



Customer Experience (CX) Analytics – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019

Customer Experience Management (CXM) Services and Data & Analytics
Market Report – May 2019: Complimentary Abstract / Table of Contents

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- Accelerators™
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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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Background and methodology of the research

Background of the research

The contact center outsourcing industry has undergone a transcendental shift. It is no longer concentrating only on reducing cost for the organization, but also on helping them create differentiation in the market. One of the solutions that has helped firms stand out from the competition is analytics. CX analytics opens doors to new possibilities as it not only helps to draw insights based on past customer behavior but also predicts future behavior. Through analytics, organizations can deliver a personalized customer experience across every touch point. Moreover, the power of analytics will be significantly compounded in the future through the rise of artificial intelligence / cognitive technologies, which will fundamentally alter the way decisions are made.

Against this backdrop, the report seeks to explore the adoption trends of CX analytics services and the capabilities of service providers in this space. It includes players that predominantly deliver analytics services in the CCO/CXM space as well as those that also have a broad-based analytics play in the market. Further, the solutions under the CX analytics umbrella are a mix of operational and business analytics solutions which revolve around text/speech analytics, voice of customer analytics, sentiment analysis, churn analysis, among others. With only 30-35% of the CCO/CXM clients with deployments of CX analytics solutions, the untapped opportunity in the market is huge.

In this research, we analyze the CX analytics services landscape with focus on:

- Adoption trends of CX analytics services
- Relative positioning of 14 service providers on Everest Group's PEAK Matrix for CX analytics services
- Everest Group's remarks on service providers capabilities in CX analytics services

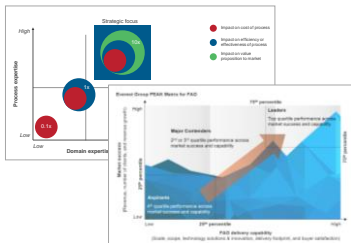
The scope and methodology of this report include:

Coverage across 14 CX analytics services providers: Concentrix, CSS Corp, EXL, Genpact, HGS, iQor, Knoah Solutions, NTT DATA, Sutherland Global Services, Sykes, Tech Mahindra, TTEC, Webhelp, and WNS

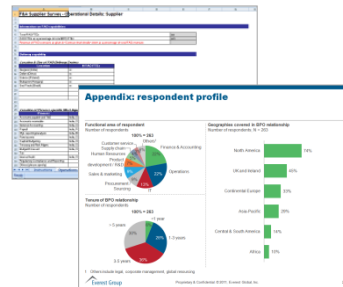
Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

- Market thought leadership
- Actionable and insightful research
- Syndicated and custom research deliverables

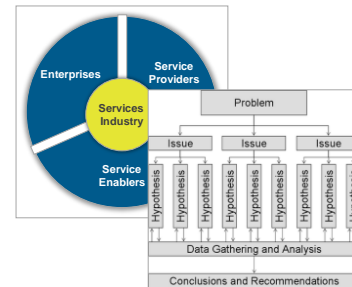
1 Robust definitions and frameworks
(CXM segmentation, PEAK Matrix, and market maturity)



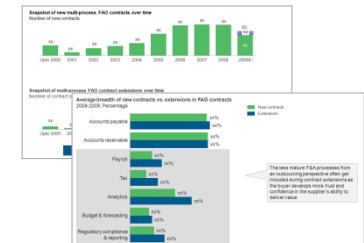
2 Primary sources of information
(Annual contractual and operational RFIs, service provider briefings & buyer interviews, and web-based surveys)



3 Diverse set of market touchpoints
(Ongoing interactions across key stakeholders, input from a mix of perspectives & interests, supports both data analysis & thought leadership)



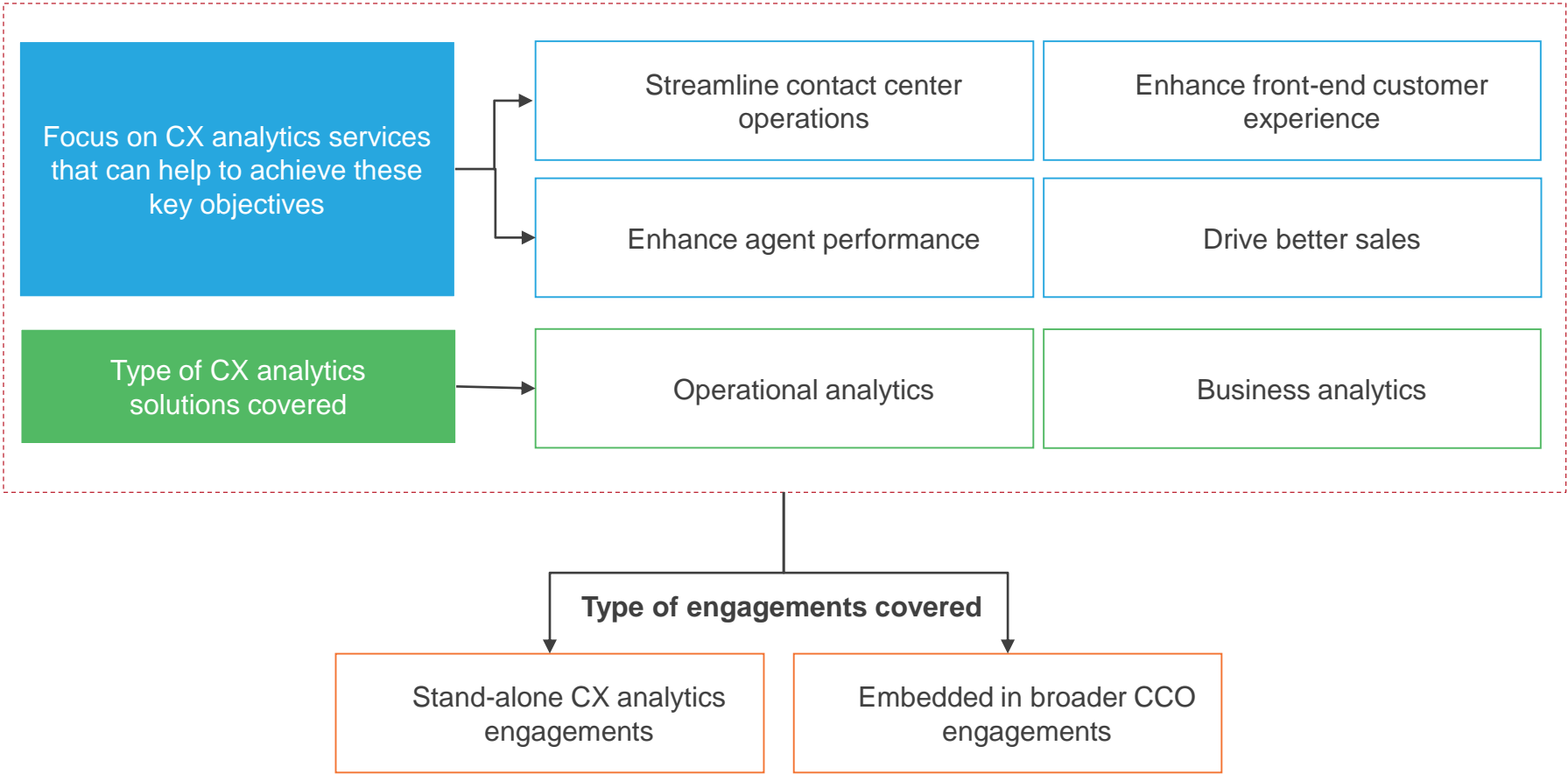
4 Fact-based research
(Data-driven analysis with expert perspectives, trend analysis across market adoption, contracting, and service providers)



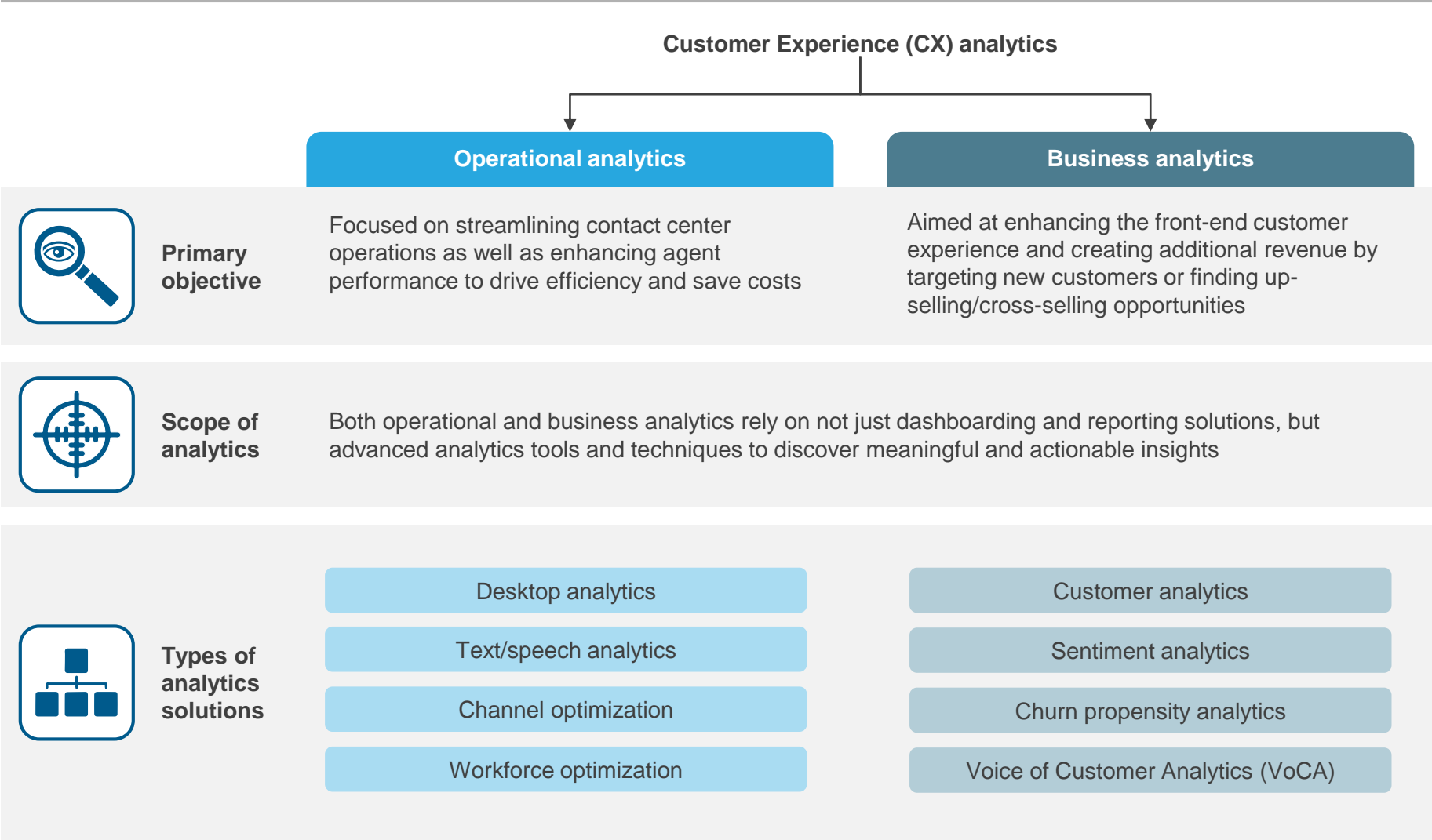
- Proprietary contractual database of 2,500+ CXM contracts (updated annually)
- Round-the-year tracking of 35+ service providers in the CXM space
- Dedicated team for BPO research, spread over two continents
- Over 20 years' experience of advising clients on CXM-related decisions
- Executive-level relationships with buyers, service providers, technology providers, and industry associations

This report focuses on CX analytics services delivered stand-alone or as part of broader Contact Center Outsourcing (CCO) engagements

Scope of CX analytics services for this report



Overview of the different solutions that fall under CX analytics – operational analytics and business analytics



Brief description of operational analytics solutions

Type of analytics solutions

Description



Monitor interactions (calls/text) to determine inefficiencies and make process improvements; implemented in real-time as well as for post-call analysis



Forecast volume demand and predict optimal staffing and hiring plan to optimize resource allocation



Analyze activity on the agent's desktop to ensure optimum system use and proactively recommend methods/tasks to improve agent performance and decrease call handle time



Leverage customer tickets, historical data, past decisions, etc., to determine the best possible channel to support the given customer request and optimize services accordingly

Brief description of business analytics solutions


Type of analytics solutions

Description



Customer analytics

Monitor buying habits or lifestyle preferences of customers to understand and predict their behavior



Voice of Customer Analytics (VoCA)

Analyzing customer experience, expectations, and aversions to determine ways to reduce customer effort & pain points and improve customer journey and experience



Sentiment analytics

Determine customer sentiment in real-time to direct the call toward better problem resolution to enhance customer experience



Churn propensity analytics

Leverage customer profile, transactions, and interaction history to determine the churn propensity of customers

Overview and abbreviated summary of key messages

This report examines the Customer Experience (CX) analytics services market and evaluates the positioning of service providers on the Everest Group PEAK Matrix. It provides insights into the market adoption of CX analytics services, relative positioning of service providers, and Everest Group's remarks on service providers' CX analytics capabilities.

Some of the findings in this report, among others, are:

CX analytics service provider landscape

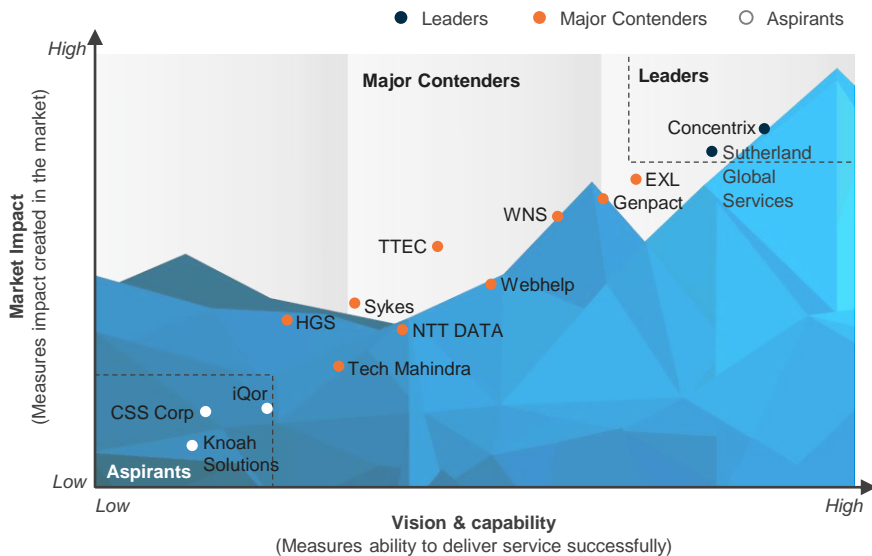
- Everest Group classifies 14 CX analytics service providers on the Everest Group PEAK Matrix into three categories of Leaders, Major Contenders, and Aspirants
- Concentrix and Sutherland Global Services have emerged as Leaders
- EXL, Genpact, HGS, NTT DATA, Sykes, Tech Mahindra, TTEC, Webhelp, and WNS are the Major Contenders
- CSS Corp, iQor, and Knoah Solutions emerged as Aspirants

Changing market dynamics

- The adoption of CX analytics among CCO/CXM clients stood between 30-35%, indicating huge untapped market opportunity
- North America commands over 60% of the CX analytics services market by FTEs; BFSI is the largest adopter of CX analytics services, followed by healthcare and telecom sectors
- Among operational analytics solutions, desktop analytics and text/speech analytics solutions have witnessed the highest adoption in contact centers
- The need to bring in more innovative solutions to the table has been identified as a key area of improvement by buyers

This study offers three distinct chapters providing a deep dive into key aspects of CX analytics services market; below are three charts to illustrate the depth of the report

Assessment of CX Analytics Service Providers



Note: Service providers scored using Everest Group's proprietary scoring methodology given on page 26 in main report

Capability assessment

Illustrative example

Measure of capability: ● High ○ Low

Service provider	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Scope of services offered	Innovation and investments	Delivery footprint	Vision and strategy	Overall
Service provider 1	High	High	High	High	High	High	High	High	High
Service provider 2	Low	High	High	High	High	High	High	High	High
Service provider 3	Low	High	High	High	High	High	High	High	High
Service provider 4	Low	High	High	High	High	High	High	High	High
Service provider 5	High	High	High	High	High	High	High	High	High
Service provider 6	High	High	High	High	High	High	High	High	High
Service provider 7	High	High	High	High	High	High	High	High	High
Service provider 8	High	High	High	High	High	High	High	High	High
Service provider 9	Low	High	High	High	High	High	High	High	High

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ● High ○ Low

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Scope of services offered	Innovation and investments	Delivery footprint	Vision and strategy	Overall
High	High	High	High	High	High	High	High	High

Everest Groups remarks on service provider capabilities

- Service Provider 1 has a dedicated analytics practice that it takes to clients across industries and business functions. In the customer experience space, it has capabilities beyond front-office contact center data analysis to also cover several domain-specific back-office analytics solutions. This allows it to provide end-to-end analytics capabilities to its client base
- Referenced buyers have appreciated it for its ability to perform a thorough root-cause analysis, work in a collaborative manner, and drive smooth implementation of technological solutions
- Its investment in developing innovation labs to enhance digital capabilities and building a stronger partner ecosystem can potentially help it take a holistic suite of solutions to clients

Research calendar – Customer Experience Management (CXM) Services

Published
 Planned
 Current release

Flagship CXM Services reports

Release date

Contact Center Outsourcing (CCO) – Annual Report 2017	August 2017
Contact Center Outsourcing (CCO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018	June 2018
Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2018	August 2018
Contact Center Outsourcing Annual Report 2018: Transforming Customer Experience through a Digital-First Approach	September 2018
Contact Center Outsourcing (CCO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019	Q2 2019

Thematic CXM Services reports

Chatbots Delivering Enhanced Customer Experience: It is Easy to Get it Wrong	October 2017
The Business Case for RPA and Chatbots in Contact Centers	December 2017
The Evolving Customer Experience Management (CXM) Talent Model: The Rise of the Super Agent	March 2018
Role of AI and Cognitive in Delivering Customer Experience of the Future	March 2018
Contact Center Services for the U.S. Market: Location Strategies for the Digital World	March 2018
Decoding Digital Customer Experience Management	September 2018
Market Report on Chatbots/Intelligent Virtual Agents (IVAs)	November 2018
Accelerating CX through an optimized CCO model Pinnacle Model™ Analysis Excerpt 2019	March 2019
Growth of BPO in Travel & Hospitality – Delivering Customer Experience Takes Centerstage	March 2019
CX Analytics – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018	May 2019
Impact of digital in CXM on the sourcing mix	Q2 2019

Note: For a list of all CXM reports published by us, please refer to our [website page](#)

Additional CXM Services research references

The following documents are recommended for additional insight into the topic covered in this report. These documents either provide additional details or complementary content that may be of interest

1. **Redefining Innovation in CXM: Buyers' Perspective** ([EGR-2018-21-R-2885](#)); 2018. This report is meant to provide insights on what CX innovation means to enterprises and get deeper understanding of their outsourcing relationship. As part of this report, we look at need for innovation in CXM services, focus on digital-led innovation in CXM, role of CXM providers in driving innovation, assessment of CXM providers' innovation capabilities and way forward for enterprises and service providers to derive maximum value from engagement
2. **Conversing with AI – Intelligent Virtual Agents (IVA) Market Report 2019** ([EGR-2018-38-R-2869](#)); 2018. This report is meant to provide IVA buyers, IVA technology vendors, and third-party enablers (for e.g. service providers) a detailed view of the current state of the market. As part of this, the current report provides insights into key developments in the IVA market, adoption trends by geographies, industries & business functions, solution characteristics, vendor landscape overview, and future outlook for 2019-2020
3. **Decoding Digital Customer Experience Management** ([EGR-2018-21-R-2791](#)); 2018. This report aims to provide detailed insights into the role of digital solutions in delivering customer experience of the future. It establishes the scope of digital in Customer Experience Management (CXM) services, overview of the digital CXM market, adoption characteristics for digital solutions, and investments required for a successful digital transformation of CXM for enterprises. It concludes by providing a future-oriented outlook of the digital CXM market

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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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