

Customer Experience Management (CXM) – Service Provider Compendium 2020

September 2020: Complimentary Abstract / Table of Contents



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 - Customer Experience Management (CXM) Services
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- Accelerators[™]
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- Pinnacle Model[®] reports
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- 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



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Background and methodology of the research

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 34 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.

The scope and methodology of this report includes:

In this research, we analyze the global CXM service provider landscape. We focus on:

- Relative positioning of 34 service providers on Everest Group's PEAK Matrix® for CXM Services
- Service provider capability assessment across key dimensions
- Everest Group's analysis of service providers' strengths and areas of improvement

Scope of this report:



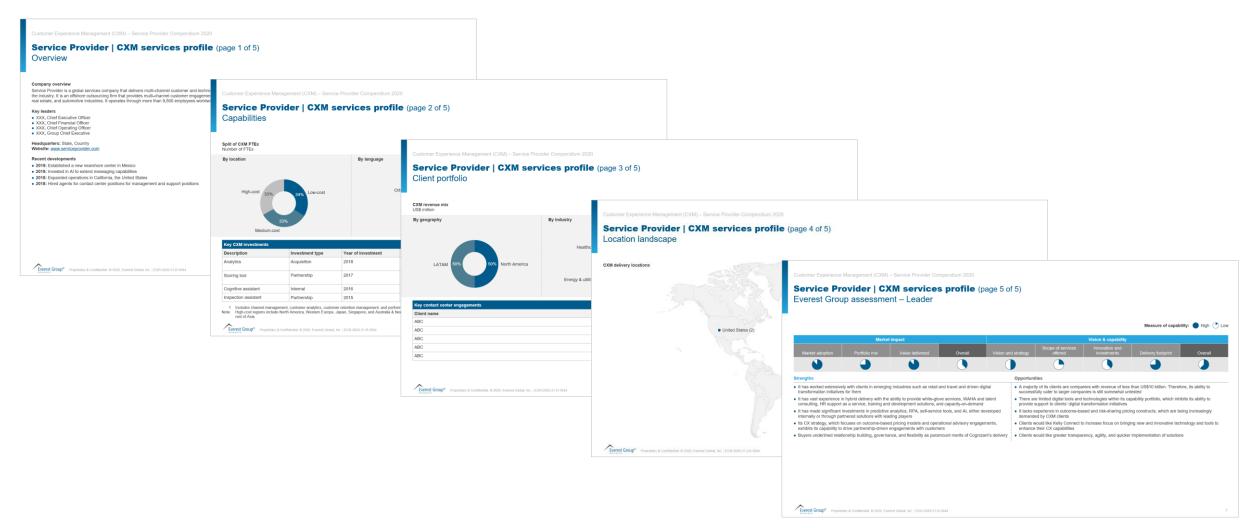


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The study provides detailed view of 34 CXM service providers offerings & capabilities as well as key strengths & opportunities | Snapshots to illustrate the depth of report



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	September 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	Release date
 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	August 2020
 Real-time Listening, AI, and Automation in CXM	Q4 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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