

# Customer Experience Management (CXM) – Service Provider Compendium 2020

September 2020: Complimentary Abstract / Table of Contents



## Our research offerings for global services

<ul style="list-style-type: none"> <li>▶ <b>Market Vista™</b> Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available</li> </ul>	
<ul style="list-style-type: none"> <li>▶ Application Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Finance &amp; Accounting</li> </ul>
<ul style="list-style-type: none"> <li>▶ BPS   Banking &amp; Financial Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Human Resources</li> </ul>
<ul style="list-style-type: none"> <li>▶ BPS   Healthcare &amp; Life Sciences</li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Banking &amp; Financial Services</li> </ul>
<ul style="list-style-type: none"> <li>▶ BPS   Insurance</li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Healthcare</li> </ul>
<ul style="list-style-type: none"> <li>▶ Catalyst™</li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Insurance</li> </ul>
<ul style="list-style-type: none"> <li>▶ Cloud &amp; Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>▶ IT Services Executive Insights™</li> </ul>
<ul style="list-style-type: none"> <li>▶ <b>Customer Experience Management Services</b></li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Life Sciences</li> </ul>
<ul style="list-style-type: none"> <li>▶ Contingent Workforce Management</li> </ul>	<ul style="list-style-type: none"> <li>▶ Locations Insider™</li> </ul>
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<ul style="list-style-type: none"> <li>▶ Digital Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Procurement</li> </ul>
<ul style="list-style-type: none"> <li>▶ Engineering Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Recruitment Process Outsourcing</li> </ul>
<ul style="list-style-type: none"> <li>▶ Enterprise Platform Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Service Optimization Technologies</li> </ul>

### 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](mailto:info@everestgrp.com)

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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

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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:



**Geography**  
Global



**Industry**  
All



**Services**  
Customer experience  
management services



# 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

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### Service Provider | CXM services profile (page 1 of 5)

#### Overview

**Company overview**  
Service Provider is a global services company that delivers multi-channel customer and technical support services to various industries. It is an offshore outsourcing firm that provides multi-channel customer engagement services to various industries. It operates through more than 8,500 employees worldwide.

**Key leaders**

- XXX, Chief Executive Officer
- XXX, Chief Financial Officer
- XXX, Chief Operating Officer
- XXX, Group Chief Executive

**Headquarters:** State, Country  
**Website:** www.serviceprovider.com

**Recent developments**

- 2019: Established a new nearshore center in Mexico
- 2019: Invested in AI to extend messaging capabilities
- 2018: Expanded operations in California, the United States
- 2018: Hired agents for contact center positions for management and support positions

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### Service Provider | CXM services profile (page 2 of 5)

#### Capabilities

**Split of CXM FTEs**  
Number of FTEs

**By location**

**By language**

Other

**Key CXM investments**

Description	Investment type	Year of investment
Analytics	Acquisition	2016
Scoring tool	Partnership	2017
Cognitive assistant	Internal	2016
Inspection assistant	Partnership	2015

1 Includes channel management, customer analytics, customer retention management, and performance management. Note: High-cost regions include North America, Western Europe, Japan, Singapore, and Australia & New Zealand.

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### Service Provider | CXM services profile (page 3 of 5)

#### Client portfolio

**CXM revenue mix**  
US\$ million

**By geography**

**By industry**

Healthcare  
Energy & utilities

**Key contact center engagements**

Client name
ABC
ABC
ABC
ABC
ABC

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### Service Provider | CXM services profile (page 4 of 5)

#### Location landscape

**CXM delivery locations**

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### Service Provider | CXM services profile (page 5 of 5)

#### Everest Group assessment – Leader

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**

- It has worked extensively with clients in emerging industries such as retail and travel and driven digital transformation initiatives for them
- It has vast experience in hybrid delivery with the ability to provide white-glove services, WANA and talent consulting, HR support as a service, training and development solutions, and capacity-on-demand
- It has made significant investments in predictive analytics, RPA, self-service tools, and AI, either developed internally or through partnered solutions with leading players
- Its CX strategy, which focuses on outcome-based pricing models and operational advisory engagements, exhibits its capability to drive partnership-driven engagements with customers
- Buyers underlined relationship building, governance, and flexibility as paramount merits of Cognizant's delivery

**Opportunities**

- A majority of its clients are companies with revenue of less than US\$10 billion. Therefore, its ability to successfully cater to larger companies is still somewhat untested
- There are limited digital tools and technologies within its capability portfolio, which inhibits its ability to provide support to clients' digital transformation initiatives
- It lacks experience in outcome-based and risk-sharing pricing constructs, which are being increasingly demanded by CXM clients
- Clients would like Kelly Connect to increase focus on bringing new and innovative technology and tools to enhance their CX capabilities
- Clients would like greater transparency, agility, and quicker implementation of solutions

## 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
<b>Customer Experience Management (CXM) – Service Provider Compendium 2020</b>	<b>September 2020</b>
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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