



# Loyalty Services PEAK Matrix<sup>®</sup> Assessment 2024

September 2024: Complimentary Abstract / Table of Contents



Marketing Services



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- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
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- ▶ Payer and Provider Information Technology
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- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
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- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
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- ▶ Software Product Engineering Services
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# Contents

4	Introduction and overview	22	Major Contenders
5	Research methodology	23	Bond Brand Loyalty
6	Key information on the report	24	Comarch
7	Introduction	25	Comviva
8	Focus of the research	26	Concentrix
9	Summary of key messages	27	Epsilon
10	Loyalty services PEAK Matrix® characteristics	28	Teleperformance
11	PEAK Matrix framework	29	The Lacek Group
13	Everest Group PEAK Matrix for loyalty services	30	WNS Analytics
14	Provider capability summary dashboard	31	Aspirants
17	Characteristics of Leaders, Major Contenders, and Aspirants	32	IGT Solutions
18	Enterprise sourcing considerations	33	Loyalty Juggernaut, Inc.
18	Leaders	34	Stefanini
19	Capillary Tech	35	Appendix
20	Kobie Marketing	36	Glossary
21	Merkle	37	Research calendar

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# Introduction

Customer retention and loyalty has emerged as a cornerstone for businesses aiming to build long-lasting relationships with their customers and stay sustainably relevant in an increasingly competitive marketplace. In an era where consumer choices are abundant and switching costs are minimal, fostering customer loyalty has become critical for sustainable growth.

Enterprises that focus on customer retention and loyalty offer highly personalized experiences to their customers, leveraging data to offer customized rewards, recommendations, and communications that align with individual preferences and behaviors. Underneath the seamless experience, businesses are looking for loyalty services that can integrate seamlessly across all customer touchpoints—online, in-store, mobile apps, and social media, and offer end-to-end loyalty management capabilities.

In this research, we present an assessment and detailed profiles of 14 loyalty service providers featured on the

loyalty services PEAK Matrix®. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading providers, client reference checks, and an ongoing analysis of the customer loyalty landscape.

## This report includes the profiles of the following leading service providers featured on the Loyalty services PEAK Matrix:

- **Leaders:** Capillary Tech, Kobie Marketing, and Merkle
- **Major Contenders:** Bond Brand Loyalty, Comarch, Comviva, Concentrix, Epsilon, The Lacek Group, Teleperformance, and WNS Analytics
- **Aspirants:** IGT Solutions, Loyalty Juggernaut Inc., and Stefanini

## Scope of this report

**Geography:** global

**Industry:** market activity and investments of 14 leading loyalty service providers

**Services:** marketing services

**Use cases:** only publicly available information (~90 distinct use cases) has been used for the entire analysis in this report

# Loyalty services PEAK Matrix® characteristics

## Leaders

Capillary Tech, Kobie Marketing, and Merkle

- Leaders have end-to-end capabilities across the loyalty services value chain – loyalty strategy, consulting, design, loyalty management, omnichannel customer view, and reporting and insights
- They have actively focused investments in talent, delivery footprint, and acquisitions to bridge the portfolio gaps and establish themselves as frontrunners across the loyalty services spectrum
- Leaders have created synergies between solutions and services by leveraging proprietary IP. Through a strategic go-to-market (GTM) approach, they've built a strong ecosystem of partnerships with top MarTech vendors, enhancing their ability to deliver tailored, and scalable services

## Major Contenders

Bond Brand Loyalty, Comarch, Comviva, Concentrix, Epsilon, The Lacek Group, Teleperformance, and WNS Analytics

- Major Contenders have a presence across major parts of the loyalty services value chain and are actively pursuing investment opportunities to fill in their portfolio gaps
- They are building capabilities to serve different geographies and industry segments through accelerators, and nearshore delivery centers that significantly reduce time-to-market
- They continue to invest in emerging technology, Centers of Excellence (CoEs) and partner with third-party vendors, dedicated to the diverse loyalty services clientele

## Aspirants

IGT Solutions, Loyalty Juggernaut, Inc., and Stefanini

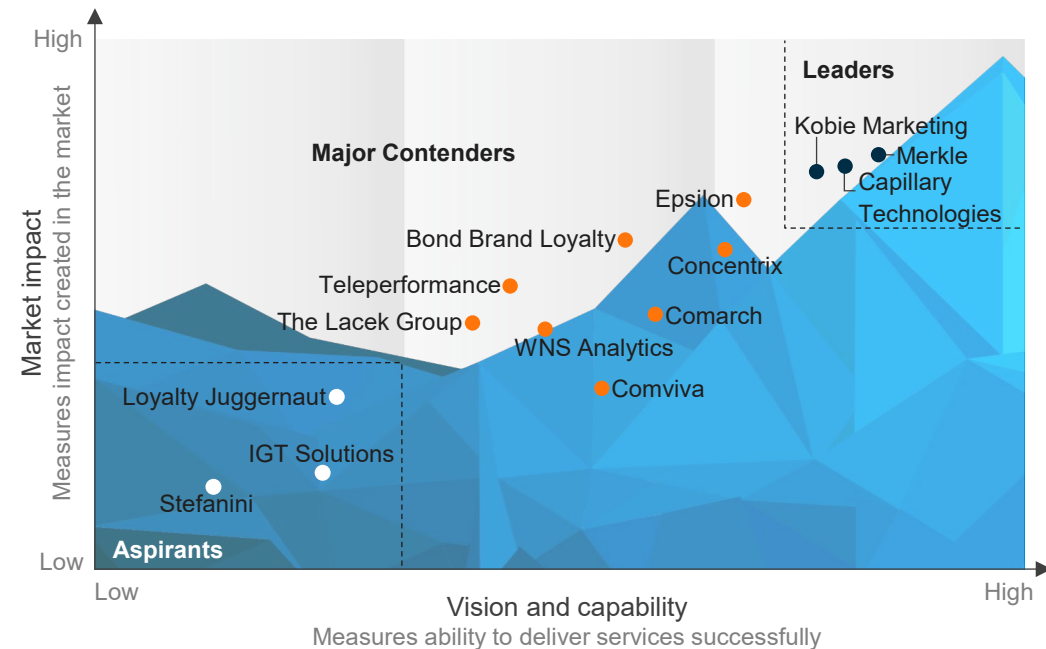
- Aspirants, due to their limited offerings, focus on specific niche geographies, industries, or buyer segments. This targeted approach allows them to cater to the unique needs of these markets
- Their resources are concentrated in few pillars of the loyalty value chain, restricting their ability to operate on multiple workflows, compared to larger, more established providers
- They offer innovative service delivery models and improved cost efficiencies; however, their capabilities in specialized services such as loyalty consulting and program design are currently limited

# This study offers 14 distinct chapters providing a deep dive into key aspects of loyalty services market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Loyalty Services PEAK Matrix® Assessment 2024<sup>1</sup>

● Leaders ● Major Contenders ○ Aspirants



<sup>1</sup> Assessments for Bond Brand Loyalty, Comarch, Epsilon, Kobie Marketing, Loyalty Juggernaut, IGT Solutions, and The Lacek Group, are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions 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

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
○	●	●	●	●	○	○	○	●

### Strengths

- Provider 1, has a robust delivery presence in Asia Pacific with multiple delivery centers in India, Australia, the Philippines, and China, enabling it to service client requirements efficiently
- It has a good number of multi-country as well as single-country clients across the world

### Limitations

- Provider 1 should increase offerings of value-added services such as employer branding, talent communities and workforce planning
- It should try to expand into larger multi-country deals and also scout for engagements in other Asia Pacific markets to strengthen its presence in the region

# Research calendar

## Marketing Services

	Published	Current release	Planned
Reports title	Release date		
Globalized Marketing Operations: the Central Piece of your Marketing Transformation			December 2023
Marketing Services PEAK Matrix® Assessment 2024			March 2024
Pledging Allegiance to the Modern Consumer			May 2024
Innovation Watch: Generative AI Applications in Marketing			May 2024
Generative AI Adoption in Marketing Services			May 2024
Marketing in 2024: Findings from CMO Priorities Survey – Webinar			June 2024
Marketing Services – Provider Compendium 2024			June 2024
<a href="#">Loyalty Services PEAK Matrix® Assessment 2024</a>			September 2024
Loyalty Solutions PEAK Matrix® Assessment 2024			Q3 2024
Marketing Services State of the Market Report 2024			Q4 2024
Loyalty Services Provider Compendium 2024			Q4 2024
The Goliaths of Advertising			Q4 2024
Sales Services PEAK Matrix® Assessment 2024			Q4 2024
In Brands We Trust: the Rise of ESG in Branding			Q1 2025
Sales Services – Provider Compendium 2024			Q1 2025

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