

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

December 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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Background and scope of the research

The Customer Experience Management (CXM) market in the Asia Pacific (APAC) region has experienced steady growth in last few years due to increased demand for outsourcing as enterprises aspired to leverage digital solutions, balance risks, and grow their businesses, while ensuring superior customer experience. Despite, the APAC region being one of the hardest hit regions by the pandemic, it has given rise to several avenues for demand, especially from emerging countries and first-time outsourcers who are now more open to leveraging the expertise of third-party service providers. Consequently, service providers have shown commendable resiliency by setting up Work-At-Home-Agent (WAHA) models, designing hybrid offices and operating frameworks, establishing instant scaling options, as well as investing in digital offerings such as conversational AI, intelligent automation, cloud-based contact centers, and omnichannel delivery to ensure business continuity for their clients. The APAC region is uniquely characterized by service providers with strong regional presence and local language capabilities, given the heterogenous nature of this market. 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 this region.

In this research, we present detailed assessments of 16 CXM service providers in APAC 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 2021, 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 in APAC featured on the CXM PEAK Matrix® :

- **Leaders:** Probe Group, Relia, Teleperformance, and transcocosmos
- **Major Contenders:** Bell System24, CONNEQT, Genpact, Startek, Tech Mahindra, TMJ, TTEC, VXI, and Webhelp
- **Aspirants:** Acquire BPO, Cognizant, and IGT Solutions

Scope of this report:



Geography
APAC



Service providers
16



Services
Customer Experience
Management (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 16 Customer Experience Management (CXM) service providers in APAC on the Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants. This report examines the CXM service provider landscape in APAC 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 APAC and PEAK Matrix® 2021

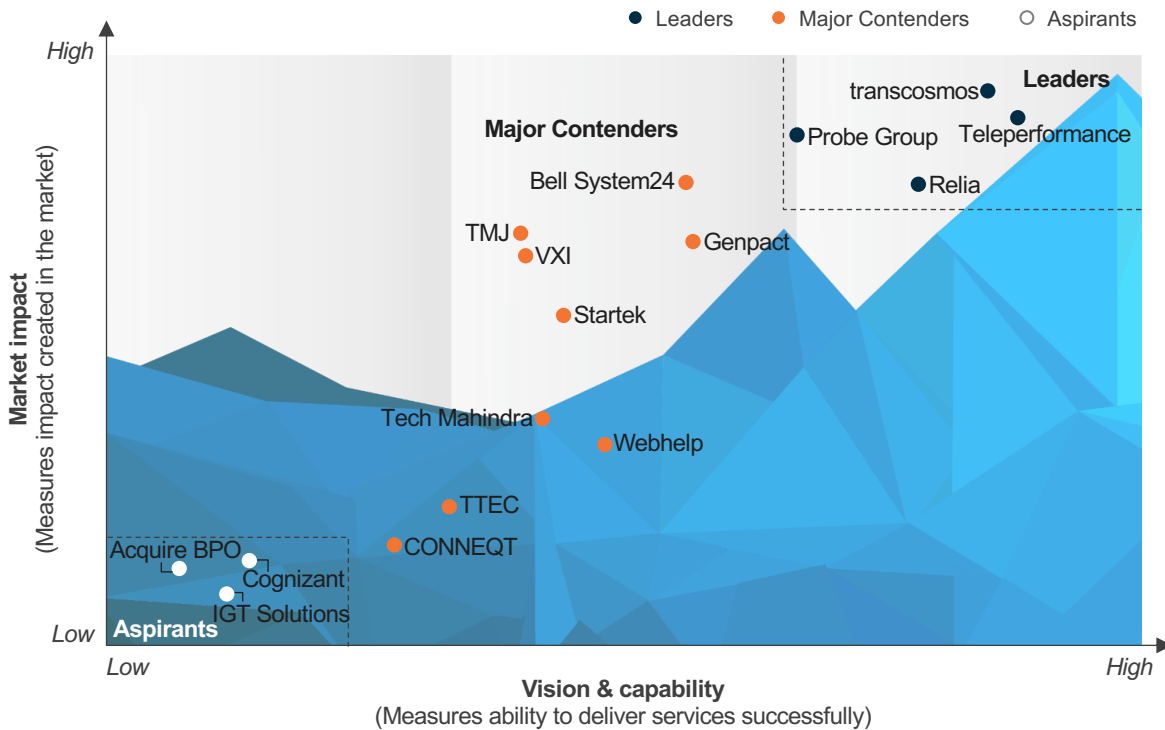
- The 2021 APAC CXM PEAK Matrix® positioning is as follows:
 - **Leaders:** Probe Group, Relia, Teleperformance, and transcocosmos
 - **Major Contenders:** Bell System24, CONNEQT, Genpact, Startek, Tech Mahindra, TMJ, TTEC, VXI, and Webhelp
 - **Aspirants:** Acquire BPO, Cognizant, and IGT Solutions
- Everest Group has identified a few service providers as unique in their CXM offerings - CONNEQT, IGT Solutions, Probe Group, and VXI

Key insights into CXM service providers

- The pandemic severely impacted CXM outsourcing market in APAC. Even though this region had growth momentum in the past, the market growth plunged in 2020 due to the lack of infrastructure, frequent lockdowns, and less adoption of digital solutions in these regions
- Service providers showed excellent resiliency to manage high call volumes, secure remote working, and increase adoption of digital CXM in this region during the pandemic
- They also developed WAHA capabilities and solutions for business continuity and for a hybrid model of working
- Probe Group, Relia, TMJ, and transcocosmos had the largest client base in this region
- Teleperformance is the only provider with clients across major countries in the APAC region
- Leaders performed better than their peers across key KPIs, showcasing their investments in all-round capabilities
- They have also been able to develop more sophisticated digital solutions and have been more successful than their peers in driving innovative pricing structures, agent engagement and talent management, and process innovation

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) in APAC PEAK Matrix® Assessment 2021¹



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 a robust delivery presence in Asia Pacific with multiple delivery centers in India, Australia, the Philippines, and China, enabling it to service client requirements efficiently
- It provides services to industry segments such as telecom & media, technology, retail, BFSI, and travel & hospitality

Areas of improvement

- 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
- Although it has multi-lingual capabilities, its ability to provide CX services in languages other than Japanese, Thai, Vietnamese, and English is limited

¹ Assessment for Acquire BPO, Bell System24, Relia, and TMJ 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).

Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Flagship 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	October 2021
The Aftermath of COVID-19: Customer Experience Management (CXM) State of the Market Report 2022	October 2021
Customer Experience Management (CXM) in EMEA – Service Provider Compendium 2022	October 2021
Customer Experience Management (CXM) in APAC – PEAK Matrix® Assessment with Service Provider Landscape 2021	December 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

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