



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

September 2024: Complimentary Abstract / Table of Contents

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- ▶ Mortgage Operations
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- ▶ Payer and Provider Information Technology
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- ▶ Pricing Analytics as a Service
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Background and scope of research

The Customer Experience Management (CXM) market in the EMEA region has shown resilience amidst a difficult macroeconomic environment. This is driven by diverse economic conditions and accelerated digital transformation initiatives. With its stable economy and advanced digital infrastructure, Western Europe leads in CXM innovation. Specific growth drivers include increased adoption of AI and automation technologies, rising demand for enhanced customer service capabilities, substantial investments in digital infrastructure, and a notable surge in demand from the energy and utilities sector amid a global energy crisis.

Enterprises in EMEA are aggressively pursuing digital transformation, with service providers focusing on delivering tailored digital CX solutions emphasizing data privacy and security. These solutions include advanced automation, predictive analytics, conversational AI, multilingual chatbots, self-service options, omnichannel delivery, and scalable cloud-based contact centers. Additionally, there is a growing demand for AI-driven personalization and localized service delivery to cater to the region's diverse cultural and multilingual needs.

This report presents an assessment and detailed profiles of 37 CXM service providers featured on the CXM Services in the EMEA 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 37 leading CXM providers featured on the CXM Services in the EMEA PEAK Matrix:

- **Leaders:** Concentrix, Foundever®, Konecta, and Teleperformance
- **Major Contenders:** Alorica, Ascensos, Atento, Bosch Service Solutions, Capita, Conduent, Cognizant, EXL, Firstsource, Genpact, HCLTech, HGS, IGT Solutions, Infosys, Intelcia, iSON Xperiences, Startek®, Sutherland, Sigma Connected, TaskUs, TCS, Tech Mahindra, TELUS Digital, Transcom, TTEC, and Ventrica
- **Aspirants:** Arise, CCI, Centro, Conectys, Ignition CX, MerchantsCX, and Welsend

Scope of this report

Geography: EMEA

Industry: All

Services: Customer Experience Management (CXM)

Overview and abbreviated summary of key messages

This report examines the Customer Experience Management (CXM) EMEA 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®, 37 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 – EMEA

Based on Everest Group's comprehensive evaluation framework, the PEAK Matrix®, the 37 established CXM providers evaluated are segmented into three categories (in alphabetical order within each category):

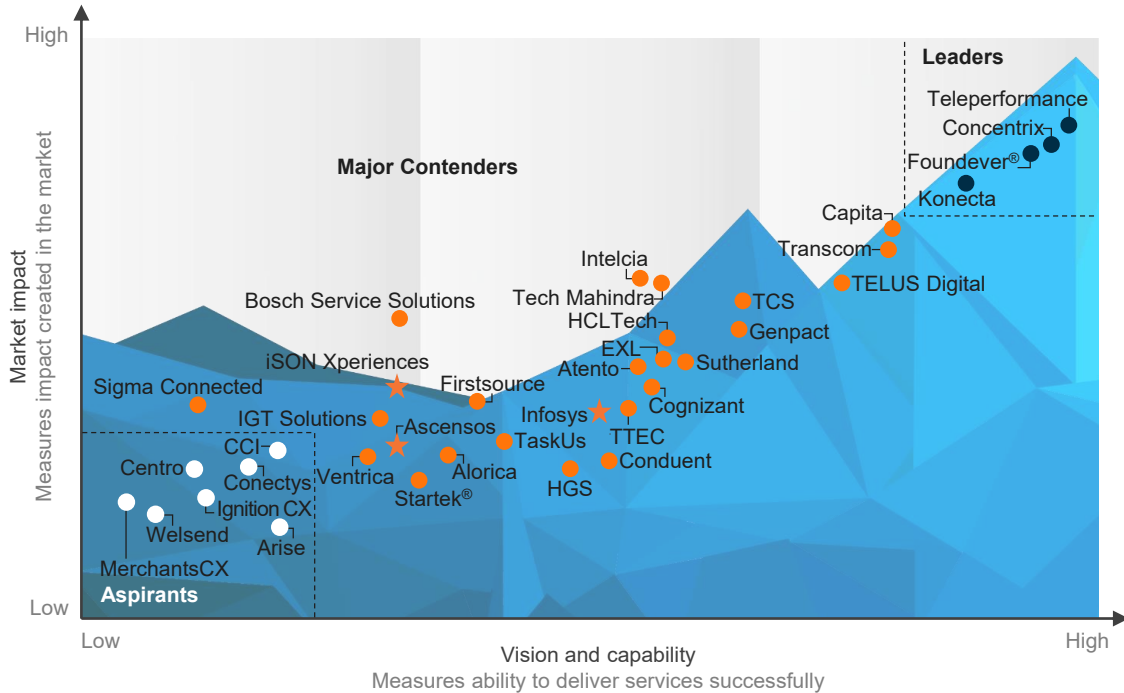
- Leaders: Concentrix, Foundever®, Konecta, and Teleperformance
- Major Contenders: Alorica, Ascensos, Atento, Bosch Service Solutions, Capita, Conduent, Cognizant, EXL, Firstsource, Genpact, HCLTech, HGS, IGT Solutions, Infosys, Intelcia, iSON Xperiences, Startek®, Sutherland, Sigma Connected, TaskUs, TCS, Tech Mahindra, TELUS Digital, Transcom, TTEC, and Ventrica
- Aspirants: Arise, CCI, Centro, Conectys, Ignition CX, MerchantsCX, 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

Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – EMEA¹

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



¹ Assessment for Intelcia excludes provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interaction 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

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	○	●	●	●	●	○	○	○	●

Strengths

- Provider 1 serves clients across telecom and media, BFSI, retail, manufacturing, healthcare, and public sectors, with a network of approximately XYZ agents in the UKI
- 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 UKI market, Provider 1's limited experience in other EMEA markets such as Italy, Germany, Spain, and Portugal may deter clients seeking multi-region support
- Its service delivery is heavily focused on onshore locations in the UKI, which might not appeal to buyers looking for a diverse and cost-effective delivery footprint across EMEA

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