

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

September 2021: Complimentary Abstract / Table of Contents



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Benchmarking

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Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Background and scope of the research

The Customer Experience Management (CXM) market in Europe, Middle East, and Africa (EMEA) has experienced growth due to increased demand for outsourcing as enterprises look to cut costs, balance risks, and overcome the challenges presented by the pandemic, while ensuring superior customer experience. They have turned to service providers to digitalize their operations, shift to non-voice channels, and migrate to cloud services, while complying with regulatory and security norms and ensuring agent well-being. Service providers have shown resiliency by setting up Work-At-Home-Agent (WAHA) models, designing hybrid offices and operating frameworks, and establishing instant scaling options, as well as invested in digital offerings such as conversational AI, intelligent automation, cloud-based contact centers, and omnichannel delivery to ensure business continuity for clients. Providers are also forging 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 the requirements of the enterprises.

In this research, we present detailed assessments of 25 CXM service providers in EMEA 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 services market.

This report includes the following 25 leading CXM service providers in EMEA featured on the CXM PEAK Matrix:

- **Leaders:** Capita, Comdata Group, Majorel, Sitel Group®, Teleperformance, and Webhelp
- **Major Contenders:** Atento, Bosch Service Solutions, Cognizant, Concentrix, Conduent, Covisian, EXL, Genpact, Infosys, Startek, SYKES, Tech Mahindra, TELUS International, Transcom, and TTEC
- **Aspirants:** Conectys, IGT Solutions, Merchants, and RAYA CX

Scope of this report:



Geography
EMEA



Service providers
25



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 25 CXM service providers in EMEA on the Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants. This report examines the 2021 Customer Experience Management (CXM) service provider landscape in EMEA 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 in EMEA and PEAK Matrix® 2021

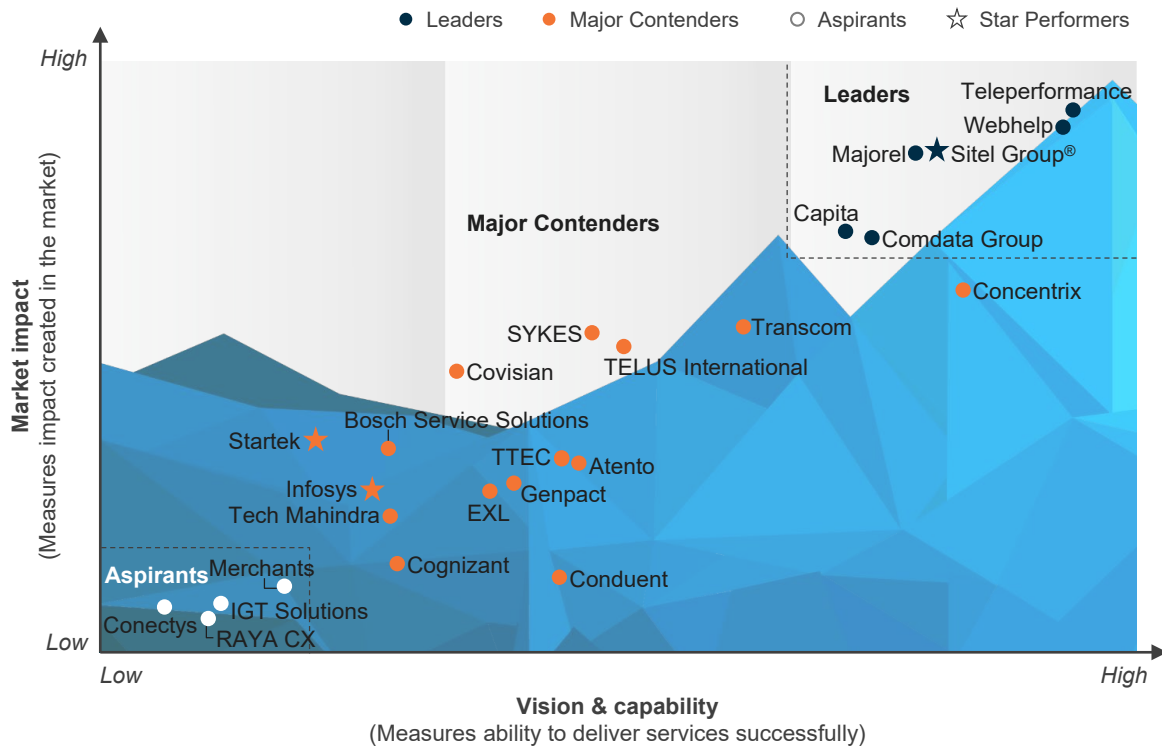
- The 2021 EMEA CXM PEAK Matrix® positioning is as follows:
 - **Leaders:** Capita, Comdata Group, Majorel, Sitel Group®, Teleperformance, and Webhelp
 - **Major Contenders:** Atento, Bosch Service Solutions, Cognizant, Concentrix, Conduent, Covisian, EXL, Genpact, Infosys, Startek, SYKES, Tech Mahindra, TELUS International, Transcom, and TTEC
 - **Aspirants:** Conectys, IGT Solutions, Merchants, and RAYA CX
- Based on the relative Year-on-Year (YOY) movement of each service provider, Everest Group identified three service providers as the “**2021 CXM in EMEA Star Performer**” – Infosys, Sitel Group®, and Startek
- Everest Group has identified a few service providers as unique in their CXM offerings – Atento, IGT Solutions, Merchants, and RAYA CX

Key insights on PEAK Matrix dimensions

- Service providers experienced growth in 2020 on the back of greater outsourcing by enterprises to manage high call volumes and secure remote working, and increased adoption of digital CXM during the COVID-19 pandemic. They also developed WAHA capabilities and solutions for business continuity and for a hybrid model of working
- Cognizant, Infosys, TELUS International, and TTEC had the highest growth rate in 2020
- Comdata Group, Majorel, Teleperformance, and Webhelp have the largest client base in this region
- Teleperformance is the only player to rank among the top service providers across all major markets in EMEA
- Majorel, Teleperformance, and Webhelp are the top service providers across major industry verticals
- Leaders performed better than their peers across key KPIs showcasing their investments in all-round capabilities

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

CXM Services in EMEA PEAK Matrix® Assessment 2021



Source: Everest Group (2021)

Capability assessment

Illustrative example

Measure of capability: 🟡 Low ● High

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: 🟡 Low ● High

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 developed a strong EMEA footprint with experience serving clients in geographies such as the United Kingdom, France, Germany, and Spain. It caters to clients across telecom, BFSI, retail, and energy & utilities
- Service provider 1 has made investments in areas such as omnichannel solutions, interaction analytics, customer acquisition platforms, and conversational assistants

Areas of improvement

- It has low adoption of outcome-based pricing constructs, which may inhibit its value proposition for buyers looking for risk sharing options, especially in deals involving a significant component of digital transformation
- Clients in the EMEA region emphasized the need to be proactive, employing skilled workforce, and boosting more collaboration in their engagement as focus areas for Service provider 1

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	August 2021
Customer Experience Management (CXM) in EMEA – PEAK Matrix® Assessment with Service Provider Landscape 2021	September 2021
Customer Experience Management (CXM) – Service Provider Compendium 2021	Q3 2021
Conversational AI Technology Vendor Compendium 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
Demystifying Contact Center-as-a-Service (CCaaS): Customer Experience Management (CXM) Market Report 2021	August 2021

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



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