

# Enterprise Pulse for Technology Services 2024: Client Satisfaction Remains a Challenge

April 2024: Complimentary Abstract / Table of Contents



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- ► Payer and Provider Information Technology
- ▶ Price Genius AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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- ▶ Recruitment
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- ► Retirement Technologies
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- ▶ SAP Services
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- ► Software Product Engineering Services
- ► Supply Chain Management (SCM) Services
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### Introduction



IT services and technology providers have been struggling to align well with enterprises expectations amid slow business growth and have been unable to improve client satisfaction in 2023, apart from major global service providers. We have seen a slight decrease in the overall satisfaction scores in 2023 vis-à-vis 2022



Client satisfaction is a critical aspect of the global technology services market. It helps in creating value for clients and service providers, deepening their relationship, maintaining healthy revenue streams, etc.



Everest Group conducted 890 unique interviews with key stakeholders from multiple enterprises nominated as reference clients by 146 technology service providers globally, across Everest Groups' multiple proprietary PEAK Matrix® assessments done under 15 different research programs in 2023, to understand their satisfaction levels with their service providers



As part of this study, key stakeholders from enterprises were asked to rate their service partners on a variety of client satisfaction dimensions

### Scope of this report

Geography: Global

**Industry:** 890 interviews

Services: IT application services, digital services, cloud and infrastructure, and enterprise platform services

**Technology service provider:** 146 global technology service providers

## Overview and abbreviated summary of key messages

This report examines 890 unique interviews of key stakeholders from multiple enterprises nominated as reference clients by 146 service providers globally. It provides an in-depth evaluation of the feedback across different satisfaction dimensions, based on various parameters such as geography, revenue, and industry. Maintaining client satisfaction is a vital aspect of the global technology services market as it creates value for both clients and providers, deepens their relationship, and ensures healthy revenue streams.

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

Percentage of overall satisfied customers declined to 67.5% from 69%

- Mid-tier enterprises experienced a notable drop in satisfaction
- Mega enterprises' satisfaction with service providers improved significantly

Service providers improved on two out of the six critical satisfaction dimensions

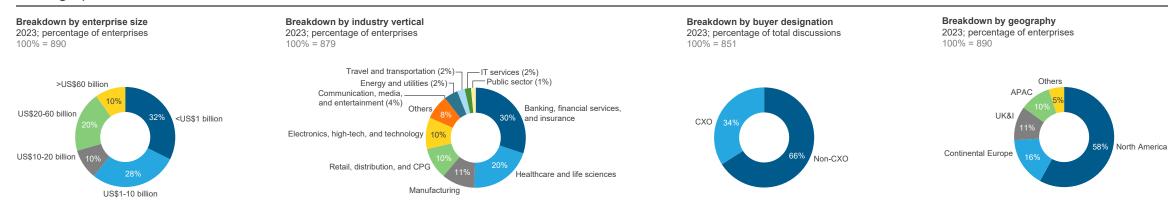
- Service providers have improved in delivering strategic value as well as in their talent-management practices
- Large service providers delivered better satisfaction to their clients; this will help them endure vendor consolidation initiatives by enterprises

The economic landscape is prompting service providers to focus on recession-resistant industries

- Energy, retail, and public sector enterprise seem to be a safer bet for service providers in 2024
- Enterprises from the HLS, CME, BFSI, and electronics, hi-tech, and technology sectors were most satisfied

# This study offers a deep dive into enterprises' satisfaction level and states service providers strengths and limitations; the snapshots below represent the research's depth

### Demographics of the research



potentially help small and midsized

service providers

### Enterprise satisfaction improved significantly for large providers

#### Satisfaction increased No change Satisfaction decreased > US\$20 billion US\$10-20 billion LUS\$1-10 billion ↓< US\$1 billion Many clients believe that very large Small and midsized service providers Small and midsized service service providers (>US\$10 billion) add delivered the lowest enterprise providers could not capitalize on value with their vast experience to satisfaction, primarily highlighted by the anticipated increase in lower client ratings on value addition business arising from the vendor shape the vision through project roadmaps. Enterprises also through innovation and domain rebalancing trend, which may

knowledge. Clients also highlighted

knowledge instability arising due to

attrition in such enterprises

### What enterprises think of individual technology service providers

Service providers	Strengths		Limitations	
Service Provider 1	Account management and commercials flexibility	Insurance domain expertise and customer service	Talent management	Internal and external communication
Service Provider 2	Client management and strategic partnership	Manufacturing domain expertise and delivery speed	Commercial flexibility	Talent availability
Service Provider 3	Client management	Flexibility	Next-generation capabilities and thought leadership	Agility and legacy internal processes
Service Provider 4	Client management	Healthcare domain expertise	Commercial flexibility	Bench strength and meeting deadlines
Service Provider 5	Technical expertise and consulting capabilities	Talent management and thought leadership	Commercial flexibility	Domain expertise

appreciate the flexibility in

commercials and scope provisioned

a 7% increase in satisfaction levels

by such service providers, resulting in

### Research calendar

### Information Technology Services

	Published Current release Planned
Reports title	Release date
Digital Interactive Experience (IX) Services in North America – Provider Compendium 2023	November 2023
Operational Technology (OT) Security Products PEAK Matrix® Assessment 2023	November 2023
Shifting Gears: Embracing Experience Level Agreements (XLAs) for Experience Excellence	December 2023
FinOps for Enabling Value in Cloud: Unveiling the Top 10 Multi-cloud FinOps Visibility Tool Providers	December 2023
Generative AI for the Future of Application Services – Propelling Productivity and Reshaping Cost Paradigms	January 2024
Accelerating Clients' Cloud Journeys: IT Services and Cloud Provider Partnerships to Drive Ecosystem Value	January 2024
Driving Sustainability in Retail and CPG industry: A Business Model Transformation Approach	January 2024
Enterprise Pulse – Top Five Emerging Application Service Providers	February 2024
Customer Data Platform (CDP) State of the Market 2024	February 2024
IT Services CXO Insights: Key Issues Study 2024	March 2023
Enterprise Pulse for Technology Services 2024: Client Satisfaction Remains a Challenge	April 2024
Cybersecurity Services State of the Market	Q2 2024
Application Automation Services PEAK Matrix® Assessment 2024	Q2 2024
State of the Market-Enterprise Blockchain Services	Q2 2024
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