



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

September 2024: Complimentary Abstract / Table of Contents

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- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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For more information on this and other research published by Everest Group, please contact us:

**Sharang Sharma**, Vice President

**Aishwarya Barjatya**, Practice Director

**Divya Baweja**, Practice Director

**Samreena GC**, Senior Analyst

**Rishav Kumar**, Senior Analyst

**Joshua Victor**, Senior Analyst

**Jagrit Kasera**, Analyst

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# Introduction

In 2023, the Customer Experience Management (CXM) market saw moderate growth in the APAC region, driven by the adoption of omnichannel solutions, generative AI, cloud services, CX, and the growth in adoption of chat and social media as a channel. Demand is rising, particularly from emerging markets and first-time outsourcers who are increasingly willing to leverage the expertise of third-party service providers. Within the APAC region, the market's diverse nature has led to a unique landscape, where service providers distinguish themselves through a strong regional presence and specialized local language capabilities, catering effectively to varying client needs.

The travel and hospitality industry experienced a notable rise in CXM outsourcing services expenditure, spurred by increased tourism activities in APAC countries such as Malaysia, Singapore, and the Philippines. Additionally, the adoption of telehealth services in India and China is boosting demand for CXM services in the healthcare sector. The growing mobile penetration and the surge in retail and e-commerce are further contributing to the rising demand for digital CXM solutions in the region.

In this report, we present an assessment and detailed profiles of 29 CXM service providers featured on the CXM Services in the APAC PEAK Matrix® Assessment 2024. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments. 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 29 leading CXM providers featured on the CXM Services in the APAC PEAK Matrix:**

- **Leaders:** Altius Link, Concentrix, Teleperformance, and transcocosmos
- **Major Contenders:** Alorica, BellSystem24, Cognizant, EXL, Foundever®, Genpact, HCLTech, IGT Solutions, Infosys, Probe CX, Startek®, Sutherland, TCS, TDCX, Tech Mahindra, TELUS Digital, TMJ, TTEC, VXI, and Welsend
- **Aspirants:** CCI, FiveS Digital, HGS, ibex, and MerchantsCX

## Scope of this report

**Geography:** APAC

**Industry:** All

**Services:** Customer Experience Management (CXM)

## Overview and abbreviated summary of key messages

This report examines the Customer Experience Management (CXM) APAC 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®, 29 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 CXM PEAK Matrix® Assessment 2024 – APAC**

Based on Everest Group's comprehensive evaluation framework, the PEAK Matrix®, the 29 established CXM providers evaluated are segmented into three categories (in alphabetical order within each category):

- Leaders: Altius Link, Concentrix, Teleperformance, and transcosmos
- Major Contenders: Alorica, BellSystem24, Cognizant, EXL, Foundever®, Genpact, HCLTech, IGT Solutions, Infosys, Probe CX, Startek®, Sutherland, TCS, TDCX, Tech Mahindra, Telus Digital, TMJ, TTEC, VXI, and Welsend
- Aspirants: CCI, FiveS Digital, HGS, ibex, and MerchantsCX

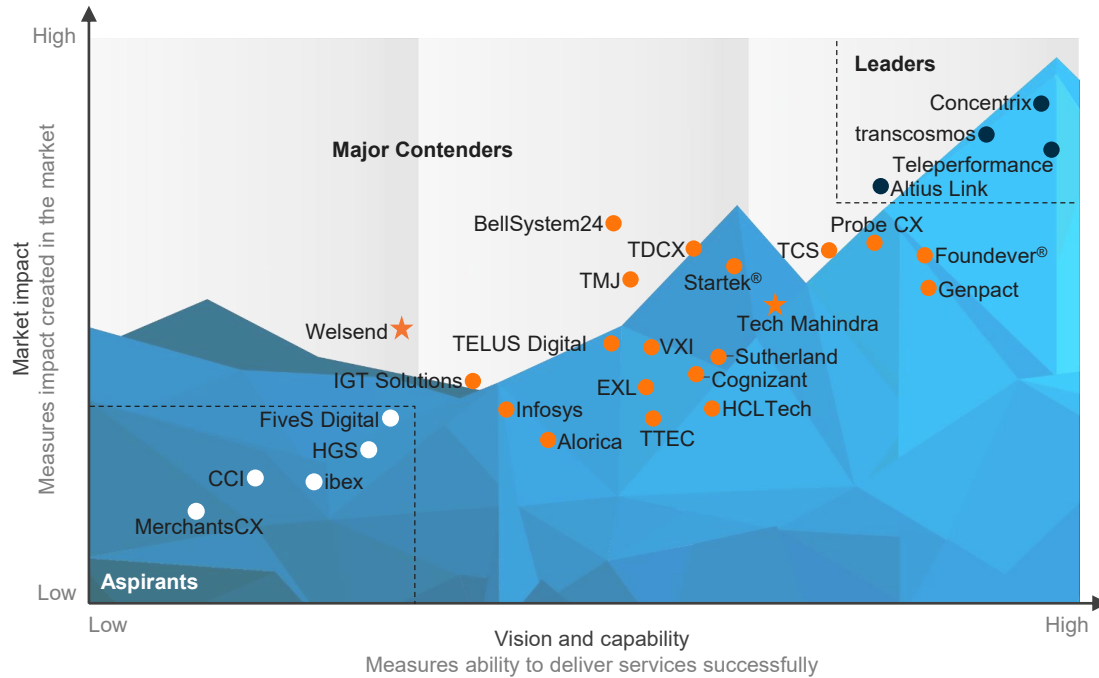


# This study offers distinct chapters providing a deep dive into key aspects of CXM market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – APAC<sup>1</sup>

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



<sup>1</sup> Assessment for Altius Link and BellSystems24 exclude service provider inputs and are 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 serves clients across telecom and media, BFSI, retail, manufacturing, healthcare, and public sectors, with a network of approximately XYZ agents in Japan, Vietnam, Thailand, and Taiwan
- It offers customer service, technical support, CRM technology, and sales services. Its consulting services include CX strategy formulation, end-to-end business process re-engineering, Voice of the Customer (VoC) analysis, and process benchmarking

### Limitations

- Despite its strong presence in the Japanese market, Provider 1's limited experience in other APAC markets such as India, Australia, New Zealand, and Malaysia may deter clients seeking multi-region support
- Its service delivery is heavily focused on onshore locations in Japan, which might not appeal to buyers looking for a diverse and cost-effective delivery footprint across APAC

# Research calendar

## Customer Experience Management Services

	Published	Current release	Planned
Reports title	Release date		
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
An Enterprise Take on Providers in an Ever-changing Economic and Technology Climate			March 2024
Lead with Empathy: Handle Care with Care			May 2024
The Role of Strategic Partnership Management and Rebadging in Enhancing Customer Satisfaction			June 2024
Future-ready Customer Experiment Management (CXM): Trends Driving the BFSI Industry			June 2024
Are Consumers Ready for Generative AI-augmented Interactions?			June 2024
The Indispensable AI Duo: Transforming Experiences with Generative AI and Conversational AI (CAI)			June 2024
Leveraging AI to Enhance Customer Experience in Highly Regulated Industries			July 2024
Conversational AI Products PEAK Matrix® Assessment 2024			July 2024
Strategic Horizons: Mapping the CXM Outsourcing Landscape for English Support in Africa			August 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas			August 2024
<a href="#">Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – APAC</a>			September 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
Sales Services PEAK Matrix® Assessment 2024			Q4 2024

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# Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

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