

Customer Experience Management (CXM) Services – Provider Compendium 2023

December 2023: Complimentary Abstract / Table of Contents



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- ▶ Process Intelligence
- ▶ 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
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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Introduction

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 [Customer Experience Management \(CXM\) 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, Link, Arise, Ascensos, Atento, Bosch Service Solutions, 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, Transcom, transcosmos, TTEC, VXI, Webhelp, and Welsend

Scope of this report



Geography
Global, Americas,
EMEA and APAC



Providers
54



Services
Customer Experience
Management (CXM)

Note: We have evaluated Altius Link, Bellsystems24, and TMJ not profiled it, as its assessment excluded provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database and provider public disclosures.

Overview and abbreviated summary of key messages (page 1 of 2)

Customer Experience Management (CXM) Service Provider Compendium features accurate, comprehensive, and fact-based snapshots of 54 CXM service providers globally. Each profile features provider's scale of operations, delivery locations, key clients, proprietary and partnered solutions, along with Everest Group's PEAK Matrix® service provider assessment.

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

Global CXM service provider landscape and PEAK Matrix 2023

The 2023 Global CXM PEAK Matrix 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

CXM service provider landscape in Americas and PEAK Matrix 2023

The 2023 Americas CXM PEAK Matrix 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
- **Star performers:** EXL, IGT Solutions, itel, and Webhelp

CXM service provider landscape in EMEA and PEAK Matrix 2023

The 2023 EMEA CXM PEAK Matrix 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
- **Star Performers:** IGT Solutions, Genpact, and RAYA CX

Overview and abbreviated summary of key messages (page 2 of 2)

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

CXM service provider landscape in APAC and PEAK Matrix 2023

The 2023 APAC CXM PEAK Matrix positioning is as follows:

- **Leaders:** Concentrix, Teleperformance, transcocosmos, 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
- **Star Performers:** TDCX and Webhelp

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
- Global delivery locations: key delivery locations in Americas, EMEA, and APAC regions

The Customer Experience Management (CXM) Services report has 54 provider profiles/buyer case studies/architecture of the survey questionnaire, etc.

Customer Experience Management (CXM) Services – Provider Compendium 2023

Provider 1 profile (page 1 of 7)
Overview

Company mission/vision statement
Provider 1 helps global companies run their mission-critical operations ensuring security and scalability across public, private and regulated services across the enterprise technology stack to drive growth.

Provider 1's comprehensive suite of end-to-end customer experience capabilities, and technology driven insights to improve efficiency and experiences in banking and insurance champion trust and compliance.

Headquarters:
Key leaders
• **Leader 1:** President and Chief Executive Officer
• **Leader 2:** President, Insurance Software and Business Services

Recent developments:
• Provider 1 deploys cloud-based omnichannel platform
• Provider 1 adopts a digital-first equipped to work for
• It supports 500+ million customer interactions every day
• About 99% of customer service agents are enabled

ESG Initiatives:
• Digitization of the circular economy
• Data-driven sustainability consulting services align with
• Distributed Ledger Technology (DLT), geospatial verification of physical environments and objects

Global CXM revenue mix
US\$ million

By geography	
North America	N/A
Continental Europe	N/A
UK	N/A
Asia Pacific	N/A

By buyer size

>US\$10 billion	N/A
US\$1-10 billion	N/A
<US\$250 million	N/A
US\$500 million-1 billion	N/A
US\$250-500 million	N/A

Key partnerships
Strategic CX investments

- Advanced analytics
- RPA/Automation
- Artificial Intelligence (AI) / Conversational AI
- Omni-channel / Agent Assist
- CCaaS/Cloud
- Others

Environmental initiatives
Not disclosed

Customer Experience Management (CXM) Services – Provider Compendium 2023

Provider 1 profile (page 2 of 7)
Capabilities

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Provider 1 profile (page 3 of 7)
Key CXM investments | pro

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Provider 1 profile (page 4 of 7)
Client portfolio and Environment

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Provider 1 profile (page 5 of 7)
Everest Group assessment

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Provider 1 profile (page 6 of 7)
Everest Group assessment

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Provider 1 profile (page 7 of 7)
Everest Group global assessment – Aspirant | Everest Group Americas assessment – Aspirant
Everest Group EMEA assessment – Aspirant | Everest Group APAC assessment – Aspirant

Region	Assessment	Regional nuances
Americas	Aspirant	<ul style="list-style-type: none"> Provider 1 has a presence in multiple countries across the Americas, including the US, Canada, Mexico, Colombia, and the Caribbean region Alongside its significant onshore presence in the US and Canada, the provider has robust nearshore delivery capabilities through various delivery locations in Latin America, such as Argentina, Brazil, Colombia, and Costa Rica. It also has a significant delivery presence in APAC for offshore support, in India and the Philippines It possesses strong language skills in English, French Canadian, Portuguese, and Spanish, enabling it to efficiently serve its clients throughout the Americas region
EMEA	Aspirant	<ul style="list-style-type: none"> Provider 1 serves multiple countries in the EMEA region including Germany, France, UK, Spain, Portugal, and Benelux, as well as Eastern European, Middle Eastern, and African countries through a robust network of over 8,000 FTEs It has established multiple delivery locations across the EMEA region, including Bulgaria, Egypt, France, Italy, Mauritius, the Netherlands, Poland, Portugal, and Romania, to meet the varied shoring demands of clients in this region It has strong multilingual capabilities and can serve clients in several European languages including French, German, Bulgarian, Italian, and Russian
APAC	Aspirant	<ul style="list-style-type: none"> The provider has significant operations across the APAC region including Australia and New Zealand, India, the Philippines, Japan, China, and Singapore, being served by a network of over 5,000 agents Recognizing the need to address the varied language requirements of clients in the APAC region, Provider 1 provides support in multiple languages, including Chinese, Japanese, Bahasa, Hindi, and other regional languages

Strengths

- Provider 1 is a broad-based BPO service provider that offers a wide range of services including settlement, consumer lending, card processing and settlement, persona identification, design thinking, conversation analysis, and more.
- It adds value to clients' digitalization journeys through strategic partnership for its clients, driven by its partners' Virtual for contact deflection through self-service and
- It has invested in a digital-first, work from anywhere model and also invested in analytics, automation, and conversational AI.

Limitations

- While the Provider 1 is well-established in the BFSI industry, it has limited experience in other industries.
- Even though it has the ability and experience to cater to global clients, it follows an onshore-centric model, which may limit its ability to serve clients in certain regions.

Customer Experience Management (CXM) Services – Provider Compendium 2023

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Research calendar

Customer Experience Management (CXM) Services

Published
 Planned
 Current release

Reports title	Release date
The Business Case for Leveraging Impact Sourcing to Enhance Customer Experience (CX)	April 2023
Engaging with Customers in the Metaverse – Turning Fantasy into Reality	April 2023
Press Play on Player Experience: Level up Beyond Game Design	April 2023
Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2023	May 2023
Contact Center-as-a-Service (CCaaS) – Provider Compendium 2023	June 2023
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2023	September 2023
Conversational AI Products PEAK Matrix® Assessment 2023	September 2023
Unleashing the Power of Data and Artificial Intelligence in Customer Experience Management (CXM)	October 2023
Playing to Win: Transforming Agent Experience with Gamification	October 2023
Achieving Digital Customer Experience Management's (CXM) Full Potential with the Generative AI Revolution	December 2023
Turning Challenges into Growth Opportunities: Customer Experience Management (CXM) State of the Market 2023 – Update	December 2023
Conversational AI (CAI) Technology Service Provider Landscape with Products – Provider Compendium 2023	December 2023
Customer Experience Management (CXM) Services – Provider Compendium 2023	December 2023
CXM Transformation with Generative AI: Assessing Enterprise Readiness for the Journey Ahead	Q1 2024
Consumer Readiness for Generative AI Adoption in CXM	Q1 2024
Strategic Horizons: Mapping the Landscape of CXM Outsourcing for English Support in Africa	Q1 2024

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