

Digital Interactive Experience (IX) Services State of the Market Report 2021 – Moving from Persuasive to Purpose Driven Experiences

February 2021: Complimentary Abstract / Table of Contents



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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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Background of the research

- Enterprises are now viewing experience design as a key element of a sustainable growth strategy. While designing end-customer experience has been the top priority for enterprises, the spend toward employee experience is gaining momentum. Multiple factors have contributed to this trend in the recent past. The pandemic put the spotlight on digital employee experience. Moreover, the competitive talent market for technology skills is making enterprises view employee experience as a key element to talent retention
- The pandemic also made enterprises rethink their approach and investments toward experience design. The rise of at-home experiences, increased focus on touchless experiences, and the need for brands to rethink their role in society made enterprises invest in new use cases and technologies
- As enterprises chart their journey toward offering differentiated experiences, they will have to evolve their offerings and messaging based on the future envisioned state of the target stakeholders. Principles of human-led design will play a greater role in designing responsible and inclusive experiences
- In this report, we explore the trends governing the interactive experience design market, examine the impact of the pandemic on experience design, and present a framework for the future of experience design

Scope of this report:



Geography
Global



Industry
All industries



Services
Digital interactive
experience services

Everest Group’s definition of digital IX services

NOT EXHAUSTIVE

Strategy

Digital strategy, brand and media strategy, omnichannel marketing strategy, digital transformation consulting, etc.

Core marketing

Social media marketing, mobile marketing, loyalty marketing, email marketing, inbound marketing, performance marketing, SEO/SEM, etc.

Creative and content

UI/UX design and management, web/mobile design, e-commerce design, creative design (email, video, and print), campaign development, content production and management, etc.

Technology

Web development, mobile development, e-commerce development, marketing automation, multi-channel analytics (web, social, and mobile), data visualization, performance management, marketing operations, optimization methodologies, database design and management, etc.

Digital interactive services

Channels/interaction layer

Website



Mobile



Email



Touchscreen



Chats



Social media



E-commerce



Platforms & tools

CRM



Digital experience platforms



Design and analytics tools



Marketing automation



User engagement tools



Content management systems



Overview and abbreviated summary of key messages

In this report, we explore the trends governing the IX services market, examine the impact of the pandemic on experience design, and present a framework for the future of experience design. This report also provides key implications for enterprises and service providers.

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

Digital IX services landscape

- Digital IX is expected to witness a significant growth, propelled by increased focus on stakeholder experience and new use cases ushered in by the pandemic
- Digital IX is not limited to designing experiences only for end-customers, but also includes employee, partner, and society experiences
- The current focus remains on CX; however, employee experience is also expected to take center stage, driven by the pandemic and evolving expectations of millennials

Digital IX services market trends

- COVID-19 resulted in increased uptick of touchless technologies propelled by the need to replace human contact-led shared services
- The focus shifted toward redefining brand purpose, values, and social responsibility to resonate with the sentiments of consumers and the society
- There was increased consumption of digital channels for entertainment, food ecommerce, retail commerce

Future of experience

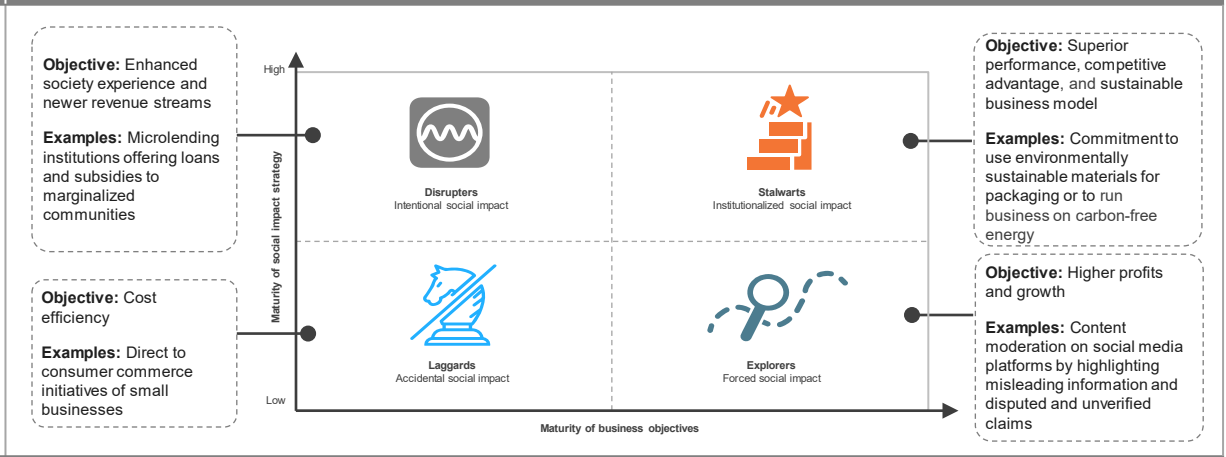
- The future of experience will be human values centered, technology enabled and social good driven resulting in higher business value and positive impact on all stakeholders
- New-age technologies are playing a significant role in accentuating and transforming stakeholder experience
- Social impact created by an enterprise will be key to driving the future of experience

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

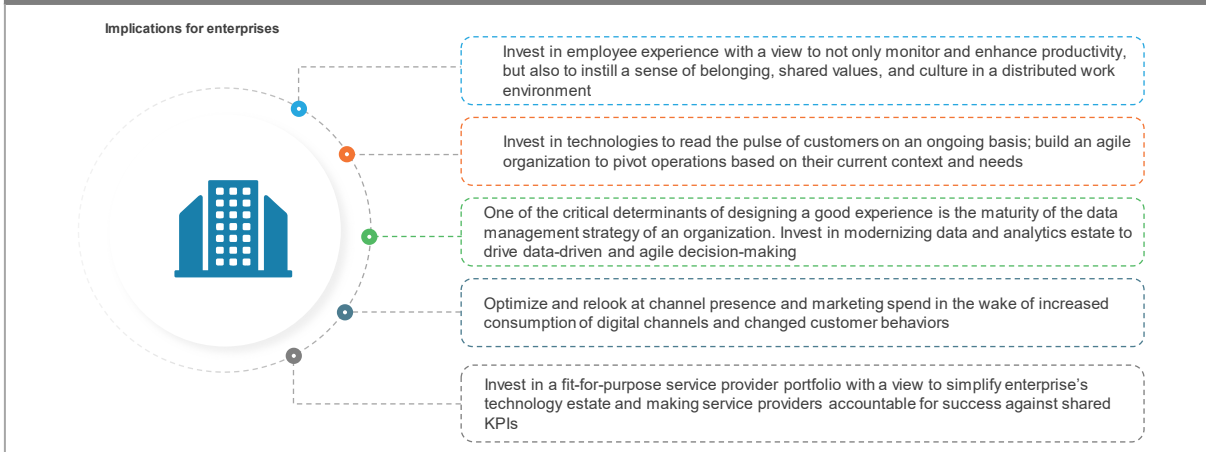
Framework for stakeholder experience



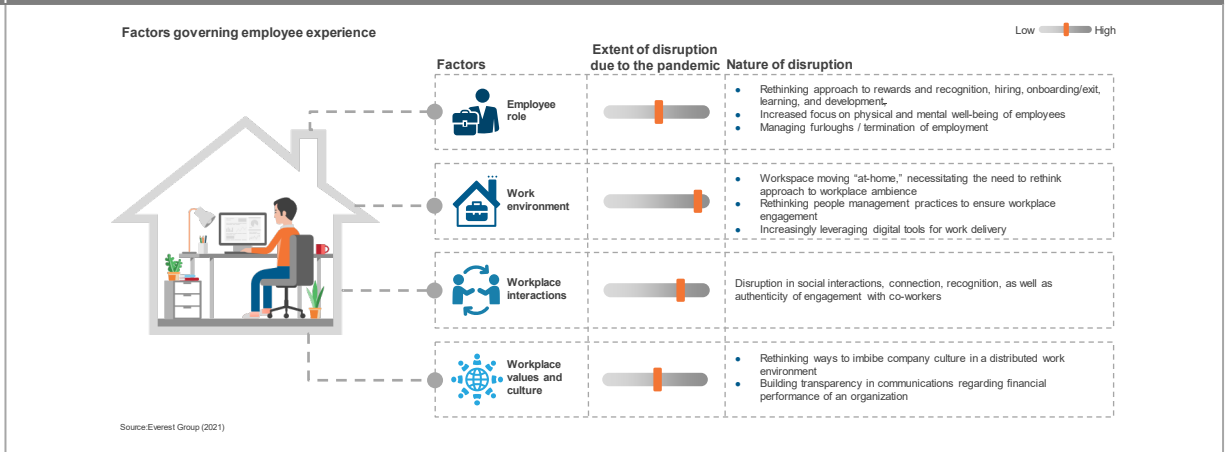
Enterprise personas based on their focus on social good driven experiences



Implications for enterprises



Factors governing employee experience



Research calendar

Digital services

■ Published
 ■ Planned
 ■ Current release

Flagship digital services reports

	Release date
Digital Services – Market Report 2020: Digital Transformation - Triumph Beyond Technology Adoption	May 2020
IoT Services State of the Market report 2020 Driving Impact Beyond the Horizons of Operational Efficiency	July 2020
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2020	September 2020
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2020 – Service Provider Compendium	October 2020
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2021	November 2020
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2021 – Service Provider Compendium	December 2020
Artificial Intelligence (AI) Services – State of the Market Report 2021 Scale the AI Summit Through Democratization	January 2021
Digital Interactive Experience (IX) Services State of the Market Report 2021 – Moving from Persuasive to Purpose Driven Experiences	February 2021

Thematic digital services reports

Customer Experience Trailblazers – Experience Spearheading the Digital Economy	February 2019
BigTech Battle: Digital Experience Platforms Assessment – Rise of the Digital Experience Platform	June 2019
AI Masterclass Recalibrate Your AI Impact – Insights from 230 AI Use Cases Across Industries	October 2019
Experience Design: Rearchitecting the Trust Equation Through a Human-centered Design Approach	June 2020
Trailblazer: Customer Data Platforms	Q1 2021
Trailblazer: AI for Computer Vision, Content Intelligence, and Conversational Systems	Q1 2021
Industry Report on Intelligent Edge (Federated Learning)	Q1 2021

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