

Customer Experience Management (CXM) in APAC – Provider Compendium 2023

November 2022: Complimentary Abstract / Table of Contents



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- ▶ Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Introduction

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 mid-size 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 17 leading CXM service providers featured on the CXM PEAK Matrix®:

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

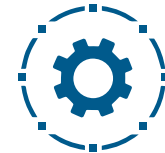
Scope of this report



Geography
APAC



Providers
17



Services
Customer Experience
Management (CXM)

Note: Profiles of BellSystems24, Relia, and TMJ have been excluded from this report, as our assessments were made without their RFI participation, and information was therefore limited. Our assessments of these companies is based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

Overview and abbreviated summary of key messages

This report provides 17 accurate, comprehensive, and fact-based snapshots of major Customer Experience Management (CXM) service providers in APAC. Each profile features a company overview, the provider's delivery locations, capabilities, key clients, proprietary and partnered solutions, and Everest Group's provider assessment.

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 providers as the “**2022 CXM in APAC Star Performers**” – Probe CX, Webhelp, transcosmos, and Startek®

Profiles of CXM Leaders, Major Contenders, and Aspirants

Each service provider profile captures the following CXM-specific detail:

- Scale of operations including key leaders, recent developments including ESG initiatives, revenues, FTEs, and clients
- FTE split by delivery location, language, and process and revenue split by geography, industry, and buyer size
- Technology suite including key partnerships and brief descriptions of key proprietary solutions
- Key CXM clients including brief descriptions of key CXM engagements
- Detailed assessment of CXM capabilities on market impact and vision and capability parameters, along with remarks on each service provider's strengths and limitations
- APAC delivery locations: key delivery locations in APAC

The Customer Experience Management (CXM) in APAC – Provider Compendium 2023 report has 17 provider profiles

Customer Experience Management (CXM) in APAC – Provider Compendium 2023

Provider | APAC CXM profile (page 1 of 6)
Everest Group assessment – Aspirant

Strengths

- Provider primarily serves clients in the retail and travel & hospitality verticals, technical support, and customer retention services
- Provider continues to invest in eXperience Design Dojo, a digital innovation FNIAI and iIDP to help airline clients process refunds accurately and auto
- It offers a comprehensive suite of digital solutions and services, which include intelligent video tracking, and flow monitoring
- In 2021, it expanded its alliance with technology vendors such as XYZ and process automation capabilities
- Buyers perceive ease of doing business, flexibility, strong relationship sup

Customer Experience Management (CXM) in APAC – Provider Compendium 2023

Provider | APAC CXM profile (page 2 of 6)
Everest Group assessment – Aspirant

Limitations

- Provider is relatively inexperienced in supporting clients across countries
- While it offers output-based pricing structures to some clients, its lacks en
- It is relatively inexperienced in catering to clients from industry verticals su
- Most of its clients in the region are buyers with revenue below US\$10 billio
- Buyers expect Provider to improve technological capabilities, co-innovatio

Customer Experience Management (CXM) in APAC – Provider Compendium 2023

Provider | APAC CXM profile (page 3 of 6)
Overview

Company mission/vision statement

Provider is a next-gen Customer Experience (CX) company, defining and most innovative brands using digital technologies. With the com becomes the preferred partner for managing end-to-end CX journey: Growth Tech (FGT). It employs more than 20,000 CX and technology globally. It's global footprint consists of 23 delivery centers in China, Indonesia, Spain, Colombia, and the US.

Headquarters:

Key leaders

- Leader 1, Chief Executive Officer
- Leader 2, Chief Operating Officer
- Leader 3, Chief Financial Officer
- Leader 4, Chief People Officer

Recent developments:

- 2021: expanded its delivery operations in XYZ, the US; establish CX transformation journey
- 2020: established digital innovation studio comprising digital innov stream mapping, Proof of Concept (PoC), and Proof of Value (PoV)
- 2020: inaugurated its global delivery center in the capital city of X
- 2019: partnered with XYZ, to build AI/ML and NLP-enabled autom
- 2019: established customer experience CoE focusing on CXM as ESG initiatives: N/A

Customer Experience Management (CXM) in APAC – Provider Compendium 2023

Provider | APAC CXM profile (page 4 of 6)
Capabilities

Split of APAC CXM FTEs

Number of FTEs

100%
Low cost

Customer Experience Management (CXM) in APAC – Provider Compendium 2023

Provider | APAC CXM profile (page 5 of 6)
Key CXM investments | proprietary solutions and partnerships

Key partnerships

Customer Experience Management (CXM) in APAC – Provider Compendium 2023

Provider | APAC CXM profile (page 6 of 6)
Client portfolio

APAC CXM revenue mix
US\$ million

By geography

By industry

By buyer size

Key customer experience engagements

Client name	Region	Client since
	Not disclosed	

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 – Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Customer Experience Management (CXM) in APAC – Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Customer Experience Management (CXM) in EMEA – Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Navigating the Digital CXM Transformation Journey	August 2022
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2022	September 2022
Customer Experience Management (CXM) in APAC – Provider Compendium 2023	November 2022
Customer Experience Management (CXM) in the Americas – Provider Compendium 2023	Q4 2022
Customer Experience Management (CXM) in EMEA – Provider Compendium 2023	Q4 2022
Conversational AI State of the Market Report 2023	Q4 2022
Customer Experience Management (CXM) State of the Market Report 2023	Q4 2022
Customer Experience Management (CXM) in Healthcare – Provider Landscape with PEAK Matrix® Assessment 2023	Q4 2022

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