

Work at Home Agent (WAHA) Customer Experience Management (CXM) – Service Provider Compendium 2021

March 2021: 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

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

Shirley Hung, Vice President

Skand Bhargava, Vice President

Sharang Sharma, Practice Director

Chhandak Biswas, Senior Analyst

Sufiyan Dayam, Analyst

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Background and scope of the research

With the COVID-19 pandemic hitting the world in early 2020, economies across the globe came to a standstill. Customer experience took a hit as organizations responded to social distancing and the lockdown measures implemented around the world. This resulted in the Work at Home Agent (WAHA) business model for delivering Customer Experience Management (CXM) services becoming a crucial part of business continuity planning. Over the past years, service providers have pursued the WAHA business model, albeit on a limited scale. Elevated demand for virtual workforce, coupled with the need to ensure superior customer experience, has necessitated investments in technology, security, and talent management. Due to expectations that WAHA will become an embedded part of most organizations' CXM service delivery models post-COVID-19, an increasing number of service providers are scaling their WAHA business by fast-tracking the development of virtual hiring, onboarding, training, security solutions, workforce management, and technology capabilities to meet increased demand.

In this research, we present detailed assessments of the WAHA capability of 16 CXM service providers featured on the CXM Services PEAK Matrix® Assessment 2021. Each assessment provides a comprehensive picture of the service provider's market success, vision and innovations, service focus and capabilities, technology and security solutions, talent management capabilities, domain investments, and buyer feedback. The assessment is based on Everest Group's annual RFI process for the calendar year 2020, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM services market.

This report includes the following 16 leading CXM service providers featured on the PEAK Matrix®:

- **Leaders:** Arise, Concentrix, and Teleperformance
- **Major Contenders:** Alorica, Conduent, KellyConnect, Liveops, Sitel Group, Sutherland, SYKES, TTEC, and Webhelp
- **Aspirants:** Everise, HGS, Tech Mahindra, and Transcom

Scope of this report:



Geography
Global

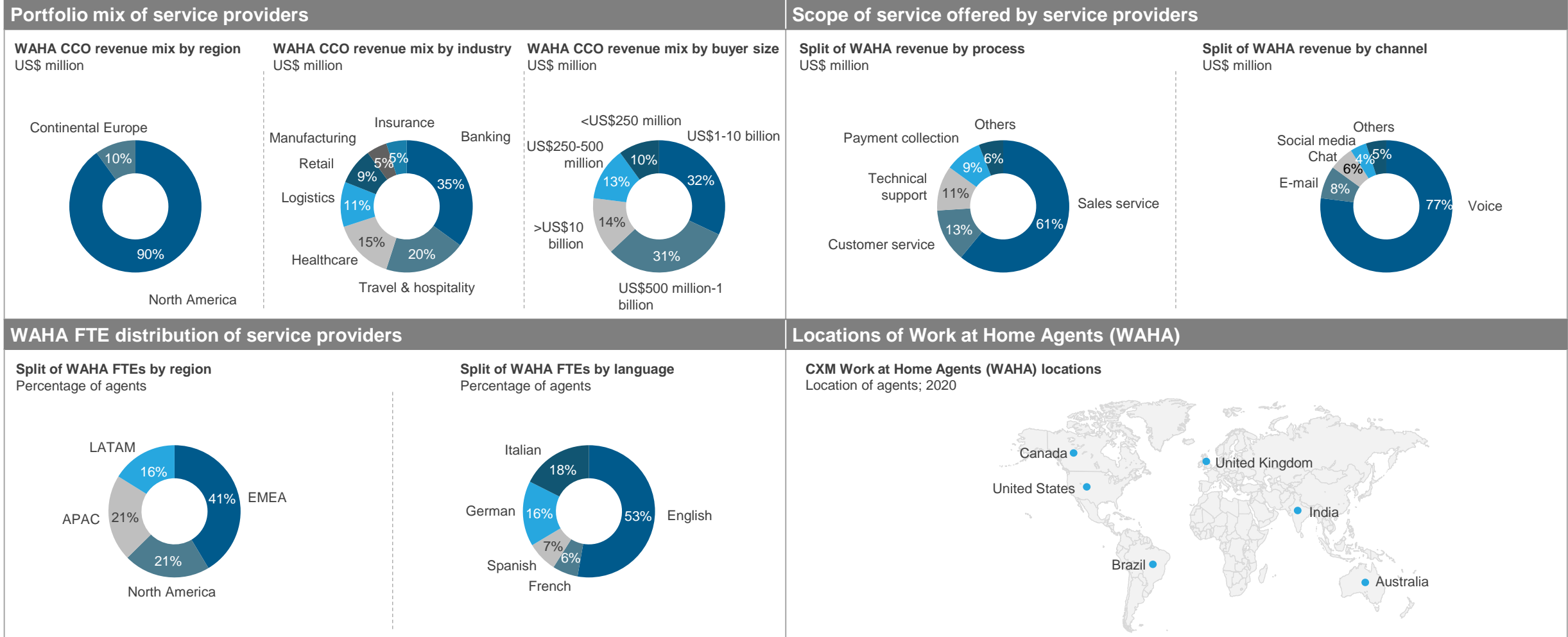


Service providers
16



Services
Customer Experience
Management (CXM)

This study offers 16 distinct chapters providing a deep dive into key aspects of WAHA CXM market; below are four charts to illustrate the depth of the report



The study provides detailed view of 16 WAHA CXM service providers' offerings & capabilities as well as key strengths & limitations | Snapshots to illustrate the depth of report

ABC | WAHA CXM profile (page 1 of 5)
Overview

Company overview
Founded in 1998, ABC offers a cloud-based platform to provide customer support, and sales services via voice, e-mail, chat, messaging, and through a network of more than 20,000 home-based agents in the United States, India, Australia, the United Kingdom, and Ireland.

Headquarters: California, United States **Website:** www.abc.com

Key leaders

- AAA, Chief Executive Officer
- BBB, Chief Digital Officer
- CCC, Chief Growth Officer
- DDD, Chief Financial Officer

Major WAHA clients

Client name	Region	Year
Leading video-sharing social networking service	United States	2019
Food delivery service	United Kingdom	2018
Leading retail bank	India	2018

ABC | WAHA CXM profile (page 2 of 5)
Portfolio and scope of services

WAHA CCO revenue mix by region
US\$ million

WAHA CCO revenue mix by process
US\$ million

ABC | WAHA CXM profile (page 3 of 5)
Agent distribution and capabilities

Split of WAHA FTEs by region
Percentage of agents

Technology and security capabilities

Description	Type	Comments
Secure Desktop	Agent workplace enablement tool	A proprietary technology that provides a secure, controllable workspace for agents to manage customer interactions. All data is encrypted and stored in a secure cloud environment.
Security control	Security tool	Security control enables multi-factor authentication protocols such as identity, SOW, and scheduled access. This ensures the agent's desktop is secured and monitored.

ABC | WAHA CXM profile (page 4 of 5)
Location landscape

CXM Work at Home Agents (WAHA) locations
Location of agents: 2020

Split of WAHA agents

- 80% Full time FTEs
- 5% Part time / temporary FTEs
- 15% Contractors

ABC | WAHA CXM profile (page 5 of 5)
Everest Group assessment – Major Contender

Measure of capability: ● High ○ Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and innovation	Scope of services offered	Technology and security	Talent management	Delivery footprint	Overall
High	High	High	High	High	High	High	High	High	High

Strengths

- ABC is a provider in North America and the United Kingdom. It leverages a mix of employee-based and contractor-based model to serve retail, BFSI, travel & hospitality, and fast growth technology industries.
- It offers a scalable cloud-based platform that encompasses omnichannel support, talent management, data analytics, process management, and security by forging strategic partnerships with technology vendors such as Microsoft, Nice, Oracle, and Amazon Connect.
- Its agent assist solution utilizes a real-time NLP and AI engine for live step-by-step assistance, sentiment analysis, voice biometrics, call monitoring, and post-call task automation.
- It developed a proprietary scheduling system that enables it to match capacity and demand by scheduling agents in 30-minute intervals. Due to this capability, buyers highlighted its ability to quickly ramp up during high demand.
- Buyers also acknowledged its partnership-centric approach, quick adoption of industry best practices, and the ability to implement programs without service disruptions as key strengths.

Limitations

- While ABC has rich experience in serving clients in North America, it is less established in handling global clients with strategic requirements in Continental Europe and Asia Pacific.
- It is making concerted efforts to shift volumes to non-voice channels such as chat and email, but its services are still more skewed toward voice channels.
- Despite its digital capabilities, ABC has not significantly employed next-generation security and data protection measures around facial recognition systems, agent workspace monitoring, and AI-based data masking solutions.
- Buyers feel that ABC can do better in terms of agent retention, delivery timelines, and investment in technologies to support its growth.

Research calendar

Customer Experience Management (CXM)

Published Planned Current release

Flagship CXM reports

Release date

Navigating Uncertainties and Building Operational Resiliency: Customer Experience Management (CXM) State of the Market Report 2021	October 2020
Customer Experience Management (CXM) State of the Market Report on Europe, Middle East, and Africa (EMEA) 2021	December 2020
Work at Home Agent (WAHA) Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2021	January 2021
Work at Home Agent (WAHA) Customer Experience Management (CXM) – Service Provider Compendium 2021	March 2021
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2021	Q2 2021
Customer Experience Management (CXM) – Service Provider Landscape in EMEA with Services PEAK Matrix® Assessment 2021	Q3 2021
Customer Experience Management (CXM) – Service Provider Landscape in APAC with Services PEAK Matrix® Assessment 2021	Q3 2021
Customer Experience Management (CXM) – State of the Market Report 2022	Q4 2021

Thematic CXM reports

Release date

Orchestrating Successful WAHA-based Delivery	January 2020
Impact of Recession on the Business Process Services (BPS) Industry	January 2020
WAHA Adoption Trends – Impact of COVID-19	August 2020
Real-time Listening, AI, and Automation in CXM	Q1 2021
Contact Center as a Service (CCaaS) Market Report	Q1 2021
Evolution of Transition, Engagement, and Governance Models in BPS	Q1 2021
Work at Home Agents (WAHA) Platforms	Q2 2021

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



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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
+1-647-557-3475

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