

Customer Experience Management (CXM) in APAC – Service Provider Landscape with PEAK Matrix[®] Assessment 2022

August 2022: Complimentary Abstract / Table of Contents



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Background and scope of the research

The Customer Experience Management (CXM) market in APAC has shown significant resilience throughout the post-pandemic phase in 2021. The region has seen increased digitization and greater use of digital transactions in developing countries such as India, China, Malaysia, and Indonesia. The pandemic has disrupted buyer mindsets and altered their priorities with heightened awareness around the importance of superior CX to drive customer acquisition and retention as well as create market differentiation. There is also an increased emphasis on Business Continuity Planning (BCP), for which partnerships with service providers are being leveraged. Buyer demographics in the APAC region are skewed toward small and midsize enterprises that require a combination of digital tools such as advanced analytics, intelligent automation, conversational AI, omnichannel, and agent assist tools to cater to the surging demand for personalization by end customers across industries. There is also a strong demand for transformation consulting services such as customer journey mapping and design thinking by enterprises to accelerate their digital transformation initiatives and achieve business continuity leading to scope expansion within the existing CXM contracts.

In this research, we present detailed assessments of 20 CXM service providers in APAC featured on the CXM Services PEAK Matrix® Assessment 2022. 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 2022, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM services market.

This report includes the profiles of the following 20 leading CXM service providers featured on the CXM PEAK Matrix®:

- **Leaders:** Concentrix, Probe CX, Teleperformance, and transcosmos
- **Major Contenders:** Bell System24, EXL, Genpact, Relia, Sitel Group®, Startek®, TCS, TDCX, Tech Mahindra, TMJ, TTEC, VXI, and Webhelp
- **Aspirants:** DXC Technology, IGT Solutions, and Welsend

Scope of this report



Geography
APAC



Providers
20



Services
Customer Experience
Management (CXM)

Overview and abbreviated summary of key messages

This report examines the 2022 Customer Experience Management (CXM) service provider landscape in the APAC region and provides an analysis of providers' key strengths and limitations. It focuses on provider position and growth in the CXM market, changing market dynamics and emerging provider trends, and assessment of provider delivery capabilities. It also identifies the key implications of the research findings for buyers and providers.

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

CXM service provider landscape in APAC and PEAK Matrix® 2022

The 2022 APAC CXM PEAK Matrix® positioning is as follows:

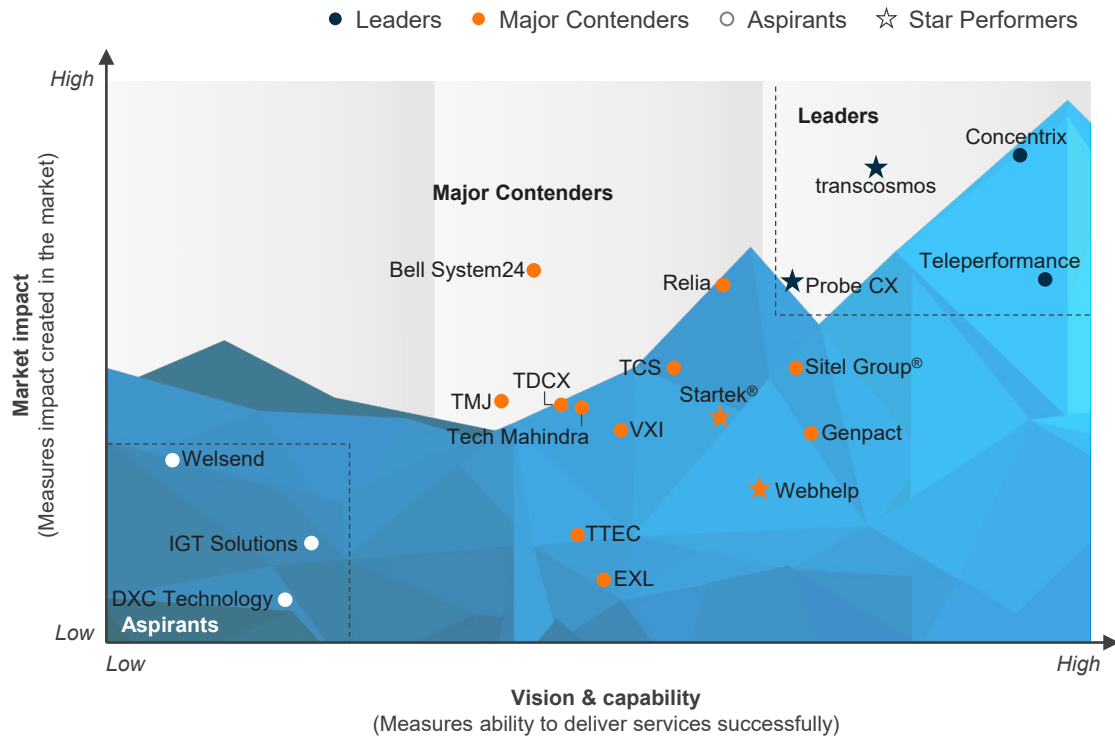
- **Leaders:** Concentrix, Probe CX, Teleperformance, and transcosmos
- **Major Contenders:** Bell System24, EXL, Genpact, Relia, Sitel Group®, Startek®, TCS, TDCX, Tech Mahindra, TMJ, TTEC, VXI, and Webhelp
- **Aspirants:** DXC Technology, IGT Solutions, and Welsend
- Based on the relative Year-on-Year (YOY) movement of each service provider, Everest Group identified four service providers as the **“2022 CXM in APAC Star Performers”** – Probe CX, Webhelp, transcosmos, and Startek®

Key insights on PEAK Matrix® dimensions

- Digital disruption induced by the pandemic has brought about a drastic shift in enterprise behavior with an enhanced focus on digital CXM and BCP. There is also a surge in demand for CX consulting services such as digital transformation consulting, design thinking, process consulting, workforce optimization, and customer journey mapping
- To cater to the demands of this evolved CXM market, service providers are increasingly investing in partnerships to fill capability gaps across traditional areas such as automation, AI, and analytics, as well as new areas such as cloud-based contact centers, remote workplace support, and security solutions
- Leaders have been able to develop more sophisticated digital solutions and have been more successful than their peers in driving outcome-based pricing structures, agent engagement and talent management initiatives, and process innovation

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

CXM in APAC – Service Provider Landscape with PEAK Matrix® Assessment 2022¹



Capability assessment

Illustrative example

Measure of capability: 🟡 Low 🔵 High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Technology and innovation	Delivery footprint	Overall
Provider 1	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 2	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 3	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 4	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 5	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 6	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 7	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 8	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 9	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

Everest Group's remarks on 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	Technology and innovation	Delivery footprint	Overall
🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

Strengths

- Provider 1 has developed a strong APAC footprint with experience serving clients in geographies such as the Philippines, Japan, China, and Singapore. It caters to clients across telecom, BFSI, retail, and energy & utilities
- Provider 1 has made investments in areas such as omnichannel solutions, interaction analytics, customer acquisition platforms, and conversational assistants

Limitations

- It has low adoption of outcome-based pricing constructs, which may inhibit its value proposition for buyers looking for risk-sharing options, especially in deals involving a significant component of digital transformation
- Clients in the APAC region emphasized the need to be proactive, employing a skilled workforce, and boosting more collaboration in their engagement as focus areas for Service provider 1

¹ Assessments for Bell System24, Relia, and TMJ exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers

Source: Everest Group (2022)

Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Reports title	Release date
Delivering Happy Customers in the Experience Economy	March 2022
The Increasing Role of Bring Your Own Device (BYOD) in CXM – Trends, Challenges, and Opportunities	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 the Americas – Service Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Customer Experience Management (CXM) in APAC – Service Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Customer Experience Management (CXM) in EMEA – Service Provider Landscape with PEAK Matrix® Assessment 2022	Q3 2022
Navigating the Digital CXM Transformation Journey	Q3 2022
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2022	Q3 2022
Customer Experience Management (CXM) in the Americas – Service Provider Compendium 2022	Q3 2022
Customer Experience Management (CXM) in APAC – Service Provider Compendium 2022	Q3 2022
Customer Experience Management (CXM) in EMEA – Service Provider Compendium 2022	Q3 2022
Conversational AI State of the Market Report 2022	Q4 2022
Customer Experience Management (CXM) State of the Market Report 2022	Q4 2022
Customer Experience Management (CXM) in Healthcare – Service Provider Landscape with PEAK Matrix® Assessment 2022	Q4 2022

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