

Trust and Safety Services PEAK Matrix® Assessment 2023

March 2023: Complimentary Abstract / Table of Contents



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- ▶ Retirement Technologies
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- ▶ Software Product Engineering Services
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Introduction

Trust and safety has evolved from being a cost function to a strategy function. With the rise of new content types such as generative AI, Metaverse at a fast pace, enterprises are faced with newer challenges. Enterprises are focused on providing a safe experience to their users amid increasing regulatory scrutiny. Providers play a significant role in supporting enterprises in keeping their platform safe at scale by providing large talent pool to cater to the localization needs. The current trust and safety landscape has service providers across multiple categories – IT/BPO, Contact Center Outsourcing (CCO) providers, and niche/specialist providers – who are gearing up to serve the diverse needs of the market.

Service providers are focusing on becoming strategic partners of enterprises and helping them solve these challenges. Going beyond operational challenges, now service providers are working on identifying trends across services of moderation, user safety, identity theft to proactively help enterprises keep their users safe on the platform.

In this research, we present an assessment and detailed profiles of 25 trust and safety providers featured on the Trust and Safety Services PEAK Matrix®. Each provider profile provides a comprehensive picture of its service focus, through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group’s annual RFI process for calendar year 2022, interactions with leading trust and safety providers, client reference checks, and an ongoing analysis of the trust and safety services market.

This report includes the profiles of the following 25 leading trust and safety providers featured on the Trust and Safety PEAK Matrix:

- **Leaders:** Accenture, Concentrix, Genpact, Majorel, TaskUs, and Teleperformance
- **Major Contenders:** Alorica, Appen, Cognizant, Conectys, Foundever, GlobalLogic, ModSquad, Sutherland, TDCX, Tech Mahindra, TELUS International, Vaco, Webhelp, WebPurify, and Wipro
- **Aspirants:** Cogito Tech, HGS, LXT, and TTEC

Scope of this report



Geography
Global



Providers

This research covers the following 25 trust and safety service providers: Accenture, Alorica, Appen, Cogito Tech, Cognizant, Concentrix, Conectys, Foundever, Genpact, GlobalLogic, HGS, LXT, Majorel, ModSquad, Sutherland, TaskUs, TDCX, Tech Mahindra, Teleperformance, TELUS International, TTEC, Vaco, Webhelp, WebPurify, and Wipro



Services
Trust and safety services

Overview and abbreviated summary of key messages

In this report, we present an assessment of trust and safety service providers featured on the Trust and Safety Services PEAK Matrix® and detailed service provider profiles that provide a comprehensive picture of their service focus through a snapshot of their key strengths and limitations, as assessed by Everest Group.

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

Everest Group Trust and Safety Services PEAK Matrix® Assessment 2023

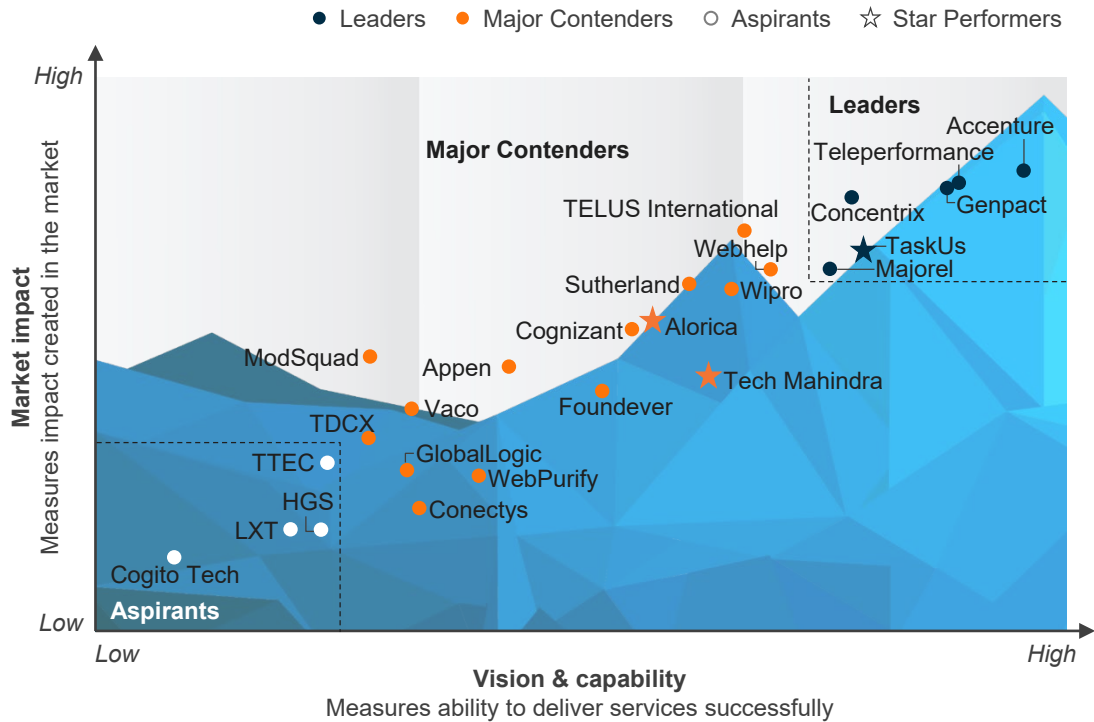
- Everest Group classified 25 trust and safety service providers on Everest Group PEAK Matrix® into three categories of Leaders, Major Contenders, and Aspirants
- Accenture, Concentrix, Genpact, Majorel, TaskUs, and Teleperformance are Leaders
- Alorica, Appen, Cognizant, Conectys, Foundever, GlobalLogic, ModSquad, Sutherland, TDCX, Tech Mahindra, TELUS International, Vaco, Webhelp, WebPurify, and Wipro are Major Contenders
- Cogito Tech, HGS, LXT, and TTEC are Aspirants
- Everest Group also identified Alorica, TaskUs, and Tech Mahindra as the Star Performers. This recognition is based on these providers' relative year-over-year movement on the PEAK Matrix®

Key insights on trust and safety services market

- The top eight providers account for 70-75% of the market share in terms of ACV
- Accenture and Teleperformance are one of the leaders in three major geographies. Majorel and TELUS International are leaders in two major regions
- Genpact is one of the leaders in four industries. Accenture and Teleperformance are leaders in three industries. Concentrix, Majorel, TELUS International, and Wipro are leaders in two industries

This study offers three distinct chapters providing a deep dive into key aspects of trust and safety market; below are three charts to illustrate the depth of the report

Trust and Safety Services PEAK Matrix® Assessment 2023^{1,2}



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 offers services across the trust and safety value chain to buyers from all major industries
- It offers a good mix of offshore, nearshore and onshore delivery options to its buyers

Limitations

- While Provider 1 is experienced in serving the T&S needs of North American buyers, its ability to serve buyers from APAC region is untested
- Provider 1 currently does not provide any services in XXX and YYY work types. Hence, buyers would not be able to get service fulfillment of their end-to-end trust and safety needs

1 Assessments for Appen, Cogito Tech, HGS, ModSquad, and Wipro exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with trust and safety buyers
 2 There have been changes in the assessment methodology and weightages of parameters in the current i.e., 2022 assessment, compared to the 2021 assessment

Source: Everest Group (2023)

Research calendar

Trust and Safety

Published Planned Current release

Reports title	Release date
Taming the Hydra: Trust and Safety (T&S) in the Metaverse	July 2022
Wisdom of the Crowd: The Gig Delivery Model in Trust and Safety (T&S)	August 2022
Braving New Frontiers: Trust and Safety State of the Market Report 2022	August 2022
What's the Deal? Evolving Sourcing Priorities in Trust and Safety	November 2022
Content Moderation Catch 22: Walking the Regulatory Tight	December 2022
A Beautiful Mind: Ensuring Moderator Wellbeing	December 2022
Webinar Deck: Key Themes to Help Analyst Relations (AR) Teams Navigate 2023 an AR Professional Exclusive Webinar	January 2022
Webinar Deck: Sustainability in the New Year: Follow Through on Resolutions for People and the Planet	February 2023
Trust and Safety Services PEAK Matrix® Assessment 2023	March 2023
Key "Tech" Away: Technology Providers in the T&S Landscape	Q2 2023
Press Play on Player Experience: Level up Beyond Game Design	Q2 2023
Trust and Safety Service Provider Compendium 2023	Q2 2023
Trust and Safety Services State of the Market 2023	Q2 2023
Content Moderator of the Future	Q3 2023

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