

Customer Experience Management (CXM) in the Americas – Provider Compendium 2023

December 2022: Complimentary Abstract / Table of Contents



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

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risk, technologies

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sustainability, portfolios

Contents

1. Introduction and overview	6
• Research methodology	7
• Detailed description of processes within CXM	8
• Key sources of proprietary information	9
• Background and scope of research	10
2. Americas PEAK Matrix® characteristics	11
• PEAK Matrix framework	13
• Everest Group PEAK Matrix for Americas	14
• Characteristics of Leaders, Major Contenders, and Aspirants	15
• Provider capability summary dashboard	17
3. Enterprise sourcing considerations	22
• Leaders	22
– Alorica	23
– Concentrix	29
– Sitel Group®	35
– Teleperformance	41
– TELUS International	47
– TTEC	53

For more information on this and other research published by Everest Group, please contact us:

Shirley Hung, Partner

David Rickard, Vice President

Sharang Sharma, Practice Director

Aishwarya Barjatya, Senior Analyst

Anubhav Das, Senior Analyst

Rashi Garg, Data Specialist

Contents

• Major Contenders	59
– [24]7.ai	60
– Arise	66
– Atento	72
– Cognizant	78
– Comdata Group	84
– Conduent	90
– EXL	96
– Genpact	102
– HGS	108
– IBM	114
– Infosys	120
– Majorel	126
– Qualfon	132
– ResultsCX	138
– Startek®	144
– TaskUs	150
– TCS	156

Contents

• Major Contenders (continued)	
– Tech Mahindra	162
– Transcom	168
– VXI	174
– Webhelp	180
– Working Solutions	186
• Aspirants	192
– CCI	193
– Datamark	199
– Datamatics	205
– DXC Technology	211
– GlowTouch	217
– IGT Solutions	223
– itel	229
– Liveops	235
4. Appendix	241
• Glossary	242
• Research calendar	243

Introduction

The Customer Experience Management (CXM) market in the Americas region has shown significant resilience throughout the post-pandemic phase in 2021, as enterprises across the board continued their investments in this space to retain existing customers and attract new ones. These investments were primarily driven by digital CX implementations in areas such as automation, analytics, conversational AI/chatbots, agent-assist solutions, omnichannel delivery, and cloud-based contact center platforms to modernize their contact centers and provide the frictionless experience that modern-age customers expect from brands. There has been an increased demand for the Work at Home Agent (WAHA) service delivery model from enterprises that are especially looking for onshore support for their end customers. Also noticeable was 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 a scope expansion within existing CXM contracts. The LATAM market grew slightly faster than the North American market, albeit on a smaller base.

In this research, we present detailed assessments of 37 CXM service providers in the Americas 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 37 leading CXM service providers featured on the CXM PEAK Matrix®:

- **Leaders:** Alorica, Concentrix, Sitel Group®, Teleperformance, TELUS International, and TTEC
- **Major Contenders:** [24]7.ai, Arise, Atento, Cognizant, Comdata Group, Conduent, EXL, Genpact, HGS, IBM, Infosys, Majorel, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, VXI, Webhelp, and Working Solutions
- **Aspirants:** CCI, Datamark, Datamatics, DXC Technology, GlowTouch, IGT Solutions, itel, and Liveops

Scope of this report



Geography
Americas



Providers
37



Services
Customer Experience
Management (CXM)

Overview and abbreviated summary of key messages

Customer Experience Management (CXM) in the Americas – Service Provider Compendium features accurate, comprehensive, and fact-based snapshots of 37 CXM service providers in the Americas. It features their scale of operations, digital solutions, and delivery locations, along with Everest Group's PEAK Matrix® service provider assessment.

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

CXM service provider landscape in EMEA and PEAK Matrix® 2022

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

- **Leaders:** Alorica, Concentrix, Sitel Group®, Teleperformance, TELUS International, and TTEC
- **Major Contenders:** [24]7.ai, Arise, Atento, Cognizant, Comdata Group, Conduent, EXL, Genpact, HGS, IBM, Infosys, Majorel, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, VXI, Webhelp, and Working Solutions
- **Aspirants:** CCI, Datamark, Datamatics, DXC Technology, GlowTouch, IGT Solutions, itel, and Liveops

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
- Americas delivery locations: key delivery locations in Americas

The Customer Experience Management (CXM) in the Americas report has over 37 provider profiles/buyer case studies/architecture of the survey questionnaire, etc.

Customer Experience Management (CXM) in the Americas – Provider Compendium 2023

Provider | Americas CXM profile (page 1 of 5)
Everest Group assessment – Asst

Market impact		
Market adoption	Portfolio mix	Value det

Strengths

- Provider primarily serves clients in the travel & hospitality vertical processing, customer service, technical support, and customer
- It offers a comprehensive suite of digital solutions and services, profiling, data modernization, intelligent automation, intelligent
- Provider continues to invest in eXperience Design Dojo, a digital provides industry-specific proprietary solutions such as FNI, AI, and processing
- In 2021, provider expanded its alliance with technology vendor Uniphore, Automation Anywhere, and Kofax to further extend it
- Buyers perceive ease of doing business, flexibility, strong relat

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Customer Experience Management (CXM) in the Americas – Provider Compendium 2023

Provider | Americas CXM profile (page 2 of 5)
Overview

Company mission/vision statement
Provider is a next-generation Customer Experience (CX) comp innovative brands across the globe using digital technologies. partner for managing end-to-end CX journeys across travel an specialists providing services to 80+ marquee customers glob Malaysia, India, UAE, Romania, Indonesia, Spain, Colombia, t

Headquarters:

Key leaders

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

Recent developments

- 2021: expanded its delivery operations in Knoxville, the US, transformation journey
- 2020: established a digital innovation studio comprising digi mapping, Proof of Concept (PoC), and Proof of Value (PoV)
- 2020: inaugurated its global delivery center in the capital cit
- 2019: partnered with Functionize Inc. to build AI/ML and NL
- 2019: established a customer experience CoE focusing on C

ESG Initiatives
N/A

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Customer Experience Management (CXM) in the Americas – Provider Compendium 2023

Provider | Americas CXM profile (page 3 of 5)
Capabilities

Split of Americas CXM FTEs
By location

Not disclosed

Note: High-cost regions include the US and Canada, medium cost regi

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Provider | Americas CXM profile (page 4 of 5)
Key CXM investments | proprietary solutions and partnersh

Key partnerships

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Customer Experience Management (CXM) in the Americas – Provider Compendium 2023

Provider | Americas CXM profile (page 5 of 5)
Client portfolio

Americas CXM revenue mix
US\$ million

By geography

US	98%
Canada	2%

By industry

Travel and hospitality	96%
Others	3%
Retail	1%

By buyer size

>US\$10 billion	41%
US\$500 million-1 billion	51%
US\$250 million	
US\$250 million-500 million	4%

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

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Blog

everestgrp.com/blog

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-647-557-3475

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