, Japanese, Korean, Russian, Thai and other languages. A private global communication network links SYKES global units to ensure seamless operation. Backed by the Manila centre's crisis backup system and immediate extendable service capacity, SYKES China offers stable and scalable support for the most aggressive client business expansion in terms of service capacity or geographic expansion.

SYKES helps companies optimise customer-facing and back office processes while containing variable costs and facilitating capital divestiture via outsourcing and programme management. Above all, SYKES' focus is on delivering solutions that enhance the customer experience, leading to stronger brand loyalty for the companies it serves, and bringing about higher levels of performance and quality.

**RECENT DEVELOPMENTS**

SYKES China has experienced several waves of expansion since 1999 when its first centre was opened in Pudong, Shanghai. In September 2002, SYKES China moved from Pudong to the bund area of Shanghai due to a rapid operational expansion and business growth. SYKES China has doubled its client base and tripled its



employee numbers in less than two years. In 2004, SYKES China is planning additional contact centres to cover more of China. After a successful five-year run, SYKES China is forecasting phenomenal growth in investment and management input from its global headquarters from 2005. Being the leader and pioneer in China's customer contact management industry, SYKES is dedicated to providing cutting-edge outsourcing solutions to its APAC clients and world-class customer care services tailored to end-users in Greater China and throughout Asia.

**PROMOTION**

SYKES' services and products sell themselves. Still in its infancy in China, third party customer care services are just starting to become accepted in many service-oriented industries. By offering a global one-stop service package backed by SYKES global footprint, SYKES delivers to Chinese customers the same quality services their counterparts have enjoyed in the rest of the world. SYKES' track record of premium services has made it possible for SYKES to be aligned with the world's most renowned names. SYKES partners have been enjoying working with SYKES in terms of quality services, state-of-the-art infrastructure and smooth communication. In China, SYKES serves the Asia Pacific offices of

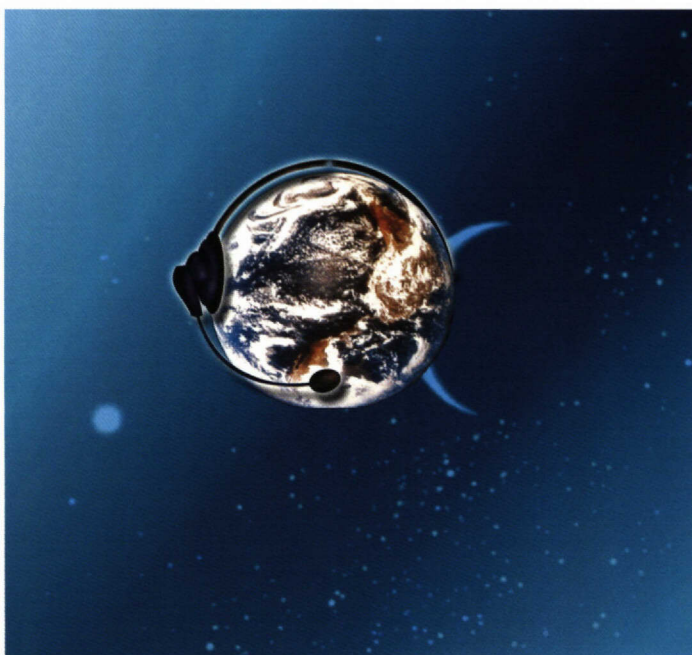
many global leaders. SYKES also enjoys working with regional clients and helping them in many aspects of customer relationship management.

SYKES China seeks to increase its brand awareness through a mixture of communication channels including digital marketing, advertising, seasonal promotions etc. SYKES China also promotes its market visibility by participating in a number of regional industry conferences and expositions, share SYKES know-how with its peers at industry symposiums and a variety of trade shows. The company enjoys a high profile among its peers in China.

**BRAND VALUES**

SYKES is a trusted name chosen by many the world's largest brands. SYKES listens to their clients, their customers and their experts – really listens – and then responds with real solutions.

SYKES has invested time, money and experience so that their clients will not have to. SYKES is the "voice of experience" – with the resources and the best people to deliver on promises, and with proven technology and processes to underpin its global footprint. There is a commitment to operational excellence and SYKES China is here to bring China and Asia Pacific end-users a premium experience of world-class customer care.



**THINGS YOU DIDN'T KNOW ABOUT SYKES**

- SYKES is one of the world's top five outsourcers
- SYKES operates over 45 customer contact centres and four fulfillment centres with 30,000 employees in 18 countries on five continents
- SYKES China is the first foreign-owned customer care management company in China
- SYKES China was named China's Best Call Center of the Year in 2004 for technical support
- SYKES communicates with end-users in more than 35 languages