

Learning Services State of the Market Report – Reimagining Learning in the New Reality

November 2021: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

Human Resources

- ▶ Application Services
- ▶ Banking & Financial Services BPS
- ▶ Banking & Financial Services ITS
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud & Infrastructure
- ▶ Contingent Workforce Management
- ▶ Conversational AI
- ▶ Cost Excellence
- ▶ Customer Experience Management Services
- ▶ Cybersecurity
- ▶ Data & Analytics
- ▶ Digital Adoption Platforms (DAP)
- ▶ Digital Services
- ▶ Engineering Services
- ▶ Enterprise Platform Services
- ▶ Finance & Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ Global Business Services
- ▶ Healthcare BPS
- ▶ Healthcare ITS
- ▶ Human Resources
- ▶ Insurance BPS
- ▶ Insurance ITS
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing (IDP)
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Executive Insights™
- ▶ Life Sciences BPS
- ▶ Life Sciences ITS
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services & 5G
- ▶ Outsourcing Excellence
- ▶ Pricing-as-a-Service
- ▶ Process Mining
- ▶ Procurement
- ▶ Recruitment Process Outsourcing
- ▶ Retirements Technologies
- ▶ Rewards & Recognition
- ▶ Service Optimization Technologies
- ▶ Supply Chain Management (SCM) Services
- ▶ Talent Excellence GBS
- ▶ Talent Excellence ITS
- ▶ Technology Skills & Talent
- ▶ Trust and Safety
- ▶ Work at Home Agent (WAHA) Customer Experience Management (CXM)
- ▶ Workplace Services

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

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

Contents

1. Introduction and overview	5
• Research methodology	6
• Everest Group HRO process map	7
• Key information on the report	9
• Background of the research	10
• Summary of key messages	12
2. Talent management changes	15
• Key challenges faced by talent managers	16
• Need for evolution of learning management strategies	22
• Key investment themes	25
3. Market overview	30
• Overall learning services market growth	31
• Geographic split	32
• Industry coverage	33
• Deal coverage	34
4. Adoption trends	35
• Add-on services	37
• Nature of engagement	38
• Pricing	39
• Shoring mix	40

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

Priyanka Mitra, Practice Director

Ravjot Sachdeva, Senior Analyst

Contents

5. Service provider landscape	41
• Learning services revenue share	42
• Learning services revenue share by region	44
• Leaders versus Others	45
Outlook	48
• Outlook for 2022	49
2. Appendix	50
• Glossary	51
• Research calendar	53

Background of the research

The learning services market is in the process of undergoing a significant transformation, which is expected to continue over the next few years. The challenges caused by the pandemic, changing workforce, and rapid pace of technology adoption have acted as triggers for this transformation process. There is an increasing need to integrate learning with closely aligned talent management functions, such as recruitment and performance management, to devise a right-fit and future-proof learning strategy. While the learning services market took a hit in terms of YoY growth in 2020, learning services are increasingly expected to be included in large multi-tower deals post 2021, as demand for digitized learning solutions, customized learning content, and delivery strategy aligned with broader business strategy becomes more important to organizations.

In this report, we analyze the trends, drivers, and key investment themes of the learning services market. We focus on:

- Key changes that talent managers have been facing over the past year
- Impact of talent management challenges on buyers of learning services
- Learning service providers' response to those changes and the key investment themes in the market
- Analysis of the market in terms of industry, geographic segments, and key adoption trends among enterprises

Scope of this report:

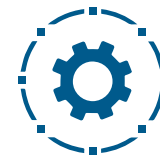


Geography
Global



Industry

Market activity and investments of 21 leading learning services providers



Services

Learning services



Use cases

Input gathered through the annual RFI process from 10 participating providers and publicly available information has been used for the entire analysis in this report

Overview and abbreviated summary of key messages

This report provides comprehensive coverage of the learning services market and analyzes it across dimensions such as market overview, buyer adoption trends, solutions and transaction trends, and the service provider landscape.

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

Increasing challenges for talent management

- This section analyses the key external and internal factors that have caused challenges for talent management. These include:
 - Worsening talent-supply gap - Changing employee expectations
 - Long-term shift to work-from-home / hybrid working model - Increasing need for Diversity, Equity, and Inclusion (DE&I)

Impact on the learning services market

- The challenges of talent management forced organizations to relook at their traditional methods of learning and led to an increased need for bringing effective workforce planning, talent acquisition, and retention strategies among organizations
- The priorities for enterprises for learning services are also closely concentrated on digitization and enhancing employee productivity

Market overview

- The learning services market stood at US\$2.85-2.95 billion at the end of 2020 and grew at a CAGR of 2-5%, experiencing a decline in growth in 2020 due to the impact of COVID-19
- Financial services, healthcare, and IT/ITeS are some of the top industries that continued to adopt learning services and technology solutions at a fast pace, driven by the need to adapt their learning function to the changing industry requirements

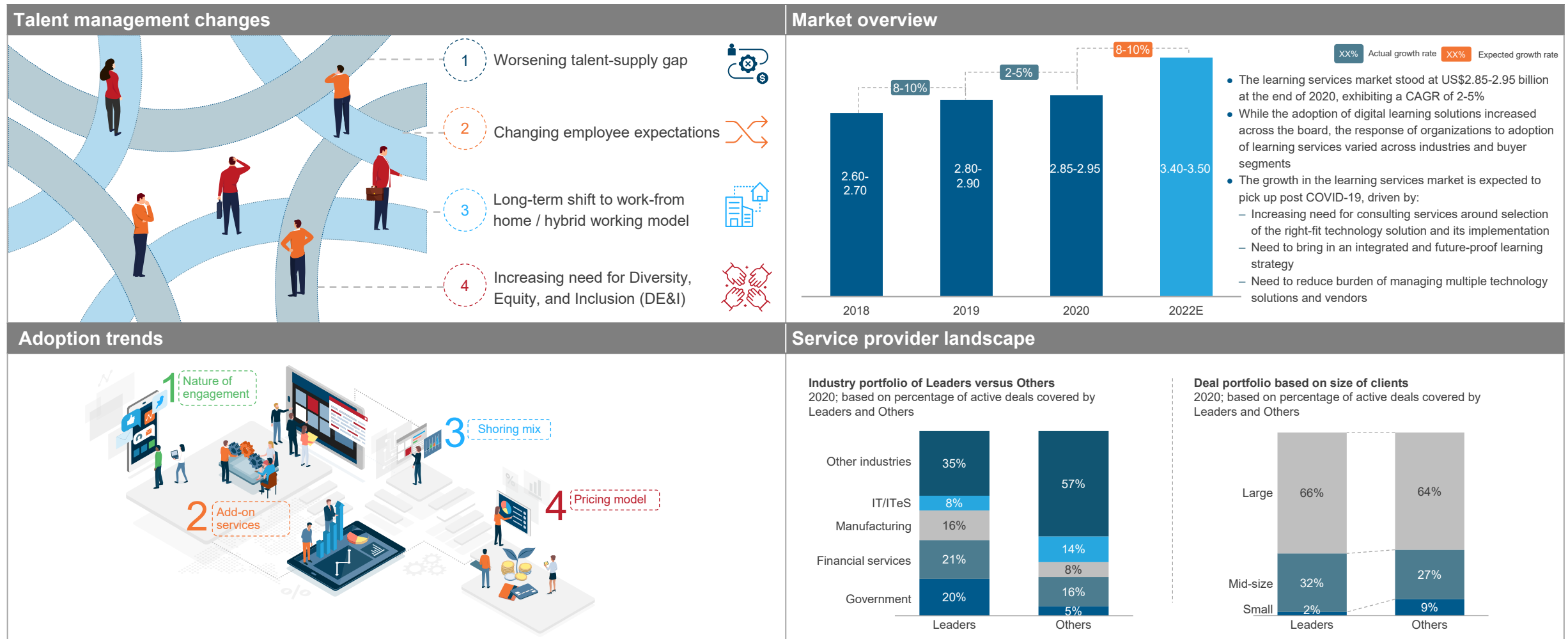
Adoption trends

- Learning technology-related services form a significant proportion of add-on services enterprises adopt as many of them look to digitalize their learning activities
- The degree of offshore leverage is typically higher in case of learning administration and content creation services

Outlook for 2022

- Focus on devising a fool-proof learning strategy is expected to prompt more organizations to rope in consultative services offered by service providers
- Learning service providers are expected to partner with innovative technology vendors to bring the entire learning marketplace to clients

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

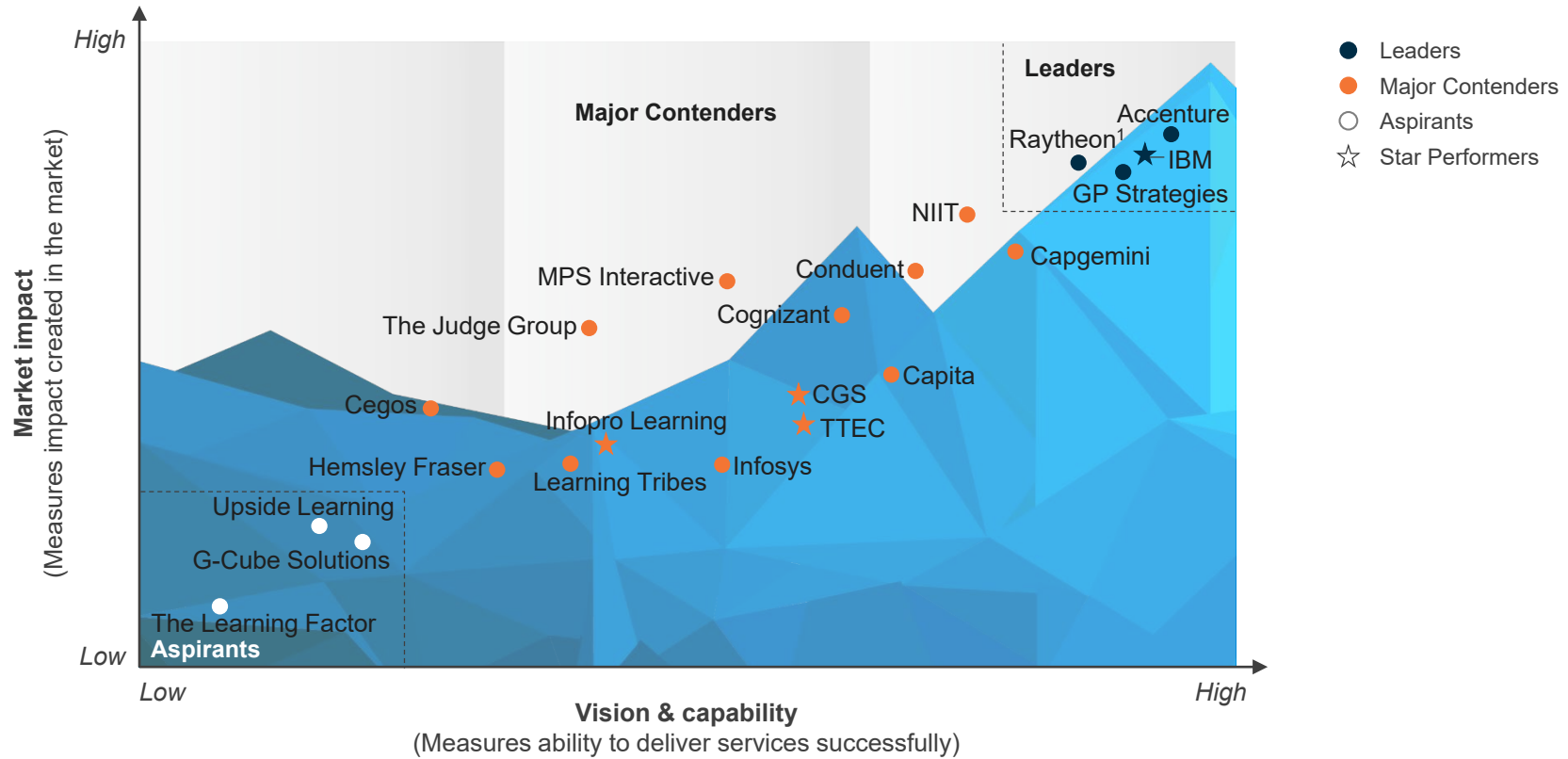


Everest Group PEAK Matrix®

Learning Services PEAK Matrix® Assessment 2021



Everest Group Learning Services PEAK Matrix® Assessment 2021



¹ Raytheon here refers to Raytheon Professional Services

Note1: This assessment is based on Everest Group’s estimates that leverage its proprietary Transaction Intelligence (TI) database, service provider public disclosures, and interaction with buyers. It has also taken inputs through RFI from providers including Accenture, Capgemini, CGS, Conduent, Cognizant, IBM, Infosys, Infopro Learning, Learning Tribes, and TTEC

Note2: Read the full report here [Learning Services PEAK Matrix® Assessment with Service Provider Landscape 2021](#)

Source: Everest Group (2021)

Research calendar

Human Resources Outsourcing

Published Planned Current release

Flagship reports

	Release date
Multi-process Human Resources Outsourcing (MPHRO) Services PEAK Matrix® Assessment with Services Provider Landscape 2021	January 2021
Multi-process Human Resources Outsourcing (MPHRO) Services – Service Provider Compendium 2021	February 2021
Multi-process Human Resources Outsourcing (MPHRO) – State of the Market Report 2021	February 2021
Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment with Service Provider Landscape 2021	March 2021
Rewards and Recognition (R&R) Solutions State of the Market Report 2021: The Era for Modernizing Employee Engagement	June 2021
Learning Services PEAK Matrix® Assessment with Service Provider Landscape 2021	June 2021
Digital Adoption Platform (DAP) Products PEAK Matrix® Assessment with Service Provider Landscape 2021	September 2021
Learning Services Provider Profile Compendium 2021	September 2021
Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2021	October 2021
Digital Adoption Platform (DAP) Products Provider Profile Compendium 2021	October 2021
Learning Services State of the Market Report – Reimagining Learning in the New Reality	November 2021
Multi-country Payroll (MCP) Solutions Service Provider Profile Compendium 2021	Q4 2021
Multi-country Payroll (MCP) Solutions Annual Report 2021	Q4 2021

Thematic reports

	Release date
Employment Outsourcing Models	March 2021
Employee Experience Management (EXM) Platforms	June 2021
Payroll 4.0: A New Era for Global Payroll	July 2021
Human Resource Outsourcing (HRO) 4.0: Reinventing the HR Function	October 2021

Note: For a list of all our published Human Resources Outsourcing 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.

Stay connected

Website

everestgrp.com

Social Media

 [@EverestGroup](https://twitter.com/EverestGroup)

 [@Everest Group](https://www.linkedin.com/company/everestgrp)

 [@Everest Group](https://www.facebook.com/EverestGroup)

 [@Everest Group](https://www.youtube.com/EverestGroup)

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

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.