

Customer Experience Management (CXM) Services CXO Insights: Key Issues Report 2024

February 2024: Complimentary Abstract / Table of Contents



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- ▶ SAP Services
- ▶ Service Optimization Technologies
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- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
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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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Background, methodology, and scope of the research

As we enter 2024, global macroeconomic stability remains uncertain. However, forecasts suggest a potential alleviation of the challenging conditions faced by businesses worldwide, encouraging a more optimistic outlook on business growth in the upcoming year. Most of the CX buyers expect the overall CXM services spend to remain flat or increase moderately in 2024, primarily focused on addressing the challenges of cost pressure and the slowdown in demand in the rapidly evolving business environment.

CX stakeholders anticipate mitigating pronounced challenges associated with talent attrition that have persisted over the past few years. Moreover, they are optimistic about the influence of evolving consumer behavior and new technology, especially generative AI (gen AI) / Large Language Models (LLMs) to drive substantial investments in CXM services that have the potential to profoundly impact overall operations.

This report provides perspectives on how leading global enterprises have been impacted in 2023 and what they plan for 2024.

Methodology

Our global services market key issues research is based on annual surveys that capture the pulse of the market on key aspects of the global sourcing industry. This report presents the results of a study we conducted in October and November of 2023 with senior stakeholders from CXM services, to understand their thoughts as they undertook planning for 2024.

Report focus

- Top business challenges and critical business model changes in 2024
- Outlook and priorities for 2024
- Key themes defining the CXM industry during these uncertain times
- Anticipated changes to provider portfolios and key provider-related challenges and priorities

Scope of this report



Geography
Global



Industry
Cross-industry



Services
CXM services

Summary of key messages



Enterprises expect the overall CXM services spend, including the **in-house spend**, to remain flat or increase moderately in 2024



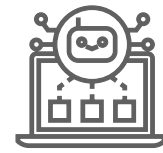
Talent demand for CXM services is likely to remain flat and shift to offshore locations



Continuously **evolving enterprise expectations** will keep providers on their toes



Service provider **bill rates** to **remain flat** or increase marginally in 2024



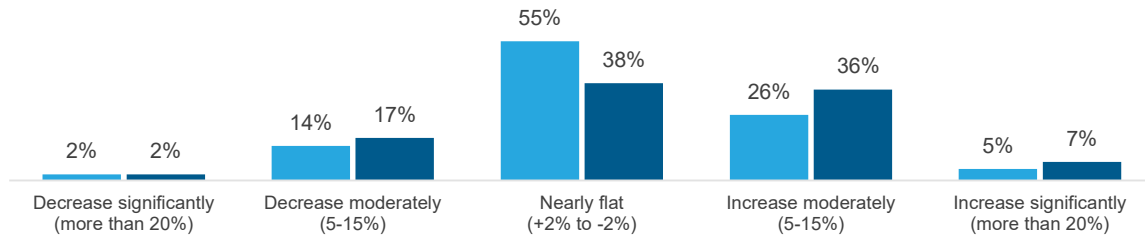
Despite the uncertain times, substantial investments are being directed toward **gen AI to overhaul CXM services**, with the potential to profoundly impact overall operations and overall customer experience

This reports offers insights into how leading enterprises have been impacted in 2023 and are planning to accelerate value as 2024 unfolds

Despite macroeconomic uncertainty, CXM industry expects to remain resilient

Expected change in CXM services spending in 2024
Percentage of enterprise respondents

Global services CXM services

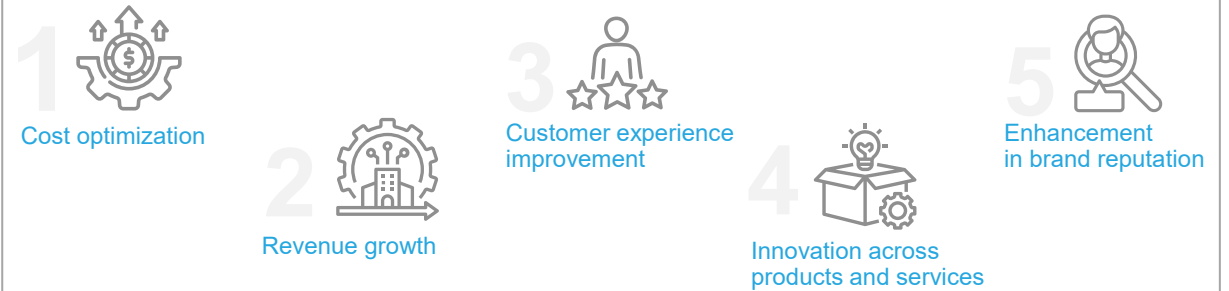


Source: Everest Group 2024 Key Issues Study

Enterprises continue to embrace the optimization wave in 2024

Top business priorities going into 2024

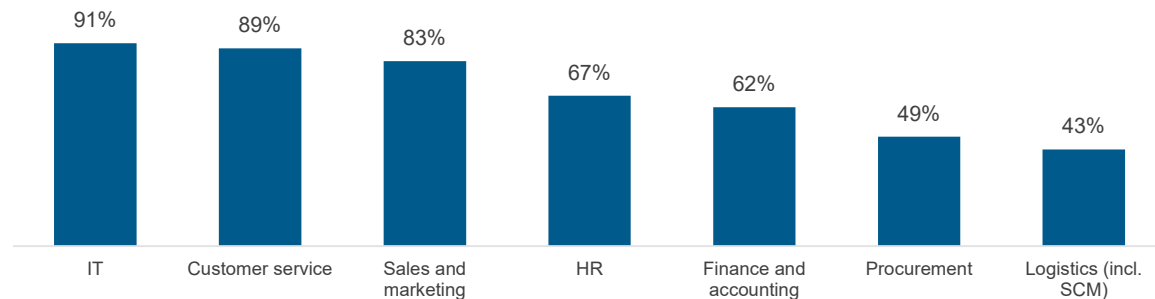
Ranking based on the percentage of respondents selecting as the key priority



Source: Everest Group 2024 Key Issues Study

Gen AI to witness swift integration into CXM services

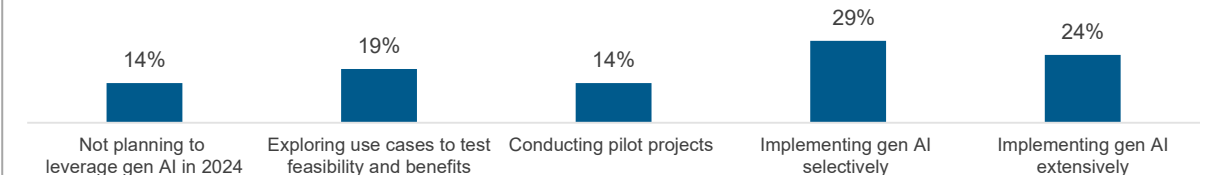
Expected adoption of gen AI in a particular business function
Percentage split of respondents¹



1. Everest Group 2024 Key Issues Study

Enterprise CXM agent headcount to remain flat in 2024

Extent of leveraging gen AI in the CXM ecosystem
Percentage of enterprise respondents



Source: Everest Group 2024 Key Issues Study

Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Reports title	Release date
Achieving Digital Customer Experience Management's (CXM) Full Potential with the Generative AI Revolution	December 2023
Conversational AI – State of the Market Report 2023 - Update	December 2023
Customer Experience Management (CXM) – Provider Compendium 2023	December 2023
Customer Experience Management (CXM) Services CXO Insights: Key Issues Report 2024	February 2024
Consumer Readiness for Generative AI Adoption in CXM	Q1 2024
Customer Experience Services: Buyer Experience and Satisfaction	Q1 2024
Enterprise Readiness for Generative AI in CXM	Q1 2024
Navigating AI Adoption: Transforming CX in Regulated Industries	Q1 2024
Conversational AI Products PEAK Matrix® Assessment 2024	Q2 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024	Q3 2024
Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2024	Q3 2024
Customer Experience Management (CXM) – Provider Compendium 2024	Q3 2024
Conversational AI – State of the Market 2024	Q3 2024
Conversational AI Technology – Provider Compendium 2024	Q4 2024
Contact Center-as-a-Service (CCaaS) – Provider Compendium 2024	Q4 2024

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