Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas

Month 2024: Complimentary Abstract / Table of Contents

PEAK MATRIX®

Customer Experience Management Services

Everest Group®

Our research offerings

This report is included in the following research program(s):

Customer Experience Management Services, CX Excellence

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies

- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)

- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ 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)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

Contents

For more information on this and other research published by Everest Group, please contact us:

Sharang Sharma, Vice President

Chhandak Biswas, Practice Director

Divya Baweja, Practice Director

Samreena GC, Senior Analyst

Rishav Kumar, Senior Analyst

Joshua Victor, Senior Analyst

Jagrit Kasera, Analyst

Contents

Background and scope of research

The Customer Experience Management (CXM) market in the Americas experienced decent growth, buoyed by bullish sentiments, particularly in the United States, due to stronger economic conditions. This environment has prompted service providers to increase investments in their Americas operations. Enterprises in the region are advancing digital transformation, leading service providers to offer a wide range of digital CX solutions, including automation, analytics, conversational AI, chatbots, self-service, omnichannel delivery, and cloud-based contact center solutions.

To support the ideation, development, and implementation of various digital CX tools including gen AI solutions, a considerable number of service providers have established Centers of Excellence (CoEs). Many gen AI solutions are being deployed including knowledge-as-a-service tools, learner co-pilots, QA&QC co-pilots, conversational gen AI chatbots, and agent-assist tools. Additionally, almost all service providers are partnering with hyperscalers and AI start-ups to deliver gen AI-centric offerings, further enriching their service portfolios.

In this report, we present an assessment and detailed profiles of 43 CXM service providers featured on the CXM Services in the Americas PEAK Matrix® Assessment 2024. 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 2024, 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 43 leading CXM providers featured on the CXM Services in the Americas PEAK Matrix®:

- **Leaders:** Alorica, Concentrix, Foundever, Teleperformance, TELUS Digital, and TTEC

- **Major Contenders:** Arise, Atento, CCI, Cognizant, Conduent, Datamatics, eClerx, Etech, EXL, Firstsource, Genpact, GlowTouch, HCLTech, HGS, ibex, IGT Solutions, Infosys, Intelcia, IntouchCX, Konecta, ProbeCX, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, and VXI

- **Aspirants:** Auxis, Centro, Conectys, Ignition CX, MerchantsCX, Pentafon, and Welsend

Scope of this report

Geography: Americas

Industry: All

Services: Customer Experience Management (CXM)

Overview and abbreviated summary of key messages

This report examines the Customer Experience Management (CXM) Americas 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®, 43 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

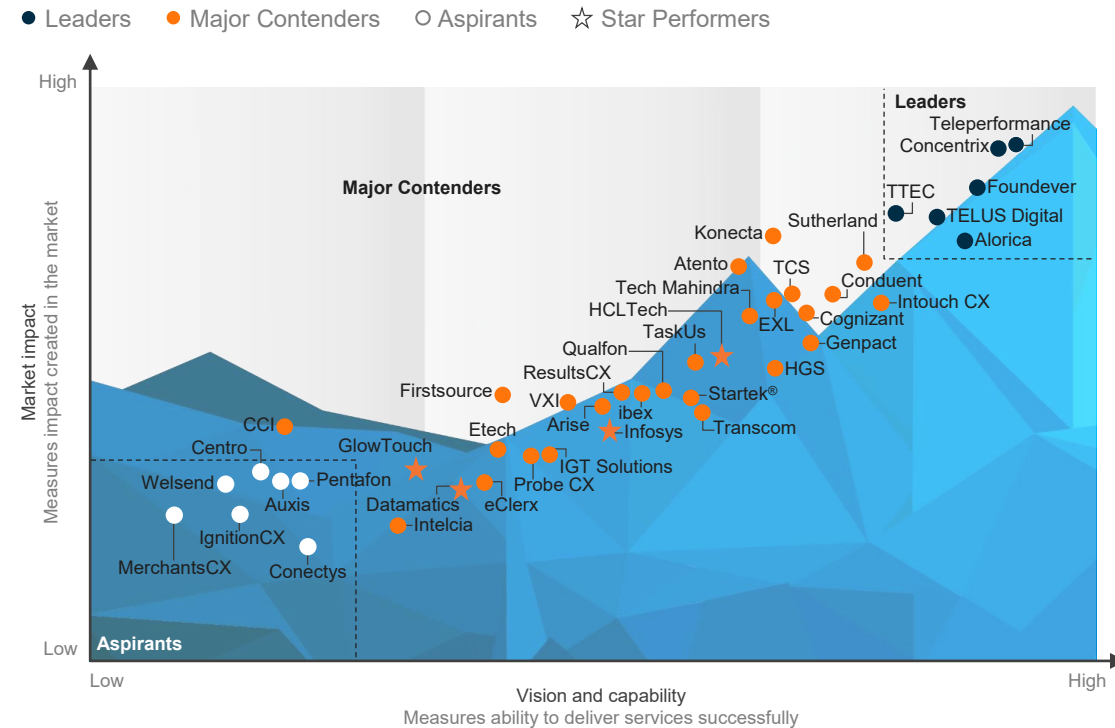**CXM provider landscape in the Americas Peak Matrix® 2024**

Based on Everest Group's comprehensive evaluation framework, the PEAK Matrix®, the 43 established CXM providers evaluated are segmented into three categories (in alphabetical order within each category):

- Leaders: Alorica, Concentrix, Foundever, Teleperformance, TELUS Digital, and TTEC
- Major Contenders: Arise, Atento, CCI, Cognizant, Conduent, Datamatics, eClerx, Etech, EXL, Firstsource, Genpact, GlowTouch, HCLTech, HGS, ibex, IGT Solutions, Infosys, Intelcia, IntouchCX, Konecta, ProbeCX, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, and VXI
- Aspirants: Auxis, Centro, Conectys, Ignition CX, MerchantsCX, Pentafon, and Welsend

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

Everest Group PEAK Matrix® Assessment 2024

Illustrative example

**Everest Group Customer Experience Management (CXM) PEAK Matrix®
Assessment 2024 – Americas[1]**

● Leaders   ● Major Contenders   ○ Aspirants   ☆ Star Performers

High

Market impact
Measures impact created in the market

Leaders
Teleperformance
Concentrix
TTEC   Foundever
Sutherland   TELUS Digital
Konecta   Alorica
Atento   TCS   Conduent
Tech Mahindra   Intouch CX
HCLTech   Cognizant
TaskUs   EXL   Genpact
Qualfon   HGS
ResultsCX   Startek®
Firstsource   VXI   Transcom
Etech   Arise   ibex   Infosys
CCI   IGT Solutions
Centro   GlowTouch   Probe CX
Welsend   Pentafon   eClerx
Auxis   Datamatics   Intelcia
IgnitionCX
MerchantsCX   Conectys

Major Contenders

Aspirants

Low

Low   High

Vision and capability
Measures ability to deliver services successfully

1 Assessments for Intelcia excludes service provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: ◔ Low ● High

Providers	Market impact				Vision and 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	◔	◔	◑	◑	◑	◑	◑	◑	◑

Everest Group's remarks on providers

Illustrative example

Measure of capability: ◔ Low ● High

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

Strengths
- Provider 1, employs over XYZ agents to serve the Americas region, primarily providing services to the US, while also extending services to clients across other countries in the region such as Canada and Mexico
- Buyers highlighted proactive communication, ability to handle complexities, and ease of doing business as key strength areas

Limitations
- Provider 1 has limited experience in serving clients from manufacturing, government, and CPG verticals may restrict its ability to support a broader audience
- Provider 1 predominantly serves midsize and large enterprises with revenues exceeding US$1 billion. Its experience in serving small enterprises remains limited

Research calendar

Customer Experience Management Services

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
Strategic Keys: Unlocking the Potential of Customer Experience Management	February 2024
Customer Experience Management (CXM) Services CXO Insights: Key Issues Report 2024	February 2024
Generative AI in CXM: Assessing Enterprise Readiness for this Disruptive Transformation	March 2024
Lead with Empathy: Handle Care with Care	May 2024
Future-ready Customer Experiment Management (CXM): Trends Driving the BFSI Industry	June 2024
Consumer Readiness for Generative AI Adoption in CXM	June 2024
Navigating AI Adoption: Transforming CX in Regulated Industries	July 2024
Conversational AI Products PEAK Matrix® Assessment 2024	July 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas	August 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024: APAC	Q3 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024: EMEA	Q3 2024
Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2024	Q3 2024
Customer Experience Management (CXM) – Provider Compendium 2024	Q3 2024

Note: Click to see a list of all our published Customer Experience Management Services reports

Stay connected

Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at **www.everestgrp.com**.

Everest Group®
With you on the journey