# Customer Experience Trailblazers: Top 11 Startups in Customer Journey – Experience Spearheading the Digital Economy

Digital Services
Market Report – February 2019: Complimentary Abstract / Table of Contents

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- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

## Membership information

- This report is included in the following research program(s)
  – Digital Services
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com, unitedkingdom@everestgrp.com, or india@everestgrp.com

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# Introduction and overview

**Background of the research**

- In this age of instant gratification, experience forms an essential part of the economy. This experience-centricity has led to the emergence of the experience economy which brings our focus to the importance of CX

- CX goes beyond interactions across customer touchpoints, and also depends on the overall experience delivered by an enterprise encompassing brand perception and product experience. In wake of this evolving definition of CX, enterprises need to rethink their objectives and take a broader perspectives when it comes to key stakeholders in the ecosystem

- Recognizing this change, some companies have started making pointed investments to elevate the experience they bring to their customers. The leaders in this space are taking an innovative approach and changing the way CX is delivered and managed within the organization

- In this research we present an assessment of start-ups utilizing various technologies in the field of customer journey primarily focusing on their innovation, growth story and the impact they have created in the market. We present an assessment of seventy three CX start-ups across the different elements of the customer journey value chain

- The assessment is based on Everest Group's ongoing tracking of exponential technology companies including start-ups
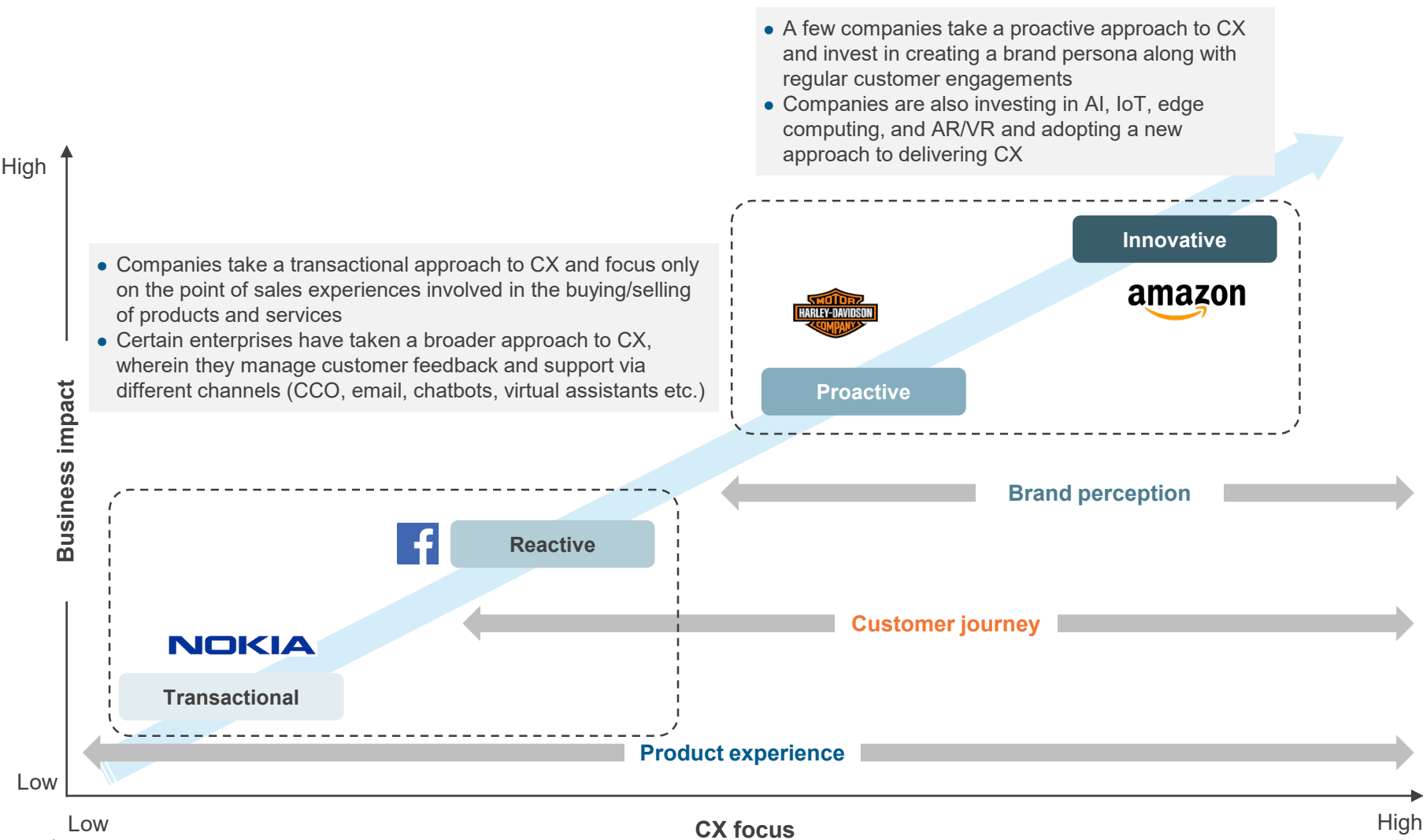
**Scope of this report**

- **Geography:** Global

- **Total number of start-ups identified:** Seventy three start-ups focusing on CX

- **Trailblazers identified:** Eleven leading CX start-ups

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# CX is highly influenced by the experience of ecosystem stakeholders beyond customers

Low       High

**Customer Experience**
Managing customer perception of a brand, both in terms of customer touchpoint management and product/service design

**Partner experience**
Building channels to gather partner feedback, ascertain performance and reward the right behavior

**Employee experience**
Considering employee experience to promote engagement, productivity, and safety

**Stakeholder experience**

**Society experience**
Considering the impact that an enterprise has on the society at large through its offerings and initiatives
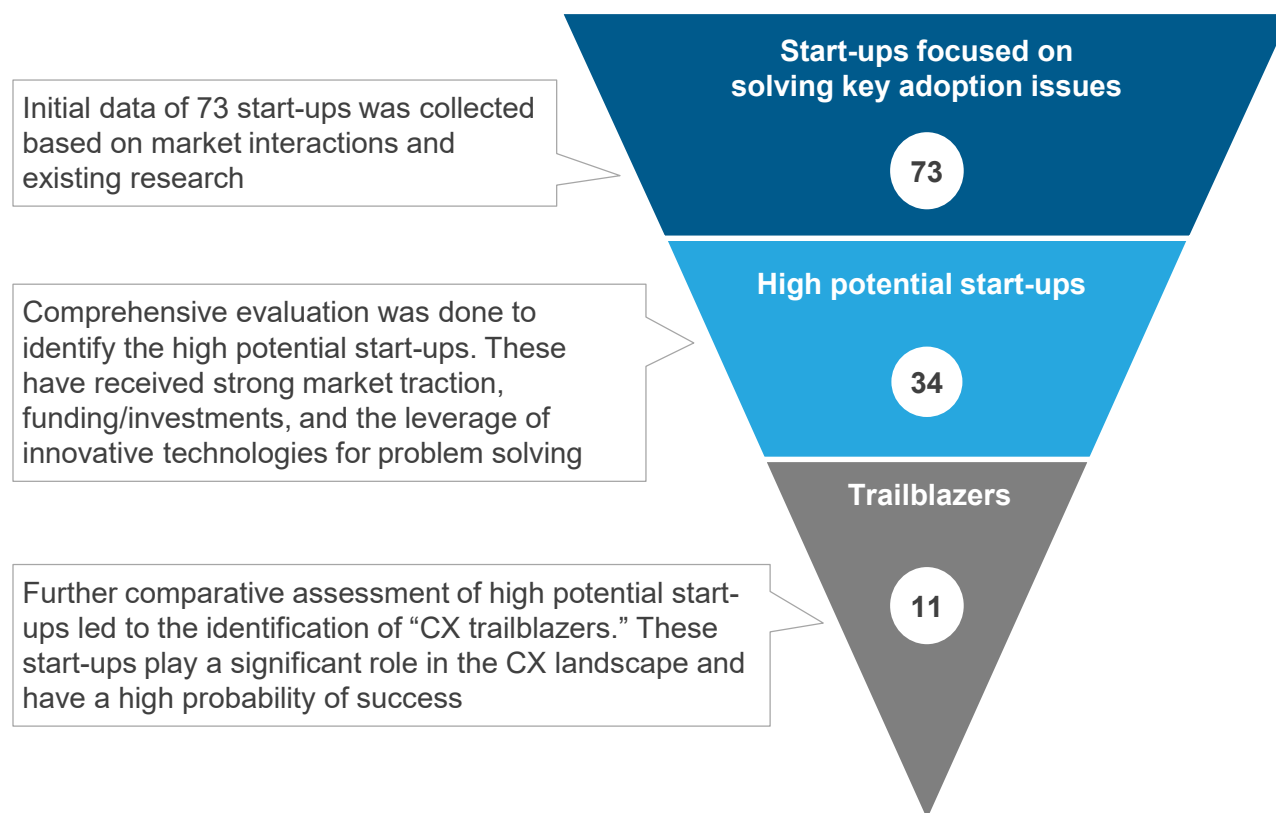
| Employee experience | Partner experience | Society experience |
|---|---|---|
| • Google decided not to renew its contract with the Department of Defense on Project Maven, (using AI to analyze drone footage) due to multiple protests, petitions and resignations from employees <br><br> • Google will also be announcing a new set of ethical principles to regulate the usage of AI in military | • Uber has been making a conscious effort to improve the experience of its partners, i.e., drivers by including driver-centric features and offering more services <br><br> • Uber has launched an on-trip accident insurance as a part of Uber Care, an initiative providing welfare choices to its drivers | • Samsung has decided to change its packaging to environment friendly sustainable packing in an effort to cut down its environmental footprint after incessant criticism over the same <br><br> • They are also altering some product designs to limit their use of plastic |

# Companies that invest in cutting-edge technology and manage brand perception end up being the leaders of CX

- A few companies take a proactive approach to CX and invest in creating a brand persona along with regular customer engagements
- Companies are also investing in AI, IoT, edge computing, and AR/VR and adopting a new approach to delivering CX

High

**Innovative**

amazon

HARLEY-DAVIDSON COMPANY

- Companies take a transactional approach to CX and focus only on the point of sales experiences involved in the buying/selling of products and services
- Certain enterprises have taken a broader approach to CX, wherein they manage customer feedback and support via different channels (CCO, email, chatbots, virtual assistants etc.)

**Proactive**

**Business impact**

Brand perception

**Reactive**

f

Customer journey

NOKIA

**Transactional**

Product experience

Low

Low                                        **CX focus**                                        High

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# We analyzed 73 start-ups working in CX to shortlist the top 11 CX trailblazers

**Dimensions used for prioritizing start-ups**

| | | | | |
|---|---|---|---|---|
| Technological innovation | Clientele and market traction | Backing from marquee investors | Level of funding | Strength of management team |

**Start-ups focused on solving key adoption issues**

**73**

Initial data of 73 start-ups was collected based on market interactions and existing research

**High potential start-ups**

**34**

Comprehensive evaluation was done to identify the high potential start-ups. These have received strong market traction, funding/investments, and the leverage of innovative technologies for problem solving

**Trailblazers**

**11**

Further comparative assessment of high potential start-ups led to the identification of "CX trailblazers." These start-ups play a significant role in the CX landscape and have a high probability of success
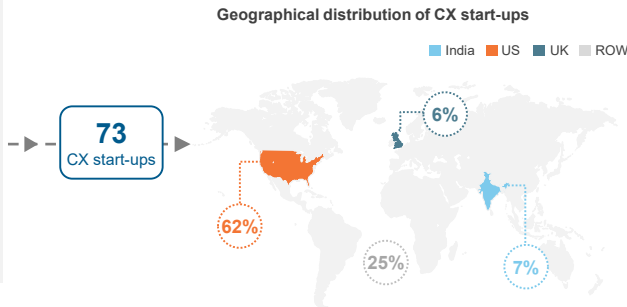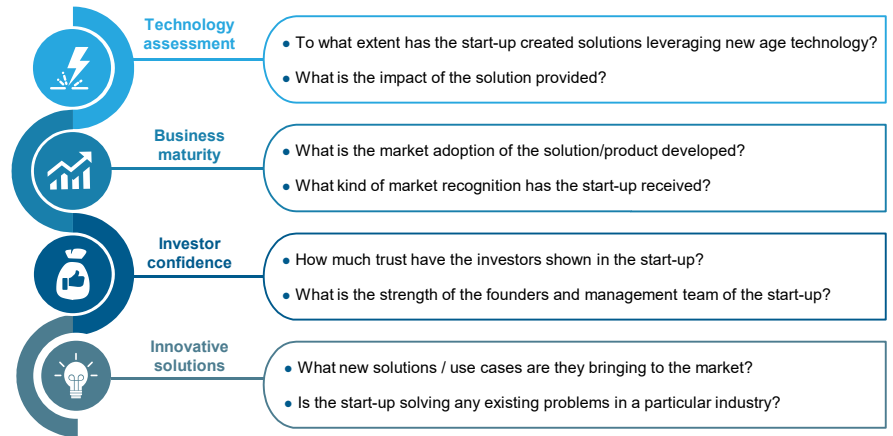
# We identified top 11 CX trailblazers based on their technology, business maturity, investor confidence and solutions developed

## CX start-up landscape

- We have considered CX start-ups developing solutions across a customer's journey
- We have analyzed start-ups enabling different engagements / processes across the customer journey value chain, developing new experiences for customers and changing the way CX is delivered via various channels

**73**
CX start-ups

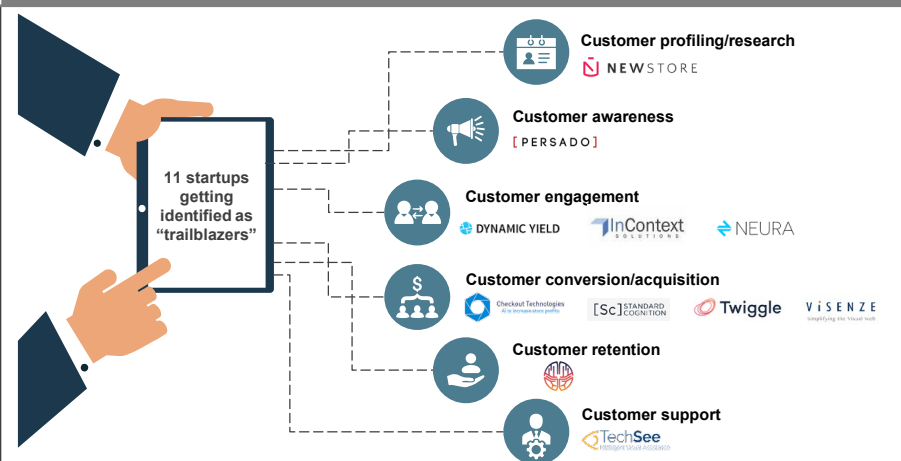### Geographical distribution of CX start-ups

India ▮ US ▮ UK ▮ ROW

6%
62%
25%
7%

## Evaluation methodology

**Technology assessment**
- To what extent has the start-up created solutions leveraging new age technology?
- What is the impact of the solution provided?

**Business maturity**
- What is the market adoption of the solution/product developed?
- What kind of market recognition has the start-up received?

**Investor confidence**
- How much trust have the investors shown in the start-up?
- What is the strength of the founders and management team of the start-up?

**Innovative solutions**
- What new solutions / use cases are they bringing to the market?
- Is the start-up solving any existing problems in a particular industry?

## Assessment of start-up in each stage

Shortlisted start-ups | Low | High

| Shortlisted start-ups | Investor confidence | Business maturity | Technology assessment | Innovative solution |
|---|---|---|---|---|
| Conversica | | | | |
| Glimmar | | | | |
| Experenti | | | | |
| **Dynamic Yield** | | | | |
| Reflektion | | | | |
| Outreach | | | | |
| **InContext Solution** | | | | |
| **Neura** | | | | |
| Zerolight | | | | |
| MapAnything | | | | |
| WalkMe | | | | |

## Top 11 CX trailblazers

**11 startups getting identified as "trailblazers"**

**Customer profiling/research**
NEWSTORE

**Customer awareness**
[PERSADO]

**Customer engagement**
DYNAMIC YIELD · InContext SOLUTIONS · NEURA

**Customer conversion/acquisition**
Checkout Technologies · [Sc] STANDARD COGNITION · Twiggle · ViSENZE

**Customer retention**

**Customer support**
TechSee

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# Research calendar – Digital Services

| Flagship Digital Services reports | Release date |
|---|---|
| Digital Services – Annual Report 2018: Future Operating Model to Scale Digital | July 2018 |
| IoT Services Annual Report 2018 | August 2018 |
| IoT Services PEAK Matrix™ Assessment and Market Trends 2018 | December 2018 |
| Digital Services – PEAK Matrix Assessment and Market Trends 2019 | December 2018 |
| Digital Interactive Services PEAK Matrix Assessment and Market Trends 2019 | Q2 2019 |
| Digital Transformation Service PEAK Matrix Assessment and Market Trends 2019 | Q3 2019 |
| Connected Ecosystem Service PEAK Matrix Assessment and Market Trends 2019 | Q4 2019 |

| Thematic Digital Services reports | |
|---|---|
| Design Thinking: Innovation Catalyst for Digital Transformation | July 2017 |
| Enterprise Bots Adoption | July 2017 |
| BigTech Battle: Leading Internet of Things (IoT) Platforms Assessment – A Selection Guide | October 2018 |
| **Customer Experience Trailblazers: Top 11 Startups in Customer Journey – Experience Spearheading the Digital Economy** | **February 2019** |
| Big Tech Wars: Digital Experience Platforms | Q2 2019 |
| Emerging technology Trailblazers | Q3 2019 |

# Additional Digital Services research references

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

1.  **Digital Services – Annual Report 2018: Future Operating Model to Scale Digital** (EGR-2018-33-R-2735): Most of the enterprises today fail to scale their digital transformation initiative and achieve the desired ROI on their digital investments due to misalignment between their digital strategy and operating model. In this report we have assessed the digital transformation success and failure cases of enterprises to arrive at the best practices that enterprises need to adopt for transforming their operating model into a digital operating model. The report also discusses the transformation roadmap for enterprises to achieve their target operating model

2.  **Design Thinking: Innovation Catalyst for Digital Transformation** (EGR-2017-4-R-2242): Several organizations have adopted design thinking to innovate their products and services. Technology giants such as Apple, IBM, and SAP, have adopted design into their daily operations and have seen high impact on their financial results. In this research, we delve deeper into design thinking and its implications on various industries. We also deep dive into how service providers can inculcate a design-driven culture across the organization so that it is reflected in their service delivery

3.  **Enterprise IoT Services – PEAK Matrix™ Assessment 2019** (EGR-2018-33-R-2871): As enterprises have witnessed positive returns from investments in IoT pilot projects, many are now embarking on the idea of transformation with connected ecosystems and large-scale rollouts. Now, role of service providers as orchestrators for IoT becomes increasingly critical, enterprises expect them to not only support in building capabilities, but also enable long-term strategic sustenance in the form of value-based managed services delivery. Service providers are expected to proactively address challenges pertaining to infusion of next-gen technologies and rising inclusion of disparate IoT systems. In this research, we present the assessment and detailed profiles of 19 IT service providers featured on the IoT services PEAK Matrix

For more information on this and other research published by Everest Group, please contact us:

| | |
|---|---|
| **Yugal Joshi,** Vice President: | yugal.joshi@everestgrp.com |
| **Alisha Mittal,** Practice Director | alisha.mittal@everestgrp.com |
| **Nisha Krishan**, Senior Analyst | nisha.krishan@everestgrp.com |
| **Arushi Pandey**, Analyst | arushi.pandey@everestgrp.com |

Website: www.everestgrp.com | Phone: +1-214-451-3000 | Email: info@everestgrp.com

**About Everest Group**

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**Dallas (Headquarters)**
info@everestgrp.com
+1-214-451-3000

**Bangalore**
india@everestgrp.com
+91-80-61463500

**Delhi**
india@everestgrp.com
+91-124-496-1000

**London**
unitedkingdom@everestgrp.com
+44-207-129-1318

**New York**
info@everestgrp.com
+1-646-805-4000

**Toronto**
canada@everestgrp.com
+1-416-388-6765

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