



Accelerating CX Through an Optimized Contact Center Outsourcing (CCO) Model | Pinnacle Model™ Analysis 2019

Pinnacle Model™ Report – March 2019: Complimentary Abstract / Table of Contents

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More about membership

In addition to a suite of published research, a membership may include

- Accelerators™
- Analyst access
- Data cuts
- Pinnacle Model™ reports
- PriceBook
- Virtual Roundtables
- Workshops

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

Table of contents (page 1 of 2)

Topic	Page no.
Research methodology	5
Section I: Differentiators for Pinnacle Enterprises™	6
• Outcome differentiators.....	8
• Capability differentiators.....	12
Section II: Key implications for enterprises	19
• Key implications for enterprises.....	20
Section III: Accelerating your CX outsourcing journey	26
• Analysis of the capability gap between Pinnacle Enterprises™ and others.....	27
• Pinnacle Accelerators™ to accelerate CX outsourcing journey.....	28
Section IV: Assessment of impact created	33
• Cost impact.....	34
• Operational impact.....	40
• Business impact.....	46
Section V: Assessment of capability maturity	52
• Strategy.....	54
• Approach.....	58
• Engagement model.....	65
• Technology adoption.....	72
• Organization and talent.....	84

Table of contents (page 2 of 2)

Topic	Page no.
Appendix	89
• Additional analysis	89
• Survey demographics	93
• Research calendar	97
• References	98

Definition of Pinnacle Enterprises™

Everest Group Pinnacle Model™ analysis identify Pinnacle Enterprises™, companies that are achieving superior business outcomes because of their advanced capabilities. The journeys of these best-of-the-best companies provide insights into the key enablers needed to achieve desired outcomes and point to the investments required for the greatest speed to impact. Whether companies are wanting to make incremental changes or achieve major transformations, Pinnacle Enterprises exemplify the way to success.



Define the topic

We evaluate multiple topics to identify hot topics that will resonate globally with sourcing leaders. We work with internal and external SMEs to define the topic and set boundaries



Survey enterprises

We use surveys, RFIs, and other data collection methods to gather information from enterprises on capabilities and outcomes associated with the topic under evaluation



Interview participants

We then conduct interviews/roundtables with a subset of participants to gain deeper perspectives on their experiences, challenges, and journeys



Form hypotheses

We form an emerging point of view on the correlations between capabilities and outcomes, adoption trends, and key success factors



Validate and refine

A cross-section of SMEs from various practices debates and refines the emerging hypotheses



Publish and educate

We compile and share final results with participants, our members, and other stakeholders in the global services sector. Participants also receive a high-level customized analysis



In the current Pinnacle Model™ Analysis, we look at enterprise **CX Outsourcing Strategy** to compare outcomes with associated capabilities



Pinnacle Enterprise™ differentiators



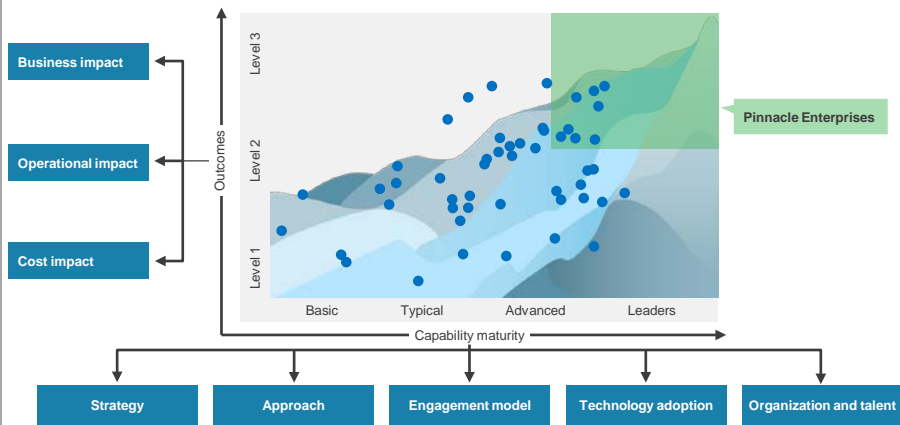
Accelerating your CX journey



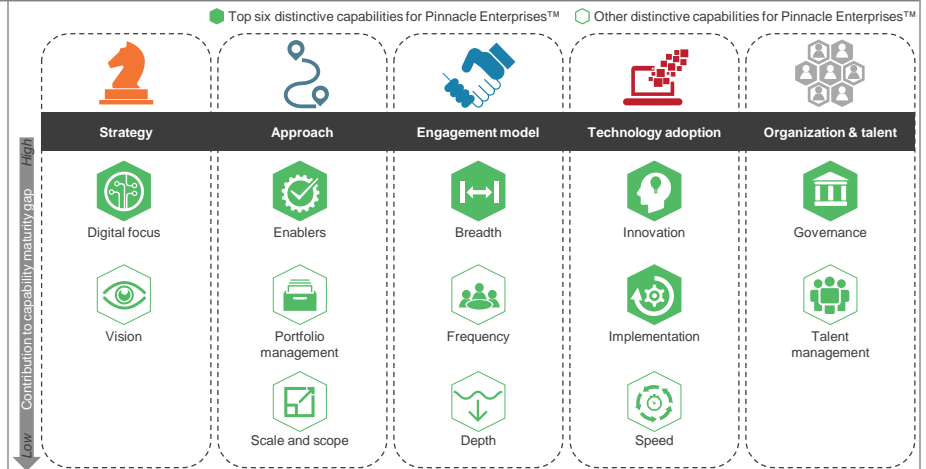
Implications for enterprises

This study offers five distinct chapters providing a deep dive into key aspects of CX outsourcing strategy; below are four charts to illustrate the depth of the report

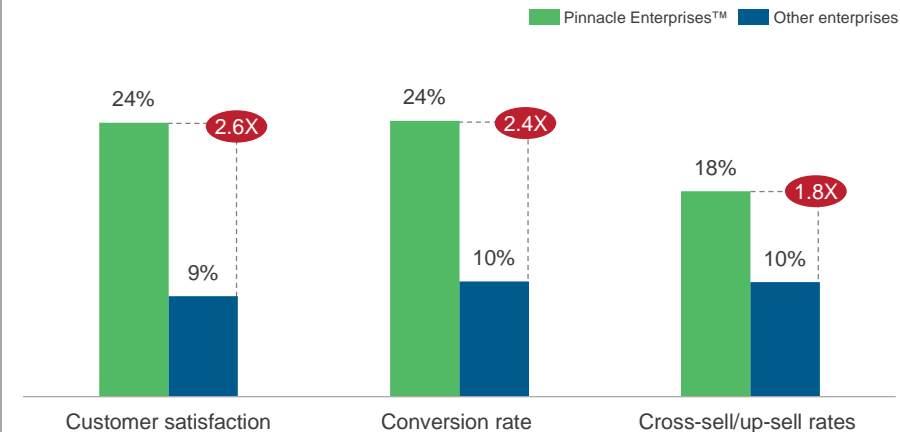
Enterprise CX outsourcing strategy on the Pinnacle Model™



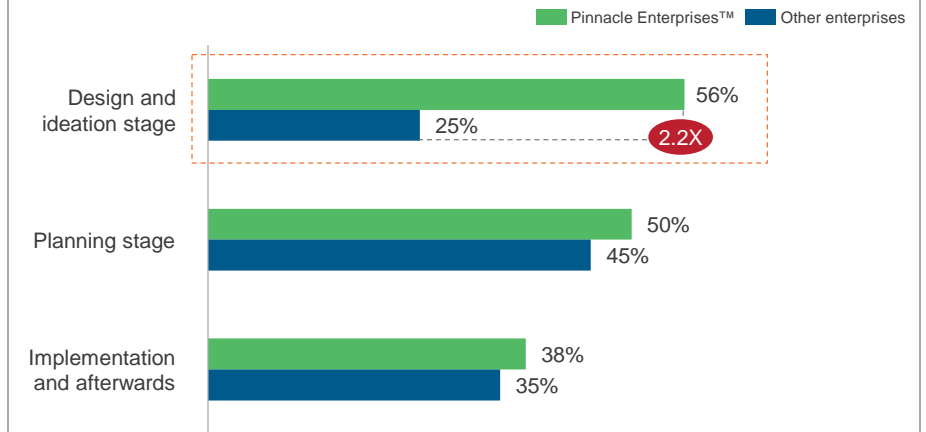
Differentiated capabilities for Pinnacle Enterprises™



Average improvement on key strategic metrics with CCO engagements



Level of engagement with CCO providers to implement CX initiatives



Research calendar – Customer Experience Management (CXM) Services

Published
 Planned
 Current release

Flagship CXM Services reports

Release date

Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2017	July 2017
Contact Center Outsourcing (CCO) – Annual Report 2017	August 2017
Contact Center Outsourcing (CCO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019	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

Thematic CXM Services reports

Delivering Omnichannel Customer Experience	September 2017
How Good are CCO Providers in Providing Digital Customer Experience – Buyers' Perspective	September 2017
The Philippines Pivoting to Deliver Customer Experience of the Future	October 2017
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 2019	March 2019

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

Additional 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. **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
2. **Contact Center Outsourcing Annual Report 2018: Transforming Customer Experience Through a Digital-First Approach** ([EGR-2018-21-R-2768](#)); 2018. This report will assist key stakeholders (buyers, service providers, and technology providers) understand the changing dynamics of the CCO market and help them identify the trends and outlook for 2018-2019. In this backdrop, the report provides comprehensive coverage of the global CCO market including detailed analysis of the market size & growth, buyer adoption trends, CCO value proposition & solution characteristics, and service provider landscape
3. **Role of Artificial Intelligence (AI) and Cognitive Solutions in Delivering Customer Experience of the Future** ([EGR-2018-21-R-2565](#)); 2018. This report aims to provide detailed insights into the role of Artificial Intelligence (AI) and cognitive solutions in delivering customer experience of the future. It covers use cases where firms can leverage AI to drive automation in Customer Experience Management (CXM). It also includes case studies elucidating scenarios of AI implementation in CXM

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