

Customer Experience Management (CXM) in Brazil: Top 15 Providers 2022

January 2022: Complimentary Abstract / Table of Contents



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Background of the research

Brazil is one of the largest CXM markets in Latin America due to its large population. It is dominated by local CXM service providers, with a few global service providers with significant presence in the country. Most Brazilian CXM industry FTEs serve the domestic market, supporting local enterprises in Brazil as well as global enterprises that need support for their Brazilian operations, with very limited offshoring done for clients in Portugal. Also, because Brazil is the only major Portuguese-speaking country outside of Portugal, nearly all domestic demand is met through CXM operations within the country.

The Everest Group CXM in Brazil Top 15 Providers 2022 is a list of the 15 largest Customer Experience Management (including Contact Center Outsourcing) service providers in Brazil, based on size of their operational workforce in Brazilian delivery centers. This list helps enterprises to identify the large-scale service providers in Brazil and their industry coverage.

In this research, we:

- List the 15 largest CXM service providers (by size of workforce) in Brazil
- Describe the service providers' coverage of leading industry segments
- Provide a brief overview of service providers' capabilities such as process coverage, delivery sites, and digital capabilities

Research methodology:

- Qualification – only the 15 largest service providers, based on their CXM workforce, qualify for inclusion in our CXM in Brazil Top 15 report
- Rank determination – providers are ranked on the basis of overall number of FTEs in Brazilian delivery centers

Scope of this report



Geography
Brazil



Industry
All



Services
Customer Experience
Management (CXM) services

This study offers insights into the 15 largest CXM service providers in Brazil including a brief overview of their capabilities; charts below illustrate the depth of the report

Top 15 CXM service providers in Brazil | 2022

← Coverage of leading industry segments² →

Rank	Service provider	Headquarters	Type of ownership	Number of CXM FTEs ¹	BFSI	Technology	Retail	Healthcare & life sciences	Telecom & media	Manufacturing	Energy & utilities	Public sector	Travel & hospitality
1	Provider 1	Sao Paulo	Public	56,000-58,000	✓	✓	✓	✓	✓	✓	✓		✓
2	Provider 2	Sao Paulo	Public	27,000-29,000	✓	✓	✓	✓	✓	✓			✓
3	Provider 3	Sao Paulo	Private	25,000-27,000	✓		✓	✓	✓	✓	✓	✓	
4	Provider 4	Belo Horizonte	Private	24,000-26,000	✓	✓	✓	✓	✓	✓		✓	

1 Based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's estimates.

2 The industry segments listed are not an exhaustive representation of the industries the provider serves

Source: Everest Group (2022)

Overview of the top 15 CXM providers in Brazil

Provider 1

Provider 2

Provider 3

Provider 4

- **Provider 1** is among the largest provider of CXM and BPO services in Brazil with over XXXX agents
- It provides a range of CX services including inbound/outbound sales support, technical support, payment collections, order fulfillment, order processing, and customer service
- It has made significant investments in CX process consulting, AI/cognitive solutions, analytics, and RPA, either developed internally, or through partnered solutions
- Its presence in Brazil is significant, with more than XX delivery centers across various states, including in Bahia, Minas Gerais, Rio de Janeiro, Santo Andre, and Sao Paulo

- **Provider 2** is among the largest provider of CXM and BPO services in Brazil with over XXXX agents
- It provides a range of CX services including inbound/outbound sales support, technical support, payment collections, order fulfillment, order processing, and customer service
- It has made significant investments in CX process consulting, AI/cognitive solutions, analytics, and RPA, either developed internally, or through partnered solutions
- Its presence in Brazil is significant, with more than XX delivery centers across various states, including in Bahia, Minas Gerais, Rio de Janeiro, Santo Andre, and Sao Paulo

- **Provider 3** is among the largest provider of CXM and BPO services in Brazil with over XXXX agents
- It provides a range of CX services including inbound/outbound sales support, technical support, payment collections, order fulfillment, order processing, and customer service
- It has made significant investments in CX process consulting, AI/cognitive solutions, analytics, and RPA, either developed internally, or through partnered solutions
- Its presence in Brazil is significant, with more than XX delivery centers across various states, including in Bahia, Minas Gerais, Rio de Janeiro, Santo Andre, and Sao Paulo

- **Provider 4** is among the largest provider of CXM and BPO services in Brazil with over XXXX agents
- It provides a range of CX services including inbound/outbound sales support, technical support, payment collections, order fulfillment, order processing, and customer service
- It has made significant investments in CX process consulting, AI/cognitive solutions, analytics, and RPA, either developed internally, or through partnered solutions
- Its presence in Brazil is significant, with more than XX delivery centers across various states, including in Bahia, Minas Gerais, Rio de Janeiro, Santo Andre, and Sao Paulo

Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Flagship reports

Release date

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
Customer Experience Management (CXM) in APAC – Service Provider Compendium 2022	February 2022
Customer Experience Management (CXM) in Americas, EMEA, and APAC – Service Provider Landscape with PEAK Matrix® Assessment 2022	Q3 2022
CXM State of the Market Report 2022	Q3 2022
Customer Experience Management (CXM) in Healthcare – Service Provider Landscape with Services PEAK Matrix® Assessment 2022	Q3 2022
Customer Experience Management (CXM) Service Provider Compendium 2022	Q3 2022

Thematic reports

Release date

Customer Experience Management (CXM) in Brazil: Top 15 Providers 2022	January 2022
Bring Your Own Device (BYOD) in Customer Experience Management (CXM)	Q1 2022
Delivering Happy Customers within the Experience Economy	Q1 2022
Integrated Operations Transformation within Customer Experience Management (CXM)	Q1 2022
Technical Support Market Report	Q1 2022
How Leading Enterprises Support Their Customers	Q2 2022

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