Catering to Global Customer Experience Management (CXM) Requirements: What It Means to Be a Truly Global Service Provider

July 2022: Complimentary Abstract / Table of Contents

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Background of the research

The global CXM outsourcing market experienced an unprecedented growth of 12-14% in 2021 with the current market size standing at US$100-102 billion. This growth can be attributed to factors such as rising digital CXM demand, expanding scope of existing CXM contracts, and increasing need for end-to-end CX services, encompassing contact center technology and managed services.

The rising demand has been met either by local/regional service providers having a strong presence in specific CXM geographies or by global players having a client base and delivery capabilities across multiple geographies. Though an enterprise's decision to partner with a CXM service provider is contingent on multiple parameters, there is a growing preference among enterprises operating in multiple regions to work with global CXM service providers that can meet their differentiated needs

In this research study, we:

- Articulate the needs of global enterprises
- Define what it entails to be a global CXM service provider
- Describe how global strategic partners are better equipped to satisfy certain needs of global enterprises or enterprises planning to expand geographically
- Provide a brief overview of global CXM providers, their industry coverage, language capabilities, digital CX capabilities, and presence across different regions
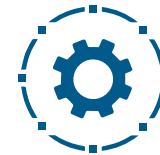
Scope of this report

Geography
Global

Industry
All

Services
Customer Experience
Management (CXM) services

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Overview and abbreviated summary of key messages

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

| **Differentiated needs of global enterprises** | • Enterprises operating in / planning to expand in multiple regions have greater CXM requirements compared to those operating in a single region. These requirements include:
– A strategic partner to drive their CX vision across the multiple regions in which they operate
– Ability to support customers in their native/local languages across regions
– Personalized and uniform customer experience across regions
– Flexible delivery mix spread across the globe that can be customized to address geopolitical and other risks, quality objectives, and cost concerns
– Regulatory compliance across individual regions |

| **Characteristics of global CXM providers** | • Global CXM providers serve clients across multiple regions while offering their clients a diversified delivery mix to address client's cost, quality, and risk concerns
• Global CXM providers offer a personalized experience to their client's end customers through multilingual & multi-cultural capabilities, delivered in the business and regulatory context of local markets and tailored to the language and culture of the customer
• Global CXM providers offer end-to-end CX services to their clients including strategy, talent infrastructure, and digital solutions to serve as a strategic partnership in their BPS constructs, as well as help enterprises drive their CX vision across the globe |

| **14 global CXM providers identified** | • 14 CXM providers having operational presence across Americas, EMEA, and APAC regions with significant amount of experience of serving clients in each region, as well as having the ability to serve customer globally in multiple languages have been identified as global CXM providers. Further, the capabilities of these global service providers, including delivery capabilities, language coverage, and digital CX capabilities have been looked at
• The global CXM providers identified are Cognizant, Concentrix, EXL, Genpact, Majorel, Sitel Group®, Startek®, Sutherland, TCS, Tech Mahindra, Teleperformance, TTEC, Webhelp, and Wipro |

This study offers three distinct chapters providing a deep dive into key aspects of global CXM market; below are graphics illustrating the depth of the report

Differentiated needs of global enterprises

A strategic partner to drive their CX vision across the multiple regions in which they operate

Ability to support customers in their native/local languages across regions

Personalized and uniform customer experience across regions

Flexible delivery mix spread across the globe that can be customized to address geopolitical and other risks, quality objectives, and cost concerns

Regulatory compliance across individual regions

Definition of a global CXM provider

Global presence ≠ Global service provider

Characteristics of global CXM providers

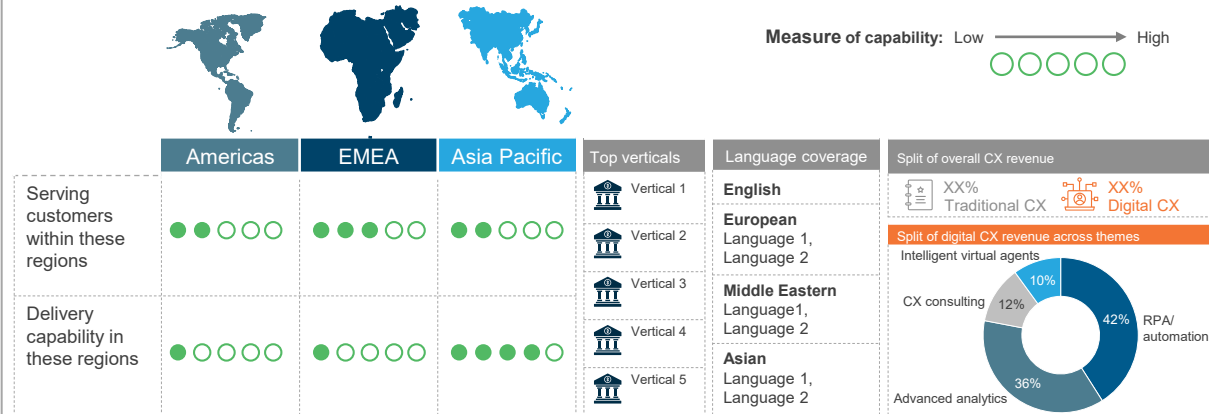Global operational presence and delivery capabilities across geographies
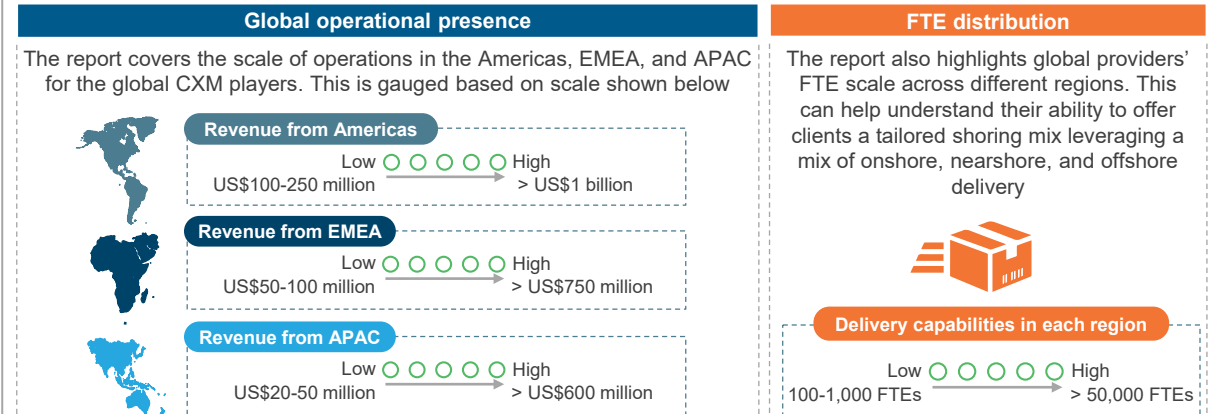
Multilingual and multi-cultural capabilities

Digital CX capabilities

Profile of global CXM providers identified

Measure of capability: Low ○○○○○ High

	Americas	EMEA	Asia Pacific
Serving customers within these regions	●●○○○	●●●○○	●●○○○
Delivery capability in these regions	●○○○○	○○○○○	●●●●○

Top verticals
- Vertical 1
- Vertical 2
- Vertical 3
- Vertical 4
- Vertical 5

Language coverage
- **English**
- **European** Language 1, Language 2
- **Middle Eastern** Language1, Language 2
- **Asian** Language 1, Language 2

Split of overall CX revenue

XX% Traditional CX   XX% Digital CX

Split of digital CX revenue across themes
- Intelligent virtual agents — 10%
- CX consulting — 12%
- Advanced analytics — 36%
- RPA/automation — 42%

Research methodology

Global operational presence

The report covers the scale of operations in the Americas, EMEA, and APAC for the global CXM players. This is gauged based on scale shown below

Revenue from Americas
Low ○○○○○ High
US$100-250 million → > US$1 billion

Revenue from EMEA
Low ○○○○○ High
US$50-100 million → > US$750 million

Revenue from APAC
Low ○○○○○ High
US$20-50 million → > US$600 million

FTE distribution

The report also highlights global providers' FTE scale across different regions. This can help understand their ability to offer clients a tailored shoring mix leveraging a mix of onshore, nearshore, and offshore delivery

Delivery capabilities in each region
Low ○○○○○ High
100-1,000 FTEs → > 50,000 FTEs

Research calendar
Customer Experience Management (CXM) Services

<table>
<tr><td colspan="2">■ Published　■ Planned　■ Current release</td></tr>
</table>

Reports title	Release date
Customer Experience Management (CXM) in Brazil: Top 15 Providers 2022	January 2022
Delivering Happy Customers in the Experience Economy	March 2022
The Increasing Role of Bring Your Own Device (BYOD) in CXM – Trends, Challenges, and Opportunities Management (CXM)	April 2022
Enterprise Technical Support	June 2022
Transforming Customer Experience (CX) Operations	July 2022
Catering to Global Customer Experience Management (CXM) Requirements: What It Means to Be a Truly Global Service Provider	**July 2022**
Customer Experience Management (CXM) in Americas – Service Provider Landscape with PEAK Matrix® Assessment 2022	Q3 2022
Customer Experience Management (CXM) in APAC – Service Provider Landscape with PEAK Matrix® Assessment 2022	Q3 2022
Customer Experience Management (CXM) in EMEA – Service Provider Landscape with PEAK Matrix® Assessment 2022	Q3 2022
Member Engagement of the Future	Q3 2022
Healthcare Provider BPO Service Provider Compendium 2022	Q3 2022
Healthcare Provider BPO Annual Report 2022	Q3 2022
Healthcare Payer BPO Service Provider Landscape with PEAK Matrix® Assessment 2022	Q3 2022

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