

Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix[®] Assessment 2021

July 2021: Complimentary Abstract / Table of Contents



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Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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

Shirley Hung, Vice President

David Rickard, Vice President

Sharang Sharma, Practice Director

Aishwarya Barjatya, Senior Analyst

Sufiyan Dayam, Analyst

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Background and scope of the research

Background of the research

Over a year into the COVID-19 pandemic, there has been an increase in Customer Experience Management (CXM) outsourcing as enterprises looking to cut costs, balance risks, and maintain CX levels have turned to service providers to digitize their operations, shift to non-voice channels, and migrate to cloud services, all the while complying with regulatory and security norms and ensuring well-being while agents work from home. First-time outsourcers are foraying into the CXM market as customer expectations increase, behaviors evolve, and buyers lacking requisite experience and technological capabilities to manage post-COVID-19 CX demands look for more third-party outsourcing support. Service providers not only showed resiliency by setting up their own Work-At-Home-Agent (WAHA) models, designing hybrid offices and operating frameworks, and establishing instant scaling and flexing options, but also invested in digital offerings such as Intelligent Virtual Assistants (IVAs), intelligent automation, cloud-based contact centers, and omnichannel delivery to ensure business continuity for clients. They are also nurturing more strategic partnerships through consultative engagements, risk-sharing through outcome-based pricing models, and agent engagement through advanced learning and collaboration platforms. 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 39 Customer Experience Management (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 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 2020, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM market.

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

- CXM Services PEAK Matrix® 2021
- Key insights into PEAK Matrix® dimensions
- Observations and comments on individual service providers
- Sourcing considerations for enterprises

The scope and methodology of this report:

This research covers the following CXM service providers: [24]7.ai, Alorica, Atento, Bosch Service Solutions, Capita, Cognizant, Comdata Group, Concentrix, Conduent, Covisian, Datamatics, DXC Technology, EXL, Genpact, GlowTouch, HGS, Ibex, Infosys, Inktel, Majorel, NTT DATA, Probe Group, Qualfon, ResultsCX, Sitel Group, Startek, Sutherland, SYKES, TCS, Tech Mahindra, Teleperformance, TELUS International, Transcom, transcossomos, TTEC, VXi, Webhelp, Wipro, and WNS

Scope of this report:



Geography
Global



Service providers
39



Services
CXM

Overview and abbreviated summary of key messages

Everest Group PEAK Matrix® is a proprietary framework for assessment of relative market impact and vision & capability. Everest Group classifies 39 CXM service providers on the Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants. This report examines the global 2020 Customer Experience Management (CXM) service provider landscape and provides analysis of their key strengths and limitations. It also identifies the implications of the research findings and sourcing considerations for enterprises.

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

CXM service provider landscape and CXM Services PEAK Matrix® 2021

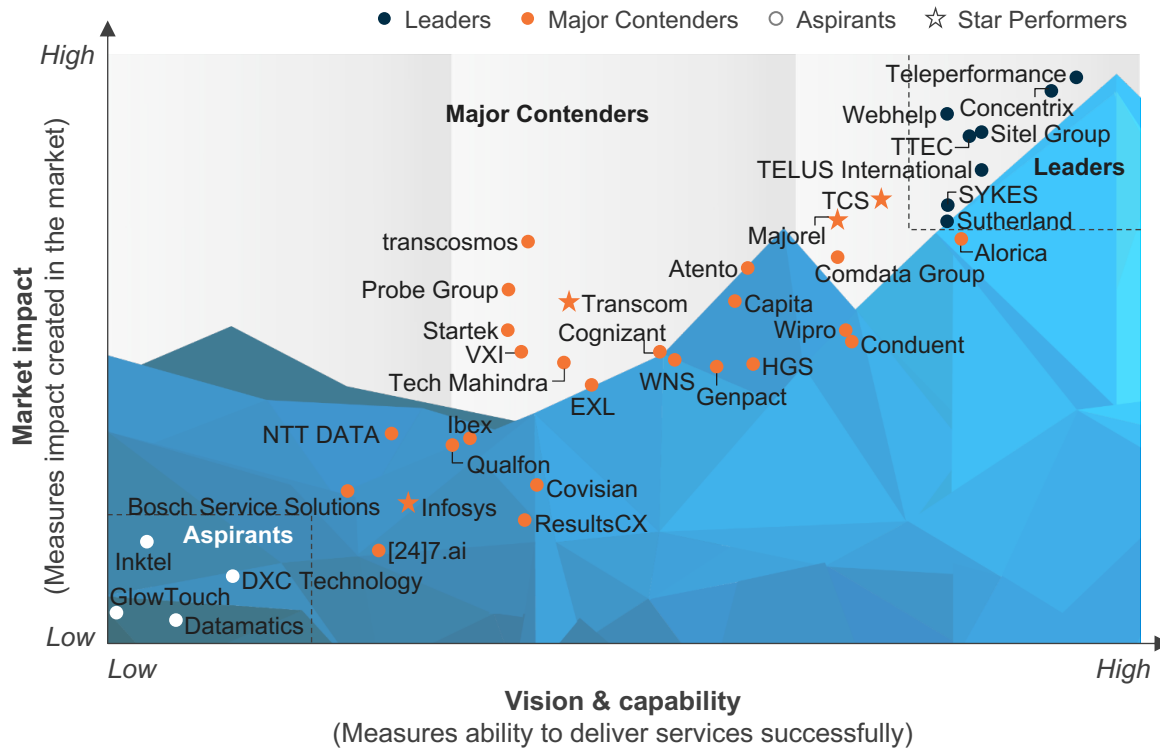
- The 2021 CXM Services PEAK Matrix® positioning is as follows:
 - **Leaders:** Concentrix, Sitel Group, Sutherland, SYKES, Teleperformance, TELUS International, TTEC, and Webhelp
 - **Major Contenders:** [24]7.ai, Alorica, Atento, Bosch Service Solutions, Capita, Cognizant, Comdata Group, Conduent, Covisian, EXL, Genpact, HGS, Ibx, Infosys, Majorel, NTT DATA, Probe Group, Qualfon, ResultsCX, Startek, TCS, Tech Mahindra, Transcom, transcocosmos, VXI, Wipro, and WNS
 - **Aspirants:** Datamatics, DXC Technology, GlowTouch, and Inktel
- Based on the relative Year-on-Year (YOY) movement of each service provider, Everest Group identified four service providers as the “**2021 CXM Star Performers**” – Infosys, Majorel, TCS, and Transcom
- Everest Group has identified a few service providers as unique in their CXM offerings - [24]7.ai, GlowTouch, HGS, and Inktel

Key insights into CXM service providers

- Service providers experienced growth in 2020 on the back of increased adoption of digital CXM during the COVID-19 pandemic. Buyers engaged in greater outsourcing to manage high call volumes and secure remote working during the pandemic
- Several service providers strengthened their technology stack and scaled service capability, driven by acquisitions – such as Lionbridge AI by TELUS International, VoiceFoundry and Serendebite by TTEC, Something Digital by Genpact, Stellar by Probe Group, Rational Interaction by Wipro, and Blue Acorn iCi and Carter Digital by Infosys
- They also developed WAHA capabilities and solutions for business continuity and for a hybrid model of working
- Teleperformance is the only provider to rank among the top performers across all geographies
- Leaders have managed to perform better than their peers across KPIs, highlighting their client satisfaction

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

Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2021¹



1 Assessment for DXC Technology and NTT DATA excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2021)

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	○	○	○	○	○	○	○	○	○

Enterprise sourcing considerations

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

Limitations

- 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

Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Flagship CXM reports

Release date

Work at Home Agent (WAHA) CXM – Service Provider Landscape with PEAK Matrix® Assessment 2021	January 2021
Work at Home Agent (WAHA) CXM – Service Provider Compendium 2021	March 2021
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2021	July 2021
Conversational AI Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021	Q3 2021
Customer Experience Management (CXM) – Service Provider Compendium 2021	Q3 2021
Conversational AI Technology Vendor Compendium 2021	Q3 2021
Customer Experience Management (CXM) – Service Provider Landscape in EMEA with PEAK Matrix® Assessment 2021	Q3 2021
Customer Experience Management (CXM) State of the Market Report 2021	Q3 2021
Customer Experience Management (CXM) in EMEA – Service Provider Compendium 2021	Q4 2021
Customer Experience Management (CXM) – Service Provider Landscape in APAC with PEAK Matrix® Assessment 2021	Q4 2021

Thematic CXM reports

Release date

Business Process Services (BPS) 4.0: Heralding the Start of a New Era	February 2021
Building a Conversationally Intelligent and Automated Contact Center of the Future	April 2021
Is Your Remote Working Strategy Built to Last?	April 2021
Customer Experience as a Service (CXaaS): Winning in the Experience Economy	June 2021
Contact Center as a Service (CCaaS) Market Report	Q3 2021

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



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Blog

everestgrp.com/blog

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

Toronto

canada@everestgrp.com
+1-647-557-3475

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