



Customer Experience Management (CXM) in APAC – Service Provider Compendium 2024

November 2024: Complimentary Abstract / Table of Contents

Provider Compendium
Customer Experience Management Services



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- ▶ Network Services and 5G
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- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ 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
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Locations: costs, skills, sustainability,
portfolios

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Background and scope of the research

In 2023, the Customer Experience Management (CXM) market saw moderate growth in the APAC region, driven by the adoption of omnichannel solutions, generative AI, and cloud services. The demand is rising, particularly from emerging markets and first-time outsourcers that 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 CXM landscape, where service providers distinguish themselves through a strong regional presence and specialized local language capabilities, effectively serving 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. Growing mobile penetration and a 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 35 CXM service providers.

This report includes the profiles of the following 35 leading CXM providers: Alorica, Bosch Service Solutions, CCI, Cognizant, Concentrix, Condeunt, Conectys, Datamatics, EXL, FiveS Digital, Foundever, Genpact, GlowTouch, HCLTech, HGS, ibex, IGT Solutions, Infosys, iSON Xperiences, MerchantsCX, Probe CX, ResultsCX, Startek®, Sutherland, TCS, TDCX, Tech Mahindra, Teleperformance, TELUS Digital, TMJ, Transcom, transcocosmos, TTEC, VXI, and Welsend

Scope of this report

Geography: APAC

Industry: all

Services: Customer Experience Management (CXM)

Overview and abbreviated summary of key messages

This report features detailed and fact-based profiles of 35 Customer Experience Management (CXM) service providers serving the APAC. 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) in APAC – Service Provider Compendium 2024 report has 35 provider profiles

Customer Experience Management (CXM) in APAC – Service Provider Compendium 2024 | 1

Provider 1 profile (page 1 of 6)

Overview

Company profile
 Provider is a specialized BPO provider, focused on China, the Philippines, and Malaysia regarding infrastructure, and government policies to offer multi-channel customer interactions aimed at customer service, technical support, sales, and analysis, and consultation.

Headquarters: Wefang, China

Key leaders

- Leader 1, Chief Executive Officer
- Leader 2, Chief Operations Officer
- Leader 3, Vice President, Global Strategies
- Leader 4, Vice President, International Business

APAC CXM revenue (in US\$ million)

2022	178
2023	198

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Provider 1 profile (page 2 of 6)

Capabilities

APAC CXM revenue mix
 US\$ million

By geography	Revenue	By industry	Revenue
China	96%	Travel	78%
Philippines	2%	Government	78%
Japan	1%	Healthcare	8%
South Korea	1%	Telecom	5%
		US\$500 million – US\$1 billion	5%
		US\$250-500 million	5%
		US\$1-10 billion	4%

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Provider 1 profile (page 3 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

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Provider 1 profile (page 4 of 6)

Key CXM investments | proprietary solutions

Key proprietary solutions

Product	Details
Product 1	It helps in creating
Product 2	It is an AI-powered efficiency, and enri
Product 3	It optimizes emplo fostering healthy c
Product 4	It creates a predic better outcomes.
Product 5	It revolutionizes in service quality of li
Product 6	It offers instant an
Product 7	It leverages smart professional and e
Product 8	As a catalyst for in
Product 9	It maximizes bran
Product 10	It is a multi-tenant status and voice re
Product 11	It connects clients operational efficien
Product 12	Using advanced a and customer satis

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Provider 1 profile (page 5 of 6)

Client portfolio and Environmental initiatives

Key CXM clients

Client name
Client 1
Client 2
Client 3
Client 4
Client 5
Client 6
Client 7
Client 8
Client 9

Environmental initiatives

- Centralized digital management
- Optimized energy use
- Environmentally friendly design

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Provider 1 profile (page 6 of 6)

Location landscape

Location landscape

(XX) implies the number of delivery centers

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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
Customer Experience Management (CXM) Services Provider Compendium 2024 – Americas			November 2024
Customer Experience Management (CXM) in APAC – Service Provider Compendium 2024			November 2024
Customer Experience Management (CXM) Services Provider Compendium 2024 – EMEA			Q4 2024
Sales Services PEAK Matrix® Assessment 2024			Q4 2024

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