

# Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023

January 2023: Complimentary Abstract / Table of Contents



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

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Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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## Background of the research

With the increasing focus of healthcare enterprises on member and patient experience, driven largely by its impact on reimbursement payments by government programs in the US, the CXM market in the healthcare domain has shown steady growth in the post-pandemic phase. The rising demand for customer engagement touchpoints for a more frictionless experience for the end-user has led many healthcare payers and providers to look for digital-led CX services, either by building in-house capabilities or strategic partnerships with CXM service providers. The service providers have strengthened their non-traditional and non-voice channel offerings such as chat, e-mail, and social media and invested to enhance their digital CX toolkit in areas such as automation, analytics, conversational AI/chatbots, omnichannel delivery, and cloud-based contact centers. While the past and current contracts largely include contact center staff augmentation, enterprises look for more strategic and transformative long-term CXM services and solutions to support the increasing enrollment, the need for a better-quality experience, and to address the attrition-caused workforce shortages.

In this research, we present an assessment and detailed profiles of healthcare CXM BPS providers featured on the Healthcare Customer Experience Management (CXM) Services in North America PEAK Matrix® Assessment 2022. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / 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 healthcare CXM service providers, client reference checks, and ongoing analysis of the healthcare CXM services market.

**This report includes the profiles of the following 19 leading healthcare CXM BPS providers featured on the [Healthcare Customer Experience Management \(CXM\) Services in North America PEAK Matrix® Assessment 2022](#):**

- **Leaders:** Cognizant, Concentrix, Conduent, Optum, and Teleperformance
- **Major Contenders:** Alorica, EXL, Firstsource, Mphasis Ltd., ResultsCX, Sagility (formerly HGS Healthcare), Sitel Group®, Sutherland Healthcare Solutions, TTEC, and Wipro
- **Aspirants:** Arise, Qualfon, Shearwater Health, and Provider

### Scope of this report



**Geography**  
North America



**Service providers**  
19



**Services**  
Healthcare CXM BPS

## Overview and abbreviated summary of key messages

This report provides 19 accurate, comprehensive, and fact-based snapshots of major Healthcare Customer Experience Management (CXM) providers in North America. Each profile features a company overview, the service 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:

### Healthcare CXM service provider landscape in North America and PEAK Matrix® 2022

The 2022 Healthcare Customer Experience Management (CXM) Services in North America PEAK Matrix® positioning is as follows:

- **Leaders:** Cognizant, Concentrix, Conduent, Optum, and Teleperformance
- **Major Contenders:** Alorica, EXL, Firstsource, Mphasis Ltd., ResultsCX, Sagility (formerly HGS Healthcare), Sitel Group®, Sutherland Healthcare Solutions, TTEC, and Wipro
- **Aspirants:** Arise, Qualfon, Shearwater Health, and Provider

### Profiles of CXM Leaders, Major Contenders, and Aspirants

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

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

# The Healthcare Customer Experience Management (CXM) Services in North America – Provider compendium 2023 report has 19 provider profiles

Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023

## Provider 1 | Healthcare CXM profile (page 1 of 5)

### Overview

**Company overview**  
 Provider is a global provider of technology-enabled business process transformation, and technology services to corporations with health client programs using a variety of digital and omnichannel customer office support. It provides an integrated CX across the healthcare most complex or legacy processes.

**Headquarters:** Location 1

**Key leaders**

- Leader 1, Global CEO
- Leader 2, Global Chief Operating Officer

**Recent strategic/technology healthcare-specific investments**

- 2022: partnered with provider, an AI-powered noise canceller center agents by canceling background noise, resulting in decreased agent wait times
- 2021: announced a strategic collaboration with XYZ, a global Anywhere, implemented AI-powered RPA capabilities across demand from its partners
- 2019: expanded operations in Honduras and Sri Lanka
- 2018: acquired XYZ, an affiliate of Capital Square Partners, Inc.

Note: Based on Everest Group's estimates

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Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023

## Provider 1 | Healthcare CXM profile (page 2 of 5)

### Capabilities

**Split of CXM FTEs**  
 Percentage share of FTEs

**By geography**

Payer

Not disclosed

Note 1: High-cost regions include the US, the United Kingdom, and Western Asia  
 Note 2: Based on Everest Group's estimates

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## Provider 1 | Healthcare CXM profile (page 3 of 5)

### Key CXM investments | proprietary

**Key partnerships**

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## Provider 1 | Healthcare CXM profile (page 4 of 5)

### Client portfolio

**CXM revenue mix**  
 Percentage share of revenue

**By channel of communication**

Payer

Not disclosed

**Key healthcare CXM engagements**

Client name	Scope of engagement
A leading home medical equipment provider	Not a

Note: Based on Everest Group's estimates

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## Provider 1 | Healthcare CXM profile (page 5 of 5)

### Everest Group assessment – Aspirant

Measure of capability: ● Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Technology and innovation	Delivery footprint	Overall

**Strengths**

- Provider, a leading CXM provider, offers services across the entire payer-to-provider healthcare value chain, including solutions such as sales and enrollment services, eligibility verification and benefits determination, billing and reconciliation, claims support, telehealth, as well as patient monitoring and care services
- It delivers healthcare CXM services through its strong network of agents including licensed nurses, patient coordinators, clinical nurse managers, and nearly XYZ multilingual doctors from XYZ medical practices
- Its suite of technology solutions includes offerings such as intelligent BPM, RPA, workforce engagement, CCaaS, and BPaaS. Its in-house solution, Startek Cloud, offers capabilities such as virtual desktop, omnichannel, workforce management, and e-learning
- It has heavily invested in the remote training of workers to strengthen its WAHA offering through third-party vendors such as XYZ and XYZ and further enhance its XYZ workforce capabilities

**Limitations**

- While Provider primarily caters to healthcare providers with its deep domain expertise, it is relatively inexperienced in serving buyers in the healthcare payers space
- Its current delivery footprint is onshore-heavy, which might be a deterrent for buyers looking for a more balanced delivery footprint

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# Research calendar

## Healthcare Business Process

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Intelligent Automation (IA) in Healthcare – Solutions PEAK Matrix® Assessment 2022	December 2021
Healthcare Analytics – Services PEAK Matrix® Assessment 2022	December 2021
Intelligent Automation (IA) in Healthcare – Service Provider Compendium 2022	January 2022
Healthcare Payer Operations PEAK Matrix® Assessment 2022	February 2022
Healthcare Payer Operations – Service Provider Compendium 2022	April 2022
The State of Healthcare Payers in the Post-pandemic World: Healthcare Payer Operations State of the Market Report	April 2022
Revenue Cycle Management (RCM) Operations PEAK Matrix® Assessment 2022	June 2022
Revenue Cycle Management (RCM) Operations – Service Provider Compendium 2022	September 2022
Medical Coding Operations PEAK Matrix® Assessment 2022	October 2022
Healthcare Customer Experience Management (CXM) Services in North America – PEAK Matrix® Assessment 2023	November 2022
<b>Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023</b>	<b>January 2023</b>
Medical Coding Operations – Provider Compendium 2023	Q1 2023
The Next Big Healthcare Opportunity: Pharmacy Benefits Management (PBM)	Q1 2023
Trailblazers in Revenue Cycle Management (RCM)	Q1 2023
Metaverse in Healthcare	Q1 2023

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# Research calendar

## Customer Experience Management (CXM) Services

Published Planned Current release

Reports title	Release date
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
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 (CXM) Services in North America – PEAK Matrix® Assessment 2023	November 2022
Customer Experience Management (CXM) State of the Market Report 2022	December 2022
<b>Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023</b>	<b>January 2023</b>
Engaging with Customers in the Metaverse – Turning Fantasy into Reality	Q1 2023
Emerging Customer Experience Management (CXM) Delivery Centers Across Africa	Q1 2023
Impact sourcing in CXM	Q1 2023

Note: [Click](#) to see a list of all of our published CXM reports



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