Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2020

Customer Experience Management (CXM) Services
Market Report – June 2020: Complimentary Abstract / Table of Contents

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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

Membership information

● This report is included in the following research program(s)
  – Customer Experience Management (CXM) 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

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Background of the research

The economic uncertainty created by COVID-19 has increased the focus on digital Customer Experience (CX) for enterprises as they look to enhance customer experience and contain costs. Many service providers are experiencing a steep rise in the demand for digital services, and they need to invest in digital capabilities such as analytics, automation, Artificial Intelligence (AI), and omnichannel solutions to support changing client expectations. They are also offering value-added services beyond technology, in the form of CX consulting, design thinking-led customer journey orchestration, and next-generation staffing models such as Work-at-Home-Agents (WAHA), gig workers, and flex staffing. To effectively cater to these requirements, providers are developing capabilities through internal investments, their partnership ecosystem, and acquisitions.

In this research, we present detailed assessments of 37 Customer Experience Management (CXM) service providers featured on the CXM Services PEAK Matrix® Assessment 2020. Each assessment provides a comprehensive picture of the service provider's market success, vision and strategy, service focus and capabilities, digital and technological solutions, domain investments, and buyer feedback. The assessment is based on Everest Group's annual RFI process for the calendar year 2019, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM services market.

Scope

In this research study, we analyze the global CXM service provider landscape and its impact on the CXM market. In particular, we focus on:

- CXM Services PEAK Matrix® 2020
- Key insights on PEAK Matrix® dimensions
- Observations and comments on the individual service providers
- Implications of the research findings for buyers and service providers

The scope and methodology of this report includes:
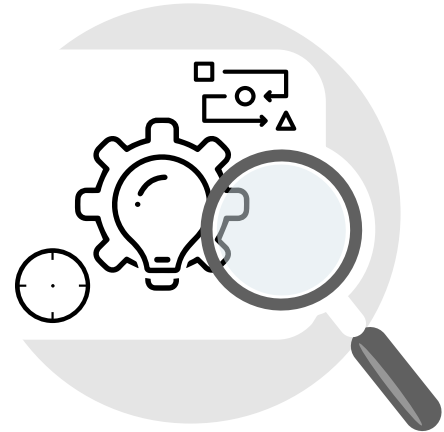
This research covers the following CXM service providers and technology vendors: Alorica, Atento, Bosch Service Solutions, Capita, Cognizant, Concentrix, Conduent, CSS Corp, DXC Technology, EXL, Firstsource, Genpact, HCL, HGS, Ibex, Infosys, Inktel, Kelly Services, Knoah Solutions, Majorel, NTT DATA, Qualfon, Sitel, Startek, Sutherland Global Services, Sykes, TCS, Tech Mahindra, Teleperformance, TELUS International, Transcom, transcosmos, TTEC, VXI, Webhelp, Wipro, and WNS

| **Geography** | **Industry** |
| Global | All |

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Overview and abbreviated summary of key messages

This report examines the global Customer Experience Management (CXM) market and evaluates the positioning of service providers on the Everest Group PEAK Matrix. It provides insights on the changing market dynamics, service provider delivery capabilities, and Everest Group's remarks on service providers' key strengths and areas of improvement. It also identifies the key implications of the research findings for buyers and service providers.

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

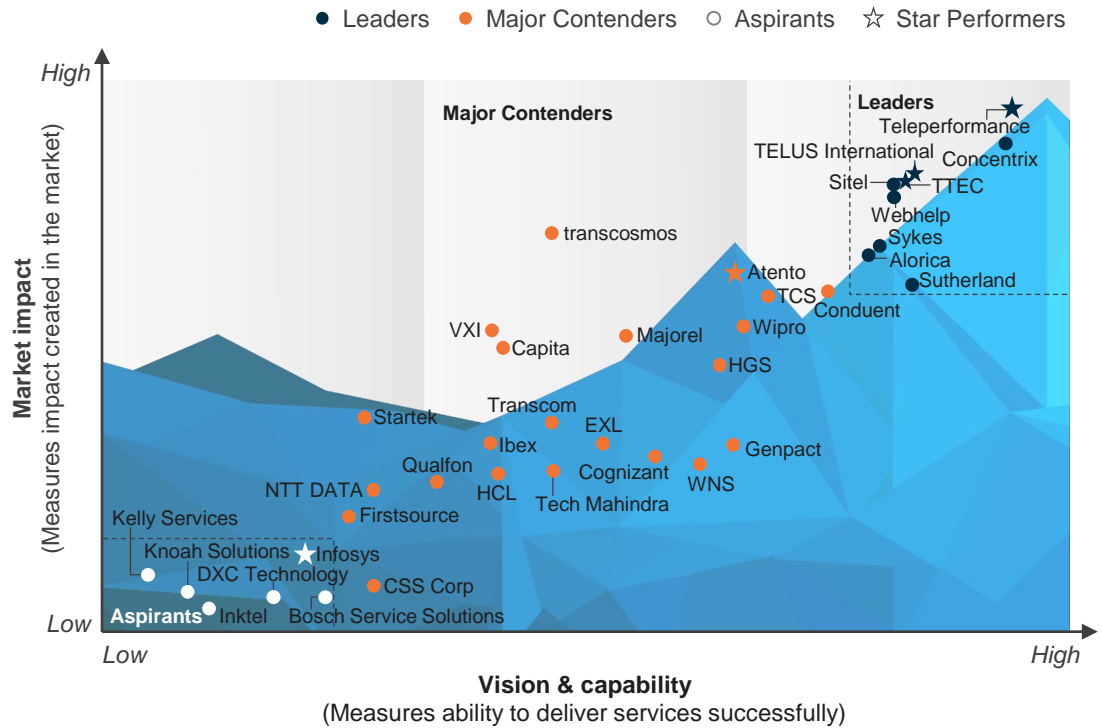**CXM service provider landscape and CXM PEAK Matrix 2020**

- Everest Group classifies 35+ CXM service providers on the Everest Group PEAK Matrix into three categories of Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework to assess the relative market impact and the vision & capability of service providers
- Alorica, Concentrix, Sitel, Sutherland Global Services, Sykes, Teleperformance, TELUS International, TTEC, and Webhelp have emerged as the Leaders
- Atento, Capita, Cognizant, Conduent, CSS Corp, EXL, Firstsource, Genpact, HCL, HGS, Ibex, Majorel, NTT DATA, Qualfon, Startek, TCS, Tech Mahindra, Transcom, transcosmos, VXI, Wipro, and WNS are the Major Contenders
- Bosch Service Solutions, DXC Technology, Infosys, Inktel, Kelly Services and Knoah Solutions have emerged as the Aspirants
- Based on the relative Year-on-Year (YOY) movement of each service provider, Everest Group identified five service providers as the "2020 CXM Market Star Performers" – Atento, Infosys, Teleperformance, TELUS International, and TTEC
- Concentrix and Teleperformance are the only players to rank among the top service providers across all geographies
- Teleperformance is the only player to rank among the top service providers across major industry verticals

Key insights on PEAK Matrix dimensions

- Several service providers witnessed significant growth in 2019, driven by acquisitions made in the last couple of years such as – Convergys by Concentrix, RightPoint and RiskCanvas by Genpact, CCC by TELUS International, and Serendebyte and FCR by TTEC
- Leaders have performed better than their peers across both new-age and traditional KPIs indicating that they're focusing on both the operational as well as the new-age digital CX spectrum. They have also been able to develop and implement more sophisticated digital solutions across their clientele, while keeping operational efficiency and execution as a priority.
- Leaders have been better at providing CX offerings beyond technological solutions, and have made inroads into or strengthened areas such as outcome-based pricing, WAHA and gig economy, and consulting, to offer holistic CX services to buyers and thereby be a strategic outsourcing partner
- They have also centered on a right-shoring approach, offering seamless CX services at high-, medium-, and low-cost locations, through which they can cater to diverse staffing requirements of clients

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

Assessment of CXM Service Providers[1,2]

Illustrative example

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers

Market impact (Measures impact created in the market)

High

Major Contenders

Leaders

Teleperformance
TELUS International — Concentrix
Sitel — TTEC
Webhelp
Sykes
Alorica
Sutherland

● transcosmos
☆ Atento
TCS
Conduent
● Wipro

VXI ● ● Majorel
● Capita ● HGS

Transcom
● EXL
● Startek
● Ibex
Genpact
Qualfon
Cognizant
HCL WNS
NTT DATA
Tech Mahindra
Firstsource

Kelly Services
Knoah Solutions ☆ Infosys
DXC Technology
CSS Corp
Aspirants Inktel Bosch Service Solutions

Low

Low **Vision & capability** *High*
(Measures ability to deliver services successfully)

1 PEAK Matrix® specific to CXM services
2 Assessment for Capita, Majorel, and NTT DATA excludes service provider inputs on this study, and are based on Everest Group estimates, which leverage Everest Group's proprietary Transaction Intelligence (TI) database, service providers' ongoing coverage and public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may be less complete.

Source: Everest Group (2020)

Capability assessment

Illustrative example

Measure of capability: ● High ◔ Low

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

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	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall

Strengths

- Service Provider 1 has close to 90,000 CXM agents and is primarily focused on serving North America market from a host of delivery locations in onshore, nearshore, and offshore locations. It also has a sizeable WAHA capability which enhances its range of service delivery models to suit various business needs of clients
- Service Provider 1 is driving digital implementation internally through its digital self-service, CX consulting, transformation, and Voice of the Customer (VoC) capabilities
- Buyers lauded its executional excellence and engaged leadership

Areas of improvement

- Service Provider 1 has most of its CXM delivery capabilities in the voice channel which may not meet requirements of customers looking for partners with extensive non-voice and omnichannel experience
- Since Service Provider 1 follows an onshore-heavy model, buyers looking for a more balanced delivery footprint might not be able to leverage cost-effectiveness of offshore CXM locations like Eastern Europe, Philippines or India

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Research calendar – Customer Experience Management (CXM) Services

■ Published   ■ Planned   ⬚ Current release

Flagship CXM reports	Release date
Customer Experience Management (CXM) Annual Report 2019: Delivering Next-generation Contact Center Services	September 2019
Intelligent Virtual Agents – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Compendium 2020	May 2020
Conversing with AI – Intelligent Virtual Agents (IVA) State of the Market Report 2020	June 2020
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2020	**June 2020**
Customer Experience Management (CXM) - Service Provider Compendium 2020	Q3 2020
EMEA Customer Experience Management (CXM) – Service Provider Landscape with PEAK Matrix® Assessment 2020	Q3 2020
WAHA Customer Experience Management (CXM) – Service Provider Landscape with PEAK Matrix® Assessment 2020	Q4 2020

Thematic CXM reports	
Moving from Customer Service to Customer Experience	October 2019
Achieving High Value through a Total Cost of Operations (TCO) Pricing Model	November 2019
Orchestrating Successful WAHA-based Delivery	January 2020
Impact of Recession on the Business Process Services (BPS) Industry	March 2020
WAHA Adoption Trends – Impact of COVID-19	Q3 2020
Real-time Listening, AI, and Automation in CXM	Q3 2020
Contact Center as a Service (CCaaS) Market Report	Q4 2020
Evolution of Transition, Engagement, and Governance Models in BPS	Q4 2020

Note: For a list of all of our published CXM reports, please refer to our website page

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Additional CXM Services research references

The following documents are recommended for additional insight on 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. **Conversing with AI – Intelligent Virtual Agents (IVA) State of the Market Report 2020** (EGR-2020-38-R-3801); 2020. This research provides a comprehensive market coverage across dimensions such as IVA market size and adoption, role of IVAs in a post-COVID-19 world, solution characteristics, vendor landscape, enterprise adoption best practices, and future outlook

2. **Intelligent Virtual Agents – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020** (EGR- 2020-21-R-3624); 2020. In this report we assess 16 IVA technology vendors featured on the IVA PEAK Matrix®. The assessment is based on Everest Group's annual RFI process for the calendar year 2019, interactions with leading IVA technology vendors, client reference checks, and an ongoing analysis of the IVA market

3. **Orchestrating Successful WAHA-based Delivery** (EGR-2020-21-V-3553); 2020. The contact center industry has embraced remote work programs, as companies recognize the value that the Work-At-Home Agents (WAHA) model offers in attracting and retaining talent, while containing costs. This viewpoint takes a closer look at how companies can orchestrate a successful WAHA-based delivery

4. **Customer Experience Management (CXM) Annual Report 2019: Delivering Next-generation Contact Center Services** (EGR-2019-21-R-3349); 2019. This report examines the global Contact Center Outsourcing (CCO) market and evaluates the positioning of service providers on the Everest Group PEAK Matrix®. It provides insights into the changing market dynamics, service provider delivery capabilities, and Everest Group's remarks on service providers' key strengths and areas of improvement

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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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