

# Driving the Digital Wave and Advancing Contact Centers through Digital Customer Experience Management (CXM)

December 2022: Complimentary Abstract / Table of Contents



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# Contents

<b>1. Introduction and overview</b>	<b>05</b>
• Research methodology	06
• Key information on the report	08
• Background of the research	09
• Summary of key messages	11
<b>2. Understanding digital CXM</b>	<b>12</b>
• Components of digital CXM	13
• Drivers of digital CXM	14
• Digital CXM solutions in different steps of contact centers	15
<b>3. Digital CXM adoption trends</b>	<b>16</b>
• Market size and growth	17
• Adoption trends of different solutions	18
• Adoption trends by industry	19
• Adoption trends by region	20
• Contracts with digital CXM solutions	21
<b>4. Exploring different digital CXM solutions</b>	<b>22</b>
• Automation	23
• Advanced analytics	24
• Conversational AI	25
• CX consulting	26
• Talent management solutions	27

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# Contents

<b>4. Competitive landscape</b>	<b>28</b>
• Top service providers by revenue	29
• Top service providers by growth	30
• Top service providers by region	31
• Outcome of focus on digital CXM	32
• Key winning themes	33
• Key areas of investments	34
• Technology partnerships landscape	35
<b>5. Future outlook</b>	<b>36</b>
• Future investment priority of enterprises	37
• Outlook	38
<b>6. Appendix</b>	<b>39</b>
• Glossary	40
• Research calendar	41

## Background of the research

Increasing globalization and customers' access to information is compelling companies to deliver superior Customer Experience (CX). Digital tools and technologies have been an essential component of superior CX, and the adoption of these solutions has been growing for several years. Global disruptions in service delivery caused by the pandemic have further accelerated the adoption, supported by greater accessibility to cloud platforms and advances in CX technologies across advanced analytics, intelligent automation, conversational AI, and agent-assist tools. Enterprises are partnering with third-party providers for digital transformation initiatives to ease their transformation journey and achieve greater cost-savings and customer satisfaction, enabled by robust end-to-end technological capabilities and industry-specific implementation expertise of providers. This report studies different facets of digital CXM, its adoption trends across geographies and industries, the competitive landscape with differentiating factors for service providers, key investment themes, and strategic partnerships that are being forged, impacting the overall CXM market. Finally, we conclude by examining the major trends shaping the future of digital CXM.

In this research, we focus on:

- Understanding digital CXM and its benefits
- Overview of digital CXM adoption trends across the globe
- Growth of digital CXM and its growing importance for both service providers and enterprise buyers
- Use cases of different digital CXM solutions across industries
- Overview of the competitive landscape, key winning themes for providers, and technology provider landscape
- Major trends in digital CXM shaping the future of CXM outsourcing

### Scope of this report



**Geography**  
Global



**Industry**  
All



**Services**  
Customer Experience  
Management (CXM) services

## Summary of key messages

### Scope of digital CXM and current market adoption

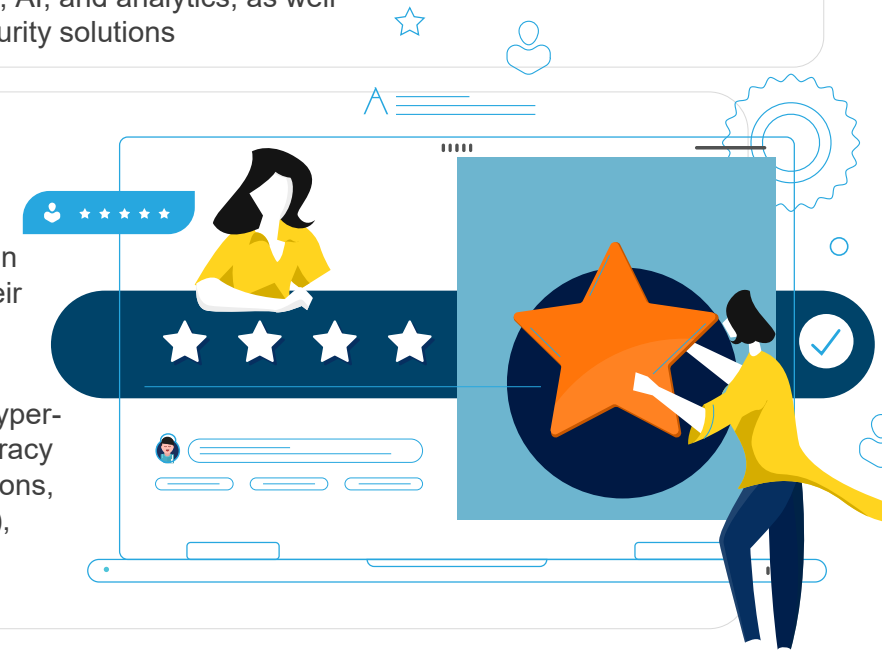
- The outsourced digital CXM market size stood between US\$10-12 billion at the end of 2021, growing at a CAGR of 31-35% from 2016 to 2021
- While CX consulting and advanced analytics are the top contributors in the digital CXM market in terms of revenue, AI/chatbots and analytics have showcased higher growth in client deployments in 2020-21
- The Americas region accounts for 50-55% of the global digital CXM market, followed by EMEA and APAC. The APAC market grew most rapidly at a rate of more than 35%, it was trailed by Americas and EMEA respectively in terms of growth in 2020-21
- Increasing maturity of enterprises and industry-specific use cases of digital CXM solutions are leading to an increase in the inclusion of digital CXM components in the new contracts being signed
- Along with an aim to deliver differentiated customer experience, organizations are also leveraging digital CXM solutions to drive improvement in their talent management
- With a potential recession on the horizon, enterprises will seek digital CX for strategic decision-making and reduce operational overheads and realize better cost savings

### Competitive landscape

- Digital CXM has now become the key differentiator in the outsourced CXM market. Service providers with a greater focus on digital offerings grew at a considerably faster rate than those who still have not prioritized it, underscoring the appetite for these solutions in the market
- Buyers' outsourcing priorities have evolved, and they are looking to partner with service providers offering higher flexibility, quick deployment, domain-specific insights, as well as risk mitigation measures
- 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 remote workplace and security solutions

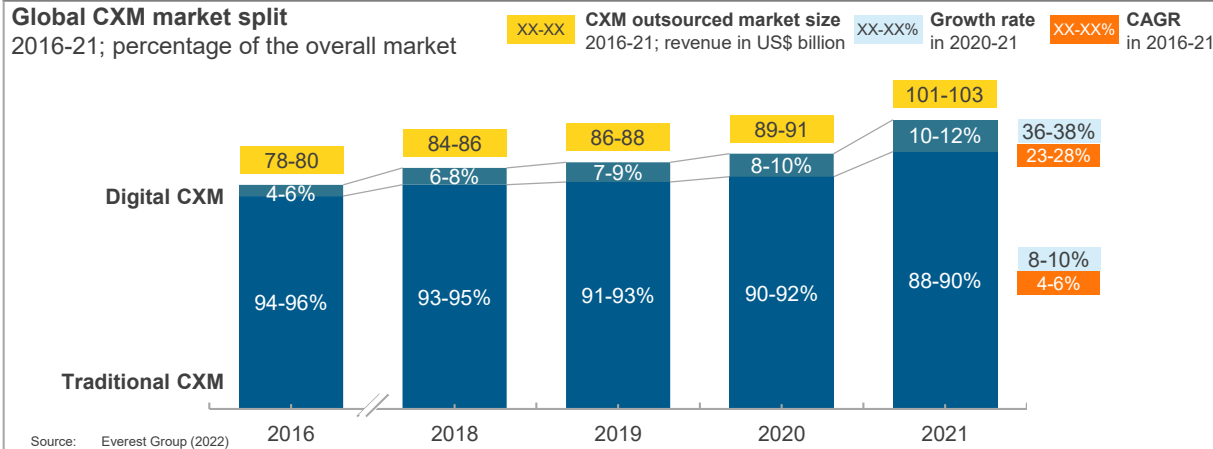
### Future outlook

- Digital customer experience ranks among the top strategic initiatives for enterprises. In the next 12-18 months, advanced analytics and automation solutions remain the priority for enterprises on their digital transformation journey
- As enterprises embrace digital CXM and strive to deliver superior customer experience, focus on hyper-personalized experience, demand for better accuracy and faster implementation of out-of-the-box solutions, adoption of Contact Center as-a-service (CCaaS), and end-to-end managed services approach is expected to increase

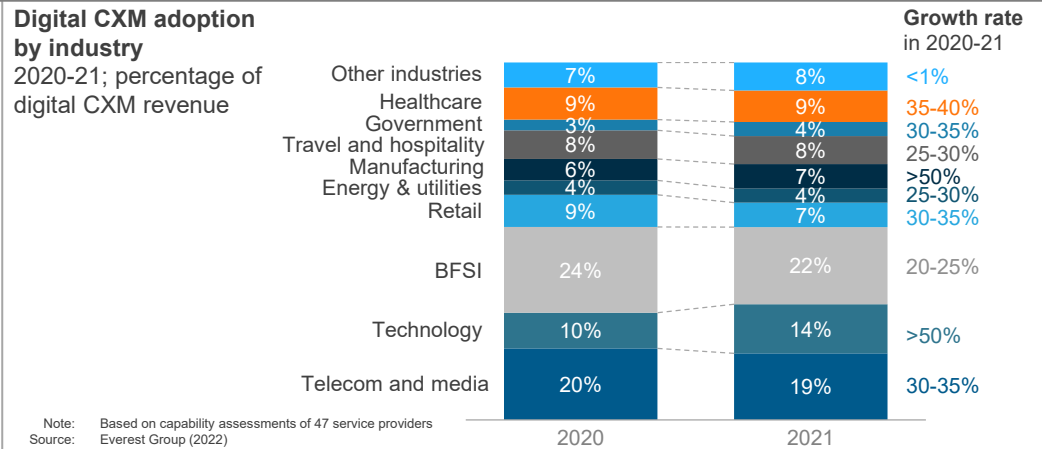


# This study offers five distinct chapters providing a deep dive into key aspects of digital CXM market; below are three charts to illustrate the depth of the report

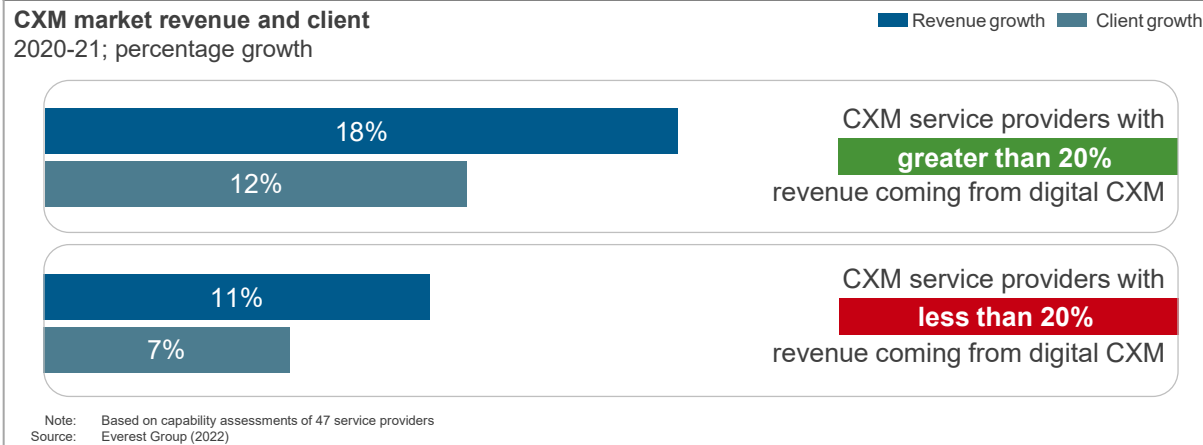
## Digital CXM market size and growth



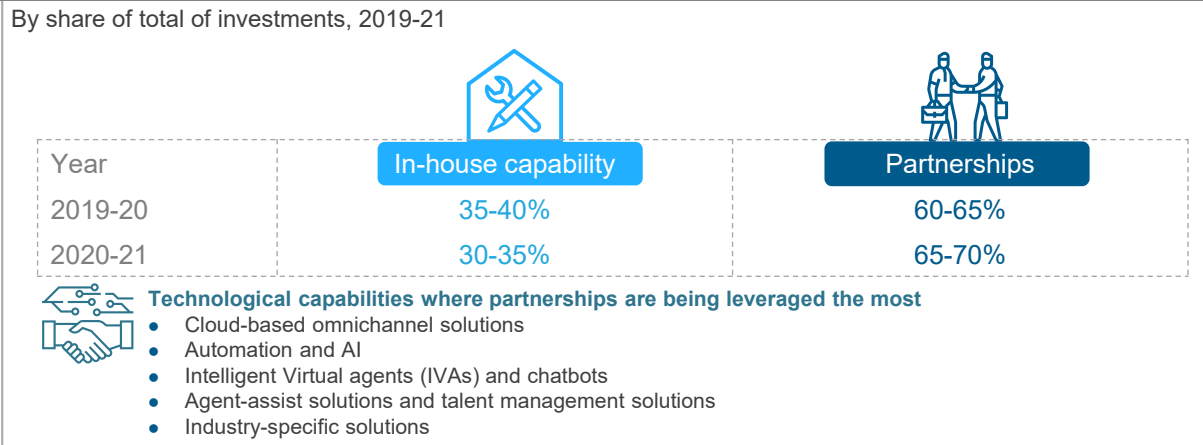
## Digital CXM market adoption by vertical



## Outcome of a focus on digital CXM



## Investment route to build digital CXM capabilities



# Research calendar

## Customer Experience Management (CXM) Services

Published
  Planned
  Current release

Reports title	Release date
Catering to Global Customer Experience Management (CXM) Requirements: What It Means to Be a Truly Global Service Provider	July 2022
Navigating the Digital CXM Transformation Journey	August 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	August 2022
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2022	September 2022
Healthcare Customer Experience Management in North America – PEAK Matrix® Assessment 2023	November 2022
Customer Experience Management (CXM) in the Americas – Service Provider Compendium 2023	November 2022
Customer Experience Management (CXM) in APAC – Service Provider Compendium 2023	November 2022
Customer Experience Management (CXM) in EMEA – Service Provider Compendium 2023	November 2022
Customer Experience Management (CXM) State of the Market Report 2023	November 2022
<b>Driving the Digital Wave and Advancing Contact Centers through Digital Customer Experience Management (CXM)</b>	<b>December 2022</b>
Engaging with Customers in the Metaverse – Turning Fantasy into Reality	Q1 2023
Contact Center as-a-Service (CCaaS) – Service Provider Landscape with PEAK Matrix® Assessment 2022	Q2 2023
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2023	Q3 2023

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