



Customer Experience Management (CXM) in EMEA – Provider Compendium 2024

November 2024: Complimentary Abstract / Table of Contents

Provider Compendium
Customer Experience Management Services



Our research offerings

This report is included in the following research program(s):

Customer Experience Management Services, CX Excellence

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Contract Research Organization Services
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Lending and Mortgages
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ 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
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk,
technologies

Locations: costs, skills, sustainability,
portfolios

Contents

05	Introduction and overview	89	EXL
06	Research methodology	95	Firstsource
07	Detailed description of processes within CXM	101	Foundever®
08	Key source of proprietary information	107	Genpact
09	Background and scope of the research	113	HCLTech
		119	HGS
10	Enterprise sourcing considerations	125	IgnitionCX
11	Alorica	131	IGT Solutions
17	Arise	137	Infosys
23	Ascensos	143	iSon Xperiences
29	Atento	149	Konecta
35	Bosch	155	MerchantCX
41	Capita	161	ResultsCX
47	CCI	167	Sigma connected
53	Centro	173	Startek®
59	Cognizant	179	Sutherland
65	Concentrix	185	TaskUs
71	Conduent		
77	Conectys		
83	Datamatics		

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

Rishav Kumar, Senior Analyst

Joshua Victor, Senior Analyst

Jagrit Kasera, Analyst

Rashi Garg, Senior Research Specialist

Copyright © 2024 Everest Global, Inc.

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.

Contents

10	Enterprise sourcing considerations (continued)
191	TCS
197	Tech Mahindra
203	Teleperformance
209	TELUS Digital
215	Transcom
221	Transcosmos
227	TTEC
233	Ventrica
239	Welsend
245	Appendix
246	Glossary
247	Research calendar

Copyright © 2024 Everest Global, Inc.

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.

Introduction

The Customer Experience Management (CXM) market in the EMEA region has shown resilience amid 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 address the region's diverse cultural and multilingual needs.

In this report, we present detailed profiles of 39 CXM service providers featured on the CXM service provider compendium.

This report includes the profiles of the following 39 leading CXM providers: Alorica, Arise, Ascensos, Atento, Bosch Service Solution, Capita, CCI, Centro, Cognizant, Concentrix, Conduent, Conectys, Datamatics, EXL, Firstsource, Foundever®, Genpact, HCLTech, HGS, IgnitionCX, IGT Solutions, Infosys, iSON Xperiences, Konecta, MerchantsCX, ResultsCX, Sigma Connected, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Teleperformance, TELUS Digital, Transcom, transcocosmos, TTEC, Ventrica, and Welsend

Scope of this report

Geography: EMEA

Industry: all

Services: Customer Experience Management (CXM)

Overview and abbreviated summary of key messages

This report features detailed and fact-based profiles of 39 Customer Experience Management (CXM) service providers serving the EMEA. 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 – EMEA report has 39 provider profiles

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

Provider 1 profile (page 1 of 6)
Overview

Company profile
Provider 1 is a specialized BPO provider, focus of China, the Philippines, and Malaysia regarding infrastructure, and government policies to offer multi-channel customer interactions aimed at e customer services, technical support, sales, and analysis, and consultation.

Headquarters: Weifang, 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

EMEA CXM revenue (in US\$ million)

Year	Revenue (US\$ million)
2022	178
2023	198

Customer Experience Management (CXM) in EMEA – Provider Compendium 2024 | 2

Provider 1 profile (page 2 of 6)
Capabilities

EMEA CXM revenue mix
US\$ million

By geography	Rate	By industry
UK & Ireland	100%	BFS
By buyer size		Travel
Not available		Marketing
		Telecom

Customer Experience Management (CXM) in EMEA – Provider Compendium 2024 | 3

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

Customer Experience Management (CXM) in EMEA – Provider Compendium 2024 | 4

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

Key proprietary solutions

Product	Details
Product 1	It helps in creating efficiency, and en
Product 2	It is an AI-powered, fostering healthy c
Product 3	It optimizes emplo better outcomes.
Product 4	It creates a predic
Product 5	It revolutionizes in service quality of i
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 r
Product 11	It connects clients operational efficien
Product 12	Using advanced a and customer sati
Product 13	Based on TikTok,

Customer Experience Management (CXM) in EMEA – Provider Compendium 2024 | 5

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

Customer Experience Management (CXM) in EMEA – Provider Compendium 2024 | 6

Provider 1 profile (page 6 of 6)
Location landscape

(XX) implies the number of delivery centers

Customer Experience Management (CXM) in EMEA – Provider Compendium 2024 | 6

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

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

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

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Notice and disclaimers

Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.