



# Customer Experience Management (CXM) in the Americas – Provider Compendium 2024

November 2024: Complimentary Abstract / Table of Contents

Provider Compendium  
Customer Experience Management Services



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- ▶ Payer and Provider Information Technology
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- ▶ Pricing Analytics as a Service
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- ▶ Rewards and Recognition
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# Contents

5	Introduction and overview	89	eClerx
6	Research methodology	95	Etech
7	Key information on the report	101	EXL
8	Introduction	107	Firstsource
9	Focus of the research	113	Foundever®
10	Provider profiles	119	Genpact
11	Alorica	125	GlowTouch
17	Arise	131	HCLTech
23	Atento	137	HGS
29	Ascensos	143	ibex
35	Auxis	149	IgnitionCX
41	Bosch Service Solutions	155	IGT Solutions
47	CCI	161	Infosys
53	Centro	167	IntouchCX
59	Cognizant	173	Konecta
65	Concentrix	179	MerchantsCX
71	Conduent	185	Pentafon
77	Conectys	191	Probe CX
83	Datamatics	197	Qualfon

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# Contents

10	<b>Provider profiles (continued)</b>
203	ResutsCX
209	Startek®
215	Sutherland
221	TaskUs
227	TCS
233	Tech Mahindra
239	Teleperformance
245	TELUS Digital
251	Transcom
257	transcosmos
263	TTEC
269	VXI
275	Welsend
281	<b>Appendix</b>
282	Glossary
283	Research calendar

# Introduction

The Customer Experience Management (CXM) market has grown moderately in the Americas, buoyed by bullish sentiments due to stronger-than-expected economic conditions, particularly in the United States. 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 detailed profiles of 45 CXM service providers featured on the CXM service provider compendium.

**This report includes the profiles of the following 45 leading CXM providers:** Alorica, Arise, Atento, Ascensos, Auxis, Bosch Service Solutions, CCI, Centro, Cognizant, Concentrix, Conduent, Conectys, Datamatics, eClerx, Etech, EXL, Firstsource, Foundever®, Genpact, GlowTouch, HCLTech, HGS, ibex, IgnitionCX, IGT Solutions, Infosys, IntouchCX, Konecna, MerchantsCX, Pentafon, Probe CX, Qualfon, RresultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Teleperformance, TELUS Digital, Transcom, transcocosmos, TTEC, VXI, and Welsend

## Scope of this report

**Geography:** Americas

**Industry:** all

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

# Overview and abbreviated summary of key messages

This report features detailed and fact-based profiles of 45 Customer Experience Management (CXM) service providers serving the Americas. It enables providers to benchmark their capabilities against their peers, while buyers of CXM will be able to assess the providers based on the desired set of capabilities.

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

### [Profiles of CXM service providers](#)

Each service provider profile captures the following details of providers vis-à-vis their offerings and capabilities:

- Company overview
- Recent deals and announcements
- Market adoption and client portfolio mix
- Services suite and scale of operations
- Technological capabilities overview and partnerships

# The Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas report has over 45 provider profiles

Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas | 1

**Provider 1 profile (page 1 of 6)**  
Overview

Company profile  
Provider 1 is a BPO provider that provides omnichannel customer experience solutions. It offers a range of services including telemarketing, speech and text analytics, robotic process automation, and contact center management. The company serves various industries such as financial services, retail, and healthcare.

Headquarters: Dallas, Texas

Key leaders

- Name 1, Chief Executive Officer and President
- Name 2, Chief Operating Officer
- Name 3, Chief Financial Officer
- Name 4, Chief Technology Officer

Americas CXM revenue (in US\$ million)

Year	Revenue (US\$ million)
2022	22
2023	33

Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas | 2

**Provider 1 profile (page 2 of 6)**  
Capabilities

Americas CXM revenue mix  
US\$ million

By geography	Revenue (%)
United States	70%
Canada	15%
Brazil	3%
Mexico	2%

By buyer size

Buyer size	Revenue (%)
<US\$250 million	45%
>US\$1 billion	30%
US\$1-10 billion	15%
US\$250-500 million	10%

Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas | 3

**Provider 1 profile (page 2 of 6)**  
Key CXM investments | partnerships

Key partnerships  
Strategic CX investments

- Advanced analytics
- RPA/Automation
- Conversational AI
- Gen AI
- Omnichannel / Agent Assist
- Cloud/Hosting
- Others

Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas | 4

**Provider 1 profile (page 4 of 6)**  
Key CXM investments | proprietary solutions

Product	Details
Name of solution	Description of the solution
Name of solution	Description of the solution
Name of solution	Description of the solution
Name of solution	Description of the solution
Name of solution	Description of the solution
Name of solution	Description of the solution

Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas | 5

**Provider 1 profile (page 5 of 6)**  
Client portfolio and Environmental initiatives

Key CXM clients

Client name	Description
A chain of hypermarkets	
A financial services company based in the US	
A financial and retailing corporation	
A life insurance company	
A multinational insurance company	
A banking and financial services holding company	
A multinational telecommunications company	

Environmental initiatives  
Provider 1 started go-green programs to protect the environment and accept responsibility for water and energy usage.

Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas | 6

**Provider 1 profile (page 6 of 6)**  
Location landscape

(XX) implies the number of delivery centers

A world map showing the global distribution of delivery centers. The map is color-coded by region. Delivery centers are marked with dots and labeled with the number of centers in each region: US (2), Mexico (2), Brazil (1), UK (1), India (1), and South Africa (1). A note indicates that '(XX) implies the number of delivery centers'.

# Research calendar

## Customer Experience Management Services

	Published	Current release	Planned
Reports title	Release date		
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
Catalyzing Transformation: Harnessing Conversational AI to Unlock Business Outcomes in the Philippines			September 2024
Customer Experience (CX) Unleashed: Harnessing Gen AI and Tech Innovations for Next-level Customer Engagement			September 2024
<a href="#">Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas</a>			November 2024
Customer Experience Management (CXM) Services Provider Compendium 2024 – APAC			Q4 2024
Customer Experience Management (CXM) Services Provider Compendium 2024 – EMEA			Q4 2024
Sales Services PEAK Matrix® Assessment 2024			Q4 2024

Note: [Click](#) to see a list of all our published Customer Experience Management Services reports



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