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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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, Konecta, MerchantsCX, Pentafon, Probe CX, Qualfon, RsesultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Teleperformance, TELUS Digital, Transcom, transcosmos, 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.
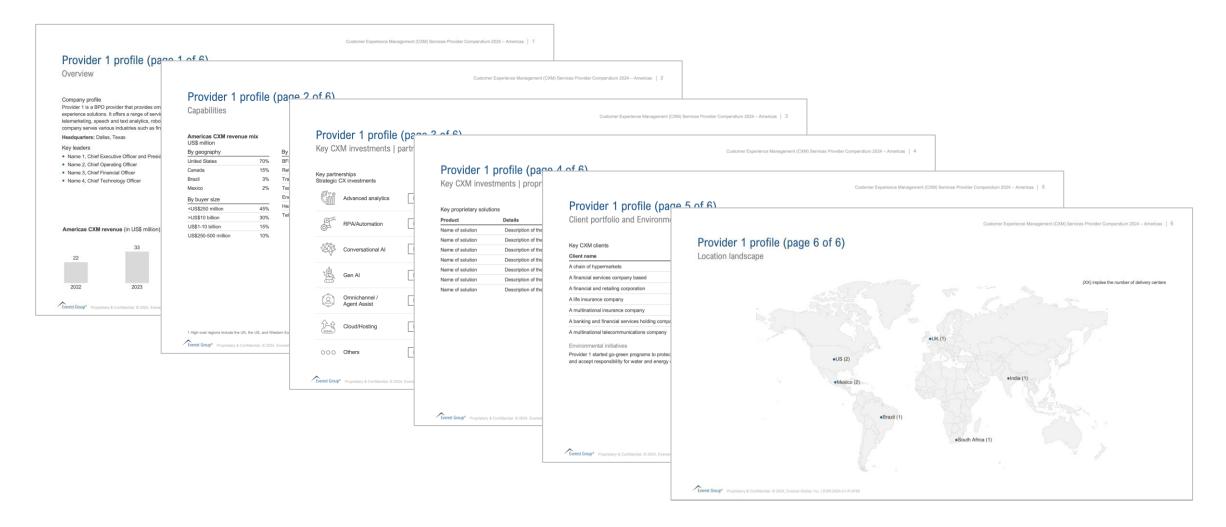
Some of the findings in this report, among others, are:

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

Research calendar

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Reports title	Release date
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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
Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas	November 2024
Customer Experience Management (CXM) Services Provider Compendium 2024 – APAC	Q4 2024
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