

# Customer Experience Management (CXM) Services PEAK Matrix<sup>®</sup> Assessment 2023

September 2023: Complimentary Abstract / Table of Contents



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- ▶ Insurance Information Technology
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- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
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- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Pricing Analytics as a Service
- ▶ Process Mining
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

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Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

# Contents

<b>1. Introduction and overview</b>	<b>7</b>
• Research methodology	8
• Key information on the report	9
• Introduction	10
• Objective of the research	11
<b>2. Summary of key messages</b>	<b>12</b>
• Global CXM PEAK Matrix® Assessment 2023	13
• Americas CXM PEAK Matrix® Assessment 2023	15
• EMEA CXM PEAK Matrix® Assessment 2023	17
• APAC CXM PEAK Matrix® Assessment 2023	19
• Other notable providers in the region	21
<b>3. Global PEAK Matrix® characteristics</b>	<b>25</b>
• PEAK Matrix framework	26
• Everest Group PEAK Matrix for Global Landscape	29
• Characteristics of Leaders, Major Contenders, and Aspirants	30
• Provider capability summary dashboard	31
• Enterprise feedback summary	35
<b>4. Americas PEAK Matrix® characteristics</b>	<b>37</b>
• Everest Group PEAK Matrix for Americas Landscape	38
• Characteristics of Leaders, Major Contenders, and Aspirants	39
• Provider capability summary dashboard	40
• Star performers	45
• Enterprise feedback summary	47

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# Contents

<b>5. EMEA PEAK Matrix® characteristics</b>	<b>49</b>
• Everest Group PEAK Matrix for EMEA Landscape	50
• Characteristics of Leaders, Major Contenders, and Aspirants	51
• Provider capability summary dashboard	52
• Star performers	57
• Enterprise feedback summary	59
<b>6. APAC PEAK Matrix® characteristics</b>	<b>61</b>
• Everest Group PEAK Matrix for APAC Landscape	62
• Characteristics of Leaders, Major Contenders, and Aspirants	63
• Provider capability summary dashboard	64
• Star performers	68
• Enterprise feedback summary	70
<b>7. Enterprise sourcing considerations</b>	<b>72</b>
• [24]7.ai	73
• Alorica	75
• Altius Link	77
• Arise	79
• Ascensos	81
• Atento	83
• BellSystems24	86
• Bosch Service Solutions	88
• Capita	91
• CCI	93
• Centro	96

# Contents

## 7. Enterprise sourcing considerations (continued)

• Cognizant	98
• Concentrix	100
• Conduent	103
• Conectys	106
• Datamatics	108
• EXL	110
• Firstsource	113
• Foundever	116
• Genpact	119
• GlowTouch	122
• HCLTech	124
• HGS	127
• ibex	130
• Ignition Group	132
• IGT Solutions	134
• Infosys	137
• Intelcia	140
• IntouchCX	143
• iSON Experiences	145
• itel International	147
• Konecta	149
• Majorel	152
• MerchantsCX	155

# Contents

<b>7. Enterprise sourcing considerations (continued)</b>	
• Probe CX	157
• Qualfon	159
• RAYA CX	161
• ResultsCX	163
• Sigma Connected	165
• Startek®	167
• Sutherland	170
• TaskUS	173
• TCS	176
• TDCX	179
• Tech Mahindra	181
• Teleperformance	184
• TELUS International	187
• TMJ	190
• Transcom	192
• transcocosmos	195
• TTEC	197
• VXI	200
• Webhelp	203
• Welsend	206
<b>8 Appendix</b>	<b>208</b>
• Glossary	209
• Research calendar	210

## Background and scope of research

The Customer Experience Management (CXM) market in the Americas, APAC, and EMEA regions has shown resilience post the pandemic. In the Americas, enterprises invested in digital CX implementations to modernize contact centers. The APAC region saw increased digitization and emphasis on superior CX for customer acquisition. Transformation consulting services were in high demand in both regions. In EMEA, businesses focused on personalized CX through digital tools and transformation consulting. Generative AI has revolutionized the CXM market by enabling personalized customer experiences at scale, by leveraging its ability to create custom content and recommendations based on individual preferences. As businesses increasingly prioritize customer-centric strategies, generative AI's relevance will continue to grow, ushering in an era of hyper-personalization and enhanced customer engagement, ultimately shaping the future of CXM. Detailed assessments of CXM service providers both on a global as well as a regional level in the Americas, APAC, and EMEA regions are provided in this report, with an evaluation of their market success and vision and capabilities. Providers are adapting to meet the evolving customer requirements through technology investments and partnerships. Overall, businesses recognize the importance of CXM in retaining and attracting customers, driving market differentiation, and ensuring business continuity.

In this report, we present an assessment and detailed profiles of 54 CXM service providers globally featured on the CXM Services PEAK Matrix® Assessment 2023. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, 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 54 leading CXM providers featured on the CXM PEAK Matrix® :**

[24]7.ai, Alorica, Altius Link, Arise, Ascensos, Atento, Bosch Service Solutions, BellSystems24, Capita, CCI, Centro, Cognizant, Concentrix, Conduent, Conectys, Datamatics, EXL, Firstsource, Genpact, GlowTouch, HCLTech, HGS, ibex, Ignition Group, IGT Solutions, Infosys, Intelcia, IntouchCX, iSON Xperiences, itel International, Konecta, Majorel, MerchantsCX, Probe CX, Qualfon, RAYA CX, ResultsCX, Sigma Connected, Foundever, Startek®, Sutherland, TaskUs, TCS, TDCX, Tech Mahindra, Teleperformance, TELUS International, TMJ, Transcom, transcosmos, TTEC, VXI, Webhelp, and Welsend

### Scope of this report



**Geography**  
Global, Americas,  
EMEA and APAC



**Providers**  
54



**Services**  
Customer Experience  
Management (CXM)

## Overview and abbreviated summary of key messages

This report examines the global Customer Experience Management (CXM) market and its service provider landscape. It provides a deep-dive analysis of how the service providers shape up in terms of their market impact and vision & capability. Based on the comprehensive Everest Group PEAK Matrix®, 54 CXM service providers are segmented into Leaders, Major Contenders, and Aspirants. Additionally, this report contains Everest Group's remarks on each service provider's strengths and limitations

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

### CXM providers position

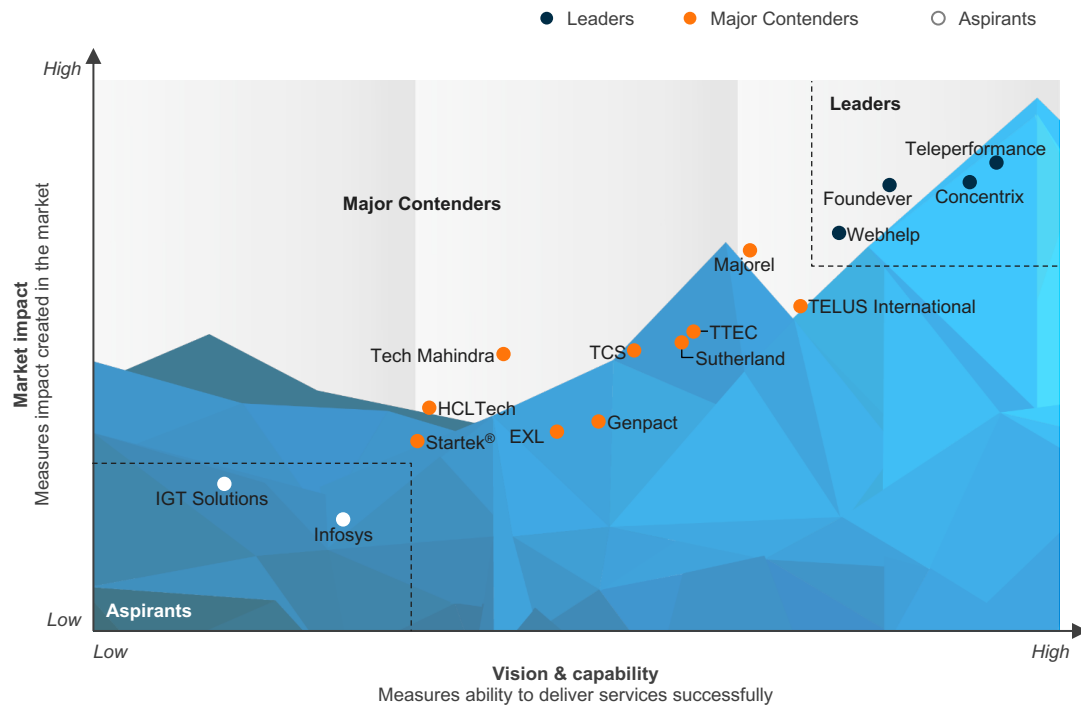
Everest Group classified 54 CXM service providers on the Everest Group PEAK Matrix® into three categories of Leaders, Major Contenders, and Aspirants

- The Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Global positioning is as follows:
  - **Leaders:** Concentrix, Foundever, Teleperformance, and Webhelp
  - **Major Contenders:** EXL, Genpact, HCLTech, Majorel, Sutherland, Startek®, TCS, Tech Mahindra, TELUS International, and TTEC
  - **Aspirants:** IGT Solutions and Infosys
- The Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Americas positioning is as follows:
  - **Leaders:** Alorica, Concentrix, Foundever, Teleperformance, TELUS International and TTEC
  - **Major Contenders:** [24]7.ai, Arise, Atento, Cognizant, Conduent, EXL, Firstsource, Genpact, HCLTech, HGS, ibex, IGT Solutions, Infosys, IntouchCX, Konecra, Majorel, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, VXI, and Webhelp
  - **Aspirants:** Bosch Service Solutions, CCI, Centro, Datamatics, GlowTouch, Intelcia, and itel
- The Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – EMEA positioning is as follows:
  - **Leaders:** Concentrix, Foundever, Konecra, Teleperformance, Majorel, and Webhelp
  - **Major Contenders:** Atento, Bosch Service Solutions, Capita, Conduent, EXL, Firstsource, Genpact, HCLTech, HGS, IGT Solutions, Infosys, Intelcia, iSON Experiences, RAYA CX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, TELUS International, Transcom, and TTEC
  - **Aspirants:** Ascensos, CCI, Conectys, Ignition Group, MerchantsCX, and Sigma Connected
- The Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – APAC positioning is as follows:
  - **Leaders:** Concentrix, Teleperformance, transcosmos, and Altius Link
  - **Major Contenders:** BellSystems24, EXL, Foundever, Genpact, HCLTech, Probe CX, Majorel, Startek®, Sutherland, TCS, TDCX, Tech Mahindra, TELUS International, TMJ, TTEC, VXI, and Webhelp
  - **Aspirants:** Bosch Service Solutions, IGT Solutions, Infosys, and Welsend



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

## CXM PEAK Matrix® Assessment 2023 – Global<sup>1</sup>



1 Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

## 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	Innovation and investments	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 adoption	Market impact			Overall	Vision & capability				Overall
	Portfolio mix	Value delivered	Overall		Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	
●	●	●	●	●	●	🔄	●	●	●

### Strengths

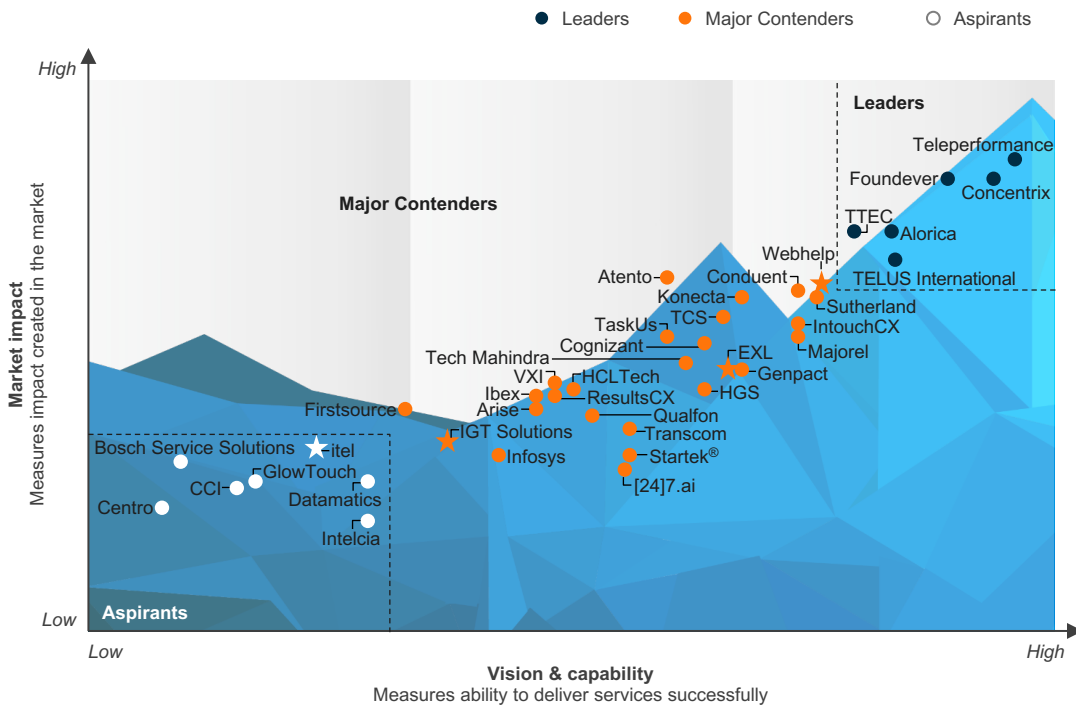
- Provider 1 primarily serves clients from Germany, Spain, China, India, and the Philippines through more than 6,200 agents, offering services in over 32 languages, including German, French, Italian, Dutch, Spanish, Eastern European, Japanese, Hindi, Chinese, and other Asian languages
- Its acquisition of a technology company in 2022 has bolstered its expertise to cater to the life sciences and pharmaceutical sectors. Due to its strong domain expertise and technological solutions, most of its clients are from the automotive and life sciences sectors

### Limitations

- Even with its strong presence in the manufacturing, mobility services, monitoring services, and healthcare verticals, its lack of experience in catering to clients from new-economy industries, the public sector, and the insurance verticals may limit its ability to cater to a broader audience
- Clients that are specifically seeking outsourcers for payment collections, channel management, and customer retention services might be discouraged by Provider 1's limited experience in delivering these CX services

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

## CXM PEAK Matrix® Assessment 2023 – Americas<sup>1</sup>



1 Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

## 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	Innovation and investments	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 adoption	Market impact			Overall	Vision & capability				Overall
	Portfolio mix	Value delivered	Overall		Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	
🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

### Strengths

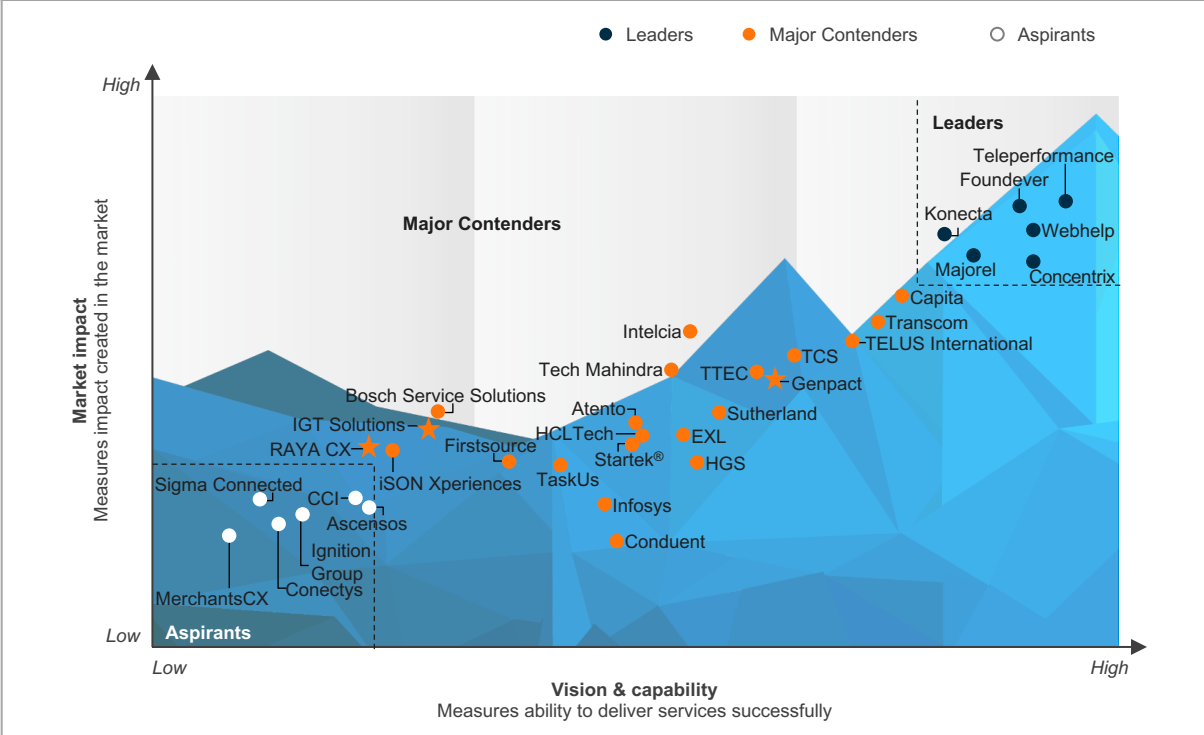
- Provider 1 has over 20,000 agents who mainly provide customer services and payment collections support in various industry verticals such as telecom and media, retail, BFSI, and travel and hospitality. It strengthened its offshore capabilities by adding new multilingual sites in tier-2 cities of India
- Provider 1 Analytics incorporates data from multiple channels such as chat, messaging, voice, and backend to enhance customer experience and operational efficiency and streamline processes. This integration of data enables the analytics offering to provide comprehensive insights and solutions

### Limitations

- The current language capabilities of provider 1 are majorly in English and it caters to clients based in the US and Canada, which may discourage buyers from seeking support in languages such as Spanish, Portuguese, and Canadian French
- It has limited experience in serving clients in technology, energy, CPG, manufacturing, and public sector industries

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

## CXM PEAK Matrix® Assessment 2023 – EMEA<sup>1</sup>



1 Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

## 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	Innovation and investments	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

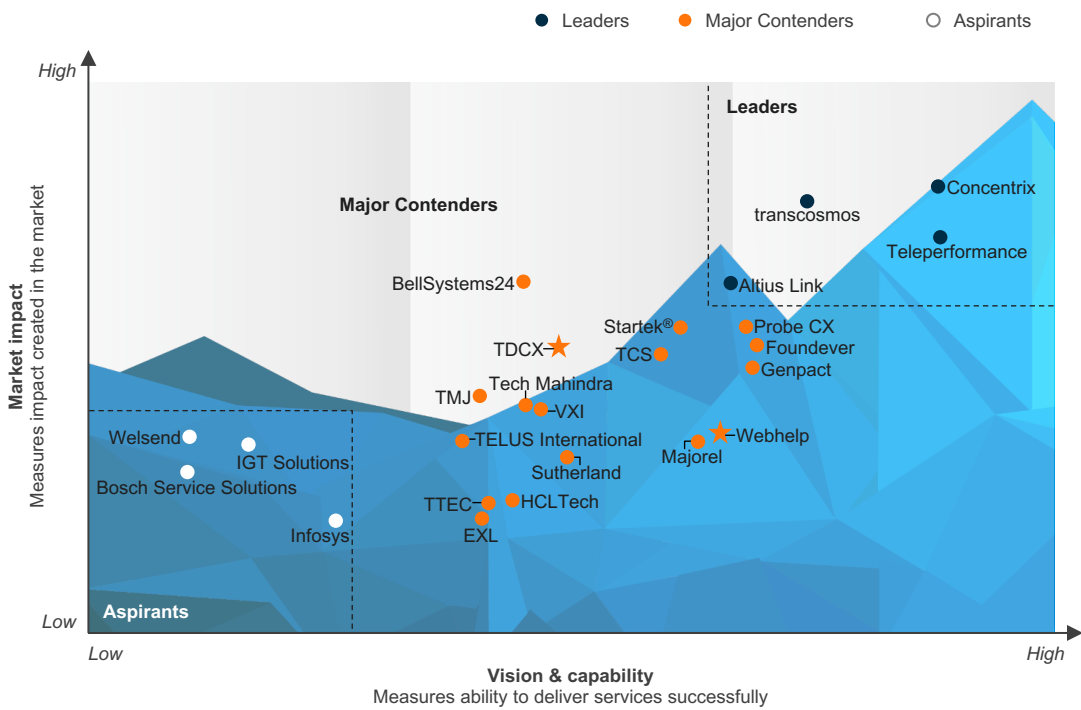
Measure of capability: 🟡 Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
🟡	●	●	●	●	🟡	●	●	●

- |   |   |
|---|---|
| <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>Provider 1 is a Europe-focused CXM service provider with 44,500+ FTEs across eight delivery countries serving four key European countries, including the UK, Ireland, Germany, and Switzerland. It primarily caters to telecom and media, technology, financial services, energy and utilities, retail, and public sector verticals</li> <li>Provider 1 offers data-driven service delivery with its five core market offerings, which are CX transformation, CX delivery, collections, acquisition and retention, and pension administration</li> </ul> | <p><b>Limitations</b></p> <ul style="list-style-type: none"> <li>Provider 1's customers are concentrated in four major markets, i.e., the UK, Ireland, Germany, and Switzerland; it lacks the experience to cater to clients from other European countries</li> <li>It predominantly caters to clients in English and German languages, and clients looking for customer support in French, Italian, Portuguese, and other European languages might be deterred by its limited capabilities in these languages</li> </ul> |
|---|---|

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

CXM PEAK Matrix® Assessment 2023 – APAC<sup>1,2</sup>



- 1 Assessments for TMJ, Altius Link, and BellSystems24 exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database and provider public disclosures
  - 2 Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively
- Source: Everest Group (2023)

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	Innovation and investments	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	Innovation and investments	Delivery footprint	Overall
🔄	●	●	●	●	🔄	●	●	●

**Strengths**

- Provider 1 caters to clients across Asia such as Singapore, Malaysia, China, and Japan through its delivery network spread across countries including Singapore, Malaysia, Thailand, China, Japan, Korea, Vietnam, the Philippines, and India
- The majority of its clients are disruptive brands from technology, gaming, FinTech, and travel and hospitality sectors, and are served through its customized omnichannel digital CX solutions. Its service offering includes outbound sales, customer services, digital marketing, and product support

**Limitations**

- Although Provider 1 offers services to diverse markets in the APAC region, it still has a limited client base in Australia, New Zealand, India, South Korea, and the Philippines market
- While its offering covers a wide range of services, its ability to cater to order fulfillment and transaction monitoring and payment collection is relatively untested

# Research calendar

## Customer Experience Management (CXM) Services

Published Planned Current release

Reports title	Release date
Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023	January 2023
The Contact Center for Rapidly Scaling Organizations: Leveraging Service Providers to Unleash Growth	January 2023
Delivering Extraordinary Customer Experiences Using Conversational AI	January 2023
Africa on the Rise: The Next Frontier in Customer Experience Management (CXM)	March 2023
Engaging with Customers in the Metaverse – Turning Fantasy into Reality	April 2023
Impact Sourcing Adoption in the CXM Industry	April 2023
Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2023	May 2023
Contact Center-as-a-Service (CCaaS) – Provider Compendium 2023	May 2023
<b>Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2023</b>	<b>September 2023</b>
Customer Experience Management (CXM) – Provider Compendium 2023	Q3 2023
Driving Data-Led Digital Customer Experience Management	Q3 2023
Conversational AI (CAI) Technology Service Provider Landscape with Products PEAK Matrix® Assessment 2023	Q3 2023
Conversational AI (CAI) Technology Service Provider Landscape with Products – Provider Compendium 2023	Q3 2023
Customer Experience Management (CXM) State of the Market 2023	Q3 2023
Customer Experience Management (CXM) State of the Market 2023 – Digital CXM Trends	Q3 2023

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