

Customer Experience Management (CXM) – Service Provider Compendium 2021

September 2021: Complimentary Abstract / Table of Contents



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- ▶ Application Services
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- ▶ Supply Chain Management (SCM) Services
- ▶ Talent Excellence GBS
- ▶ Talent Excellence ITS
- ▶ Technology Skills & Talent
- ▶ Trust and Safety
- ▶ Workplace Services
- ▶ Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Learn more about our
custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

01

Robust definitions and frameworks

CXM pyramid, multi-process CXM definition, Total Value Equation (TVE), PEAK Matrix®, and market maturity

02

Primary sources of information

Annual contractual and operational RFIs, service provider briefings and buyer interviews, web-based surveys

03

Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests, supports both data analysis and thought leadership

04

Fact-based research

Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and service providers

Proprietary contractual database of over 5,000 CXM contracts (updated annually)

Year-round tracking of 40+ CXM service providers

Large repository of existing research in CXM

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, service providers, technology providers, and industry associations

This report is based on two key sources of proprietary information

- Proprietary database of CXM contracts of major CXM service providers with workplace services in scope of work (updated annually)
- The database tracks the following elements of each contract:
 - Buyer details including size and signing region
 - Contract details including service provider, contract type, TCV & ACV, service provider FTEs, start & end dates, duration, and delivery locations
 - Scope details including share of individual buyer locations being served in each contract, Line of Business (LOB) served, and pricing model employed
 - Customer Relationship Management (CRM) technology, communication technology, and enabler technology ownership & maintenance
 - Global sourcing including delivery locations, number of FTEs, and shoring mix
- Proprietary database of CXM service providers (updated annually)
- The database tracks the following for each service provider:
 - Key leaders
 - Revenue and number of FTEs
 - Major clients and recent wins
 - Recent customer experience-related developments
 - Revenue split by geography, industry, and client size
 - Key delivery locations and languages
 - Customer experience service suite
 - Customer experience-related technology capabilities
- **Service provider briefings**
 - Vision and strategy
 - Annual performance and future outlook
 - Key strengths and improvement areas
 - Emerging areas of investment
- **Buyer reference interviews, ongoing buyer surveys, and interactions**
 - Global surveys and one-on-one executive-level interviews are undertaken annually with approximately 80-100 organizations to understand how buyers perceive the performance of their providers. The surveys/interviews focus on different aspects of an outsourcing relationship including:
 - Key drivers for outsourcing customer experience management
 - Contract details (including process scope, year of signing, and duration)
 - Overall performance of the service provider including key strengths and improvement areas
 - Detailed assessment of service provider performance across different elements
 - Key customer experience metrics
 - Various customer experience-centric processes
 - Implementation and transition phases
 - Governance and relationship management

Note: **The source of all content is Everest Group unless otherwise specified**

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion

Service providers assessed



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, transcossos, TTEC, VXI, Webhelp, Wipro, and WNS

Scope of this report:



Geography
Global



Service providers
39



Services
CXM

This study offers 37 distinct chapters providing a deep dive into key aspects of CXM market; below are five charts to illustrate the depth of the report

Customer Experience Management (CXM) – Service Provider Compendium 2021

Service provider | CXM services profile (page 1 of 6)

Overview

Company mission/vision statement
A global provider of Customer Experience (CX) products and solutions, XXX creating connections that boost brand value. With XXX people around the globe, XXX million times every day in 50+ languages, XXX from XXX is a flexible solution for the delivery of end-to-end CX services, while boosting efficiency, effectiveness, and customer satisfaction.

Headquarters: XXX

Key leaders

- XXX, President & Chief Executive Officer
- XXX, Chief Financial Officer
- XXX, Founder & Global Chief Operating Officer
- XXX, Chief Technology Officer

Recent developments

- 2021: opened XXX, a hybrid co-working center in XXX
- 2021: opened first XXX in the Americas, a hybrid co-working center in XXX
- 2020-2021: introduced XXX at-home security solutions such as geolocation and adherence matching
- 2020: launched XXX, a flexible solution with complete cloud capability, designed to boost efficiency, effectiveness and customer satisfaction

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Service provider | CXM services profile (page 2 of 6)

Capabilities

Split of CXM FTEs
Number of FTEs

By location

- Low-cost: 27%
- Medium-cost: 27%
- High-cost: 46%

1 Includes channel management, customer analytics, customer retention management
Note: High-cost regions include North America, Western Europe, Japan, Singapore, Philippines, and Rest of Asia

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Service provider | CXM services profile (page 3 of 6)

Key CXM investments | proprietary solutions and partnerships

Key partnerships

Strategic CX investments

- Advanced analytics
- RPA automation
- Artificially intelligent conversational AI
- Omni-channel / agent assist

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Customer Experience Management (CXM) – Service Provider Compendium 2021

Service provider | CXM services profile (page 4 of 6)

Client portfolio

CXM revenue mix
US\$ million

By geography

- North America: 50%
- Continental Europe: 28%
- UK: 21%
- APAC: 1%

Key customer experience engagements

Client name
A public sector / government organization
A global healthcare and health sciences client
A global travel and hospitality disrupter
A UK telecommunications and media client
A North American telecommunications client
A French telecommunications client

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Service provider | CXM services profile (page 5 of 6)

Location landscape

CXM delivery locations

(XX) – Number of centers in each location

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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) – Service Provider Landscape in EMEA with PEAK Matrix® Assessment 2021	September 2021
Customer Experience Management (CXM) – Service Provider Compendium 2021	September 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
Contact Center as a Service (CCaaS) Market Report	August 2021

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



Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our clients include leading global companies, service providers, and investors. Clients use our services to guide their journeys to achieve heightened operational and financial performance, accelerated value delivery, and high-impact business outcomes. Details and in-depth content are available at www.everestgrp.com.

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