

# Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2023

September 2023



# Our research offerings

This report is included in the following research program(s):  
Customer Experience Management Services, CX Excellence

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- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
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- ▶ Catalyst™
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- ▶ Data and Analytics
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- ▶ Google Cloud
- ▶ Healthcare Business Process
- ▶ Healthcare Information Technology
- ▶ 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 Services Executive Insights™
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Pricing Analytics as a Service
- ▶ Process Mining
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ 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)

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Tracking: providers, locations, risk, technologies

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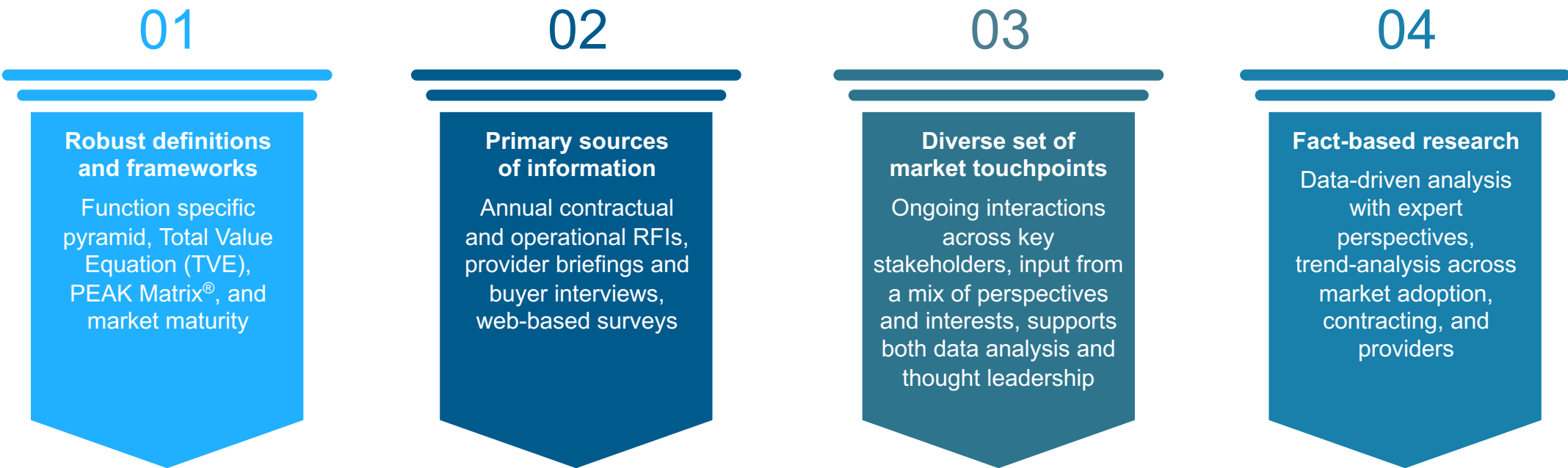
# 01

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## Introduction and overview

- Research methodology
- Key information on the report
- Introduction
- Focus of the research

# Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry



Proprietary contractual database of over 5,000+ contracts (updated annually)

Year-round tracking of 54 CXM providers

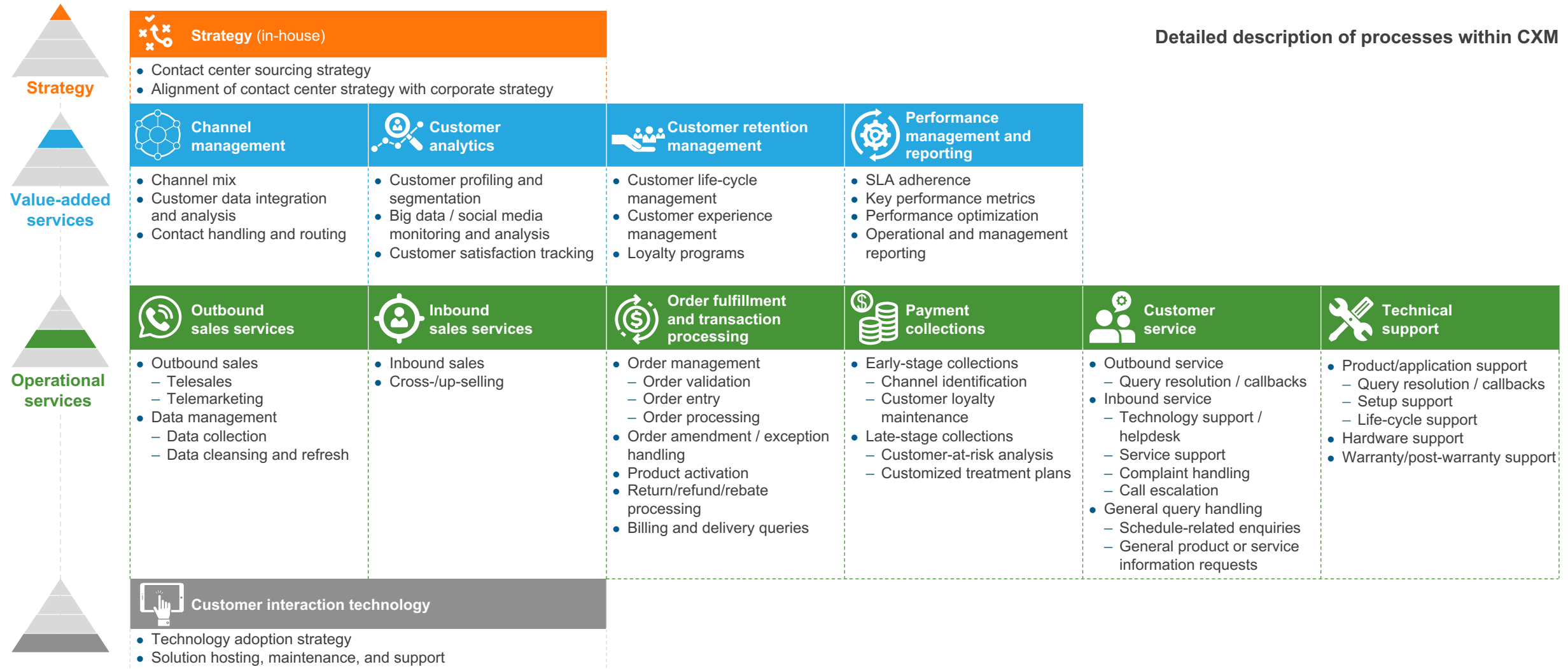
Large repository of existing research in CXM

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, providers, technology providers, and industry associations



# We break down each element into subprocesses of the customer interaction value chain



# This report is based on multiple key sources of proprietary information

- Proprietary database of IT services contracts of major IT providers with workplace services in the scope of work (updated annually)
- The database tracks the following elements of each contract:
  - Buyer details including size and signing region
  - Contract details including provider, contract type, TCV & ACV, provider FTEs, start and end dates, duration, and delivery locations
  - Scope details including share of individual buyer locations being served in each contract, Line of Business (LoB) served, and pricing model employed
- Proprietary database of IT providers (updated annually)
- The database tracks the following for each provider:
  - Revenue and number of FTEs
  - Number of clients
  - FTE split by different LoBs
  - Revenue split by region
  - Location and size of delivery centers
  - Technology solutions developed
- Provider briefings
  - Vision and strategy
  - Annual performance and future outlook
  - Key strengths and improvement areas
  - Emerging areas of investment
- Buyer reference interviews, ongoing buyer surveys, and interactions
  - Drivers and challenges for adopting workplace services
  - Assessment of provider performance
  - Emerging priorities
  - Lessons learned and best practices adopted

Providers assessed<sup>1</sup>



<sup>1</sup> The source of all content is Everest Group unless otherwise specified  
Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion

## Background and scope of research

The Customer Experience Management (CXM) market in the Americas, APAC, and EMEA regions has shown resilience post the pandemic. In the Americas, enterprises invested in digital CX implementations to modernize contact centers. The APAC region saw increased digitization and emphasis on superior CX for customer acquisition. Transformation consulting services were in high demand in both regions. In EMEA, businesses focused on personalized CX through digital tools and transformation consulting. Generative AI has revolutionized the CXM market by enabling personalized customer experiences at scale, by leveraging its ability to create custom content and recommendations based on individual preferences. As businesses increasingly prioritize customer-centric strategies, generative AI's relevance will continue to grow, ushering in an era of hyper-personalization and enhanced customer engagement, ultimately shaping the future of CXM. Detailed assessments of CXM service providers both on a global as well as a regional level in the Americas, APAC, and EMEA regions are provided in this report, with an evaluation of their market success and vision and capabilities. Providers are adapting to meet the evolving customer requirements through technology investments and partnerships. Overall, businesses recognize the importance of CXM in retaining and attracting customers, driving market differentiation, and ensuring business continuity.

In this report, we present an assessment and detailed profiles of 54 CXM service providers globally featured on the CXM Services PEAK Matrix® Assessment 2023. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM services market.

**This report includes the profiles of the following 54 leading CXM providers featured on the CXM PEAK Matrix® :**

24]7.ai, Alorica, Altius Link, Arise, Ascensos, Atento, Bosch Service Solutions, BellSystems24, Capita, CCI, Centro, Cognizant, Concentrix, Conduent, Conectys, Datamatics, EXL, Firstsource, Genpact, GlowTouch, HCLTech, HGS, ibex, Ignition Group, IGT Solutions, Infosys, Intelcia, IntouchCX, iSON Xperiences, itel International, Konecta, Majorel, MerchantsCX, Probe CX, Qualfon, RayaCX, ResultsCX, Sigma Connected, Foundever, Startek®, Sutherland, TaskUs, TCS, TDCX, Tech Mahindra, Teleperformance, TELUS International, TMJ, Transcom, transcosmos, TTEC, VXi, Webhelp, and Welsend

### Scope of this report



**Geography**  
Global, Americas,  
EMEA and APAC



**Providers**  
54



**Services**  
Customer Experience  
Management (CXM)

# 02

## Summary of key messages

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- Global CXM PEAK Matrix® Assessment 2023
- Americas CXM PEAK Matrix® Assessment 2023
- EMEA CXM PEAK Matrix® Assessment 2023
- APAC CXM PEAK Matrix® Assessment 2023
- Other notable providers



# Summary of key messages (page 1 of 2)

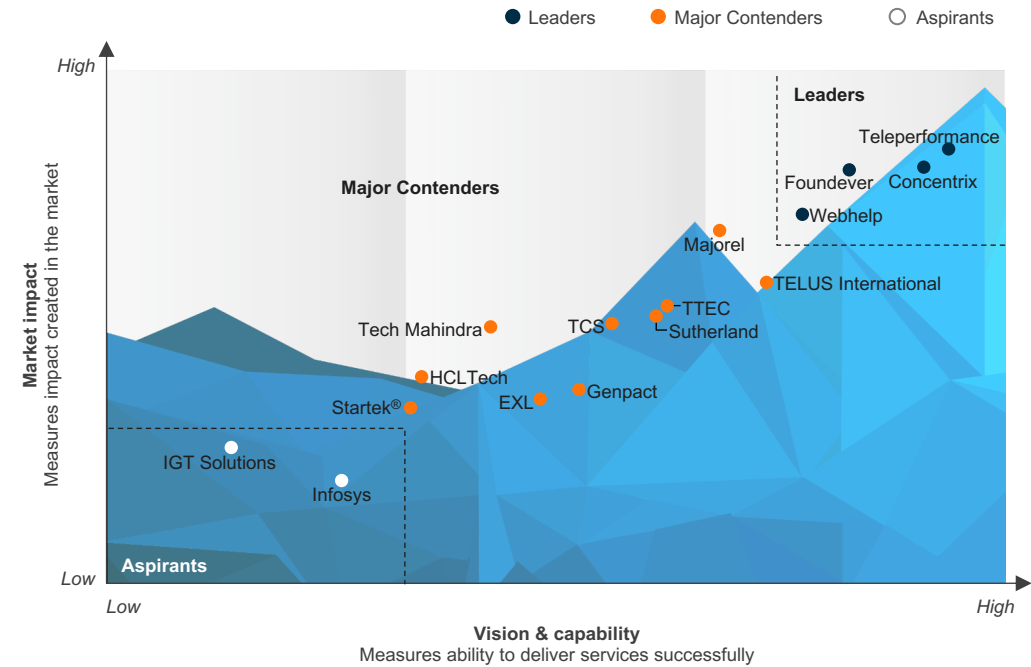
## Global CXM PEAK Matrix



### CXM provider landscape in the Global Peak Matrix® 2023

- Everest Group classifies 16 CXM service providers globally on the Everest Group PEAK Matrix into the three categories of Leaders, Major Contenders, and Aspirants
- Based on Everest Group’s comprehensive evaluation framework, the PEAK Matrix, the 16 established CXM providers evaluated are segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Concentrix, Foundever, Teleperformance, and Webhelp
  - **Major Contenders:** EXL, Genpact, HCLTech, Majorel, Sutherland, Startek®, TCS, Tech Mahindra, TELUS International, and TTEC
  - **Aspirants:** IGT Solutions and Infosys

### Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Global<sup>1</sup>



<sup>1</sup> Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

# Summary of key messages (page 2 of 2)

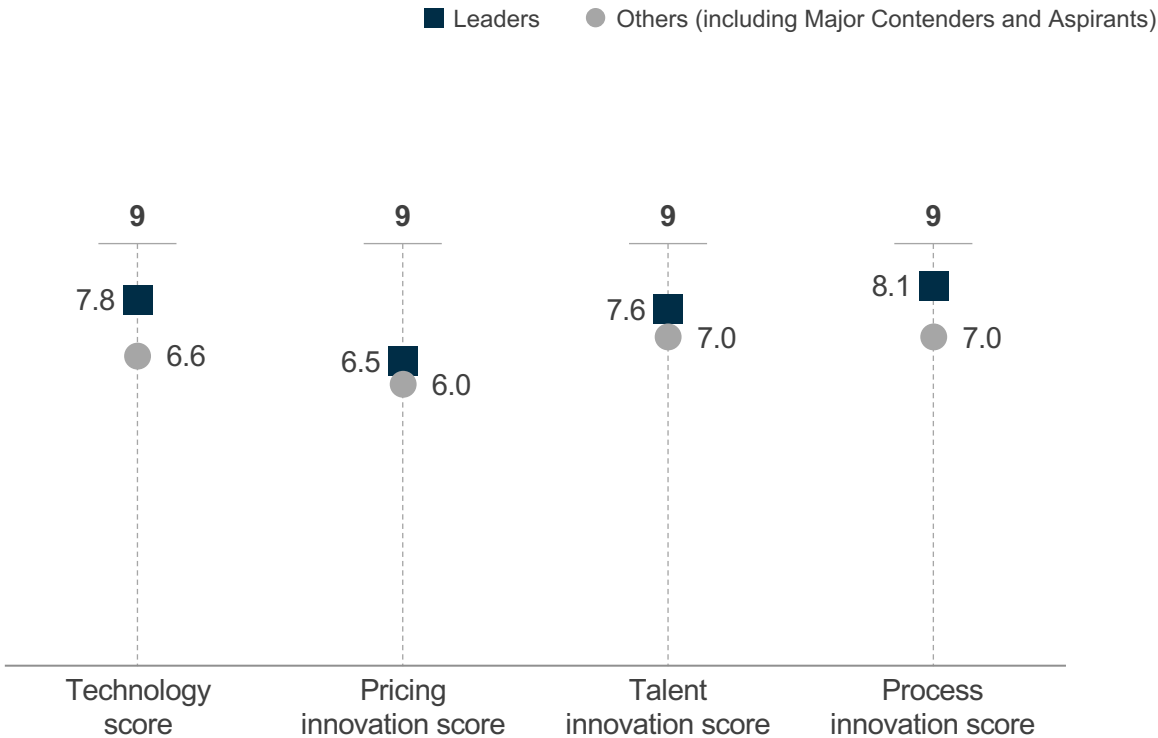
## Global CXM PEAK matrix

### Key insights into Global CXM service providers

- The CXM market has experienced a significant shift toward digital solutions and business continuity planning (BCP) due to the pandemic. There is a growing demand for CX consulting services and a focus on technologies such as automation, AI, analytics, cloud-based contact centers, remote workplace support, and security solutions
- Global Leaders in the CXM market possess diverse strengths, including delivery capabilities spanning continents, wide industry expertise, digital transformation offerings, proficiency in non-voice channels, and innovative solutions. They excel in Workforce Management (WFM), AI implementation, end-to-end CX services, and strategic partnerships. Flexibility in pricing models and strong relationship management are the key aspects of their approach
- Major Contenders and Aspirants in the CXM market are growingly demonstrating extensive capabilities, industry coverage, and a commitment to innovation. They prioritize agent engagement, talent management, and process innovation. However, there is room for improvement in areas such as agent pool quality, commercials, customer insights sharing, and service experience in specific industries

### Technology and innovation scores<sup>1</sup>

Scale of 1-9, 9 being the highest



<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

# Summary of key messages (page 1 of 2)

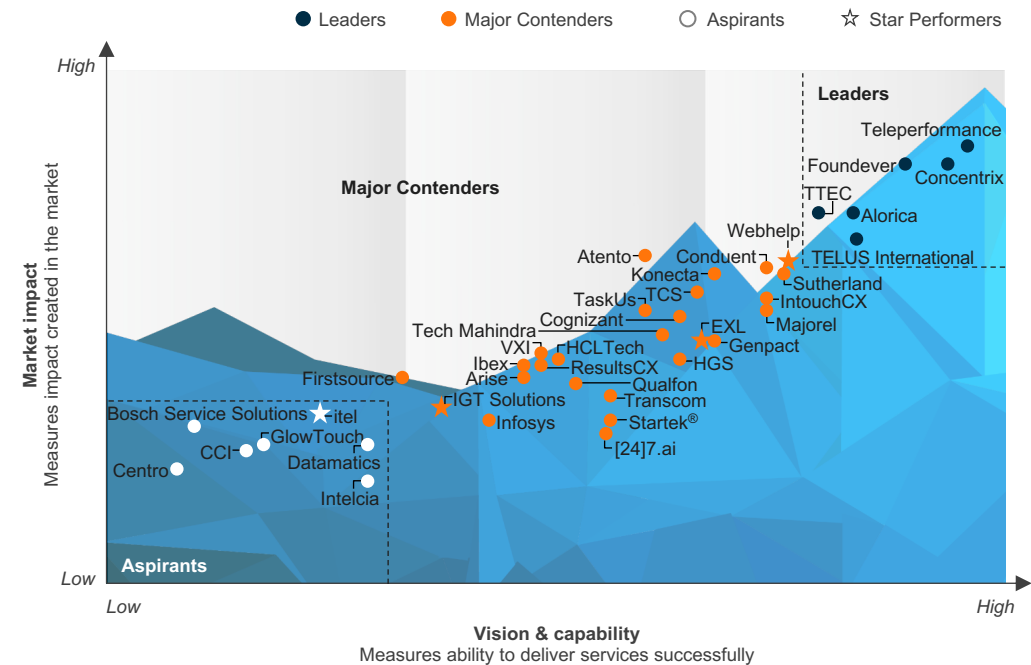
## Americas CXM PEAK matrix



### CXM provider landscape in the Americas Peak Matrix® 2023

- Everest Group classifies 39 CXM service providers globally on the Everest Group PEAK Matrix into the three categories of Leaders, Major Contenders, and Aspirants
- Based on Everest Group’s comprehensive evaluation framework, the PEAK Matrix, the 39 established CXM providers evaluated are segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Alorica, Concentrix, Foundever, Teleperformance, TELUS International, and TTEC
  - **Major Contenders:** [24]7.ai, Arise, Atento, Cognizant, Conduent, EXL, Firstsource, Genpact, HCLTech, HGS, ibex, IGT Solutions, Infosys, IntouchCX, Konecta, Majorel, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, VXI, and Webhelp
  - **Aspirants:** Bosch Service Solutions, CCI, Centro, Datamatics, GlowTouch, Intelcia, and itel

### Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Americas<sup>1</sup>



1 Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

# Summary of key messages (page 2 of 2)

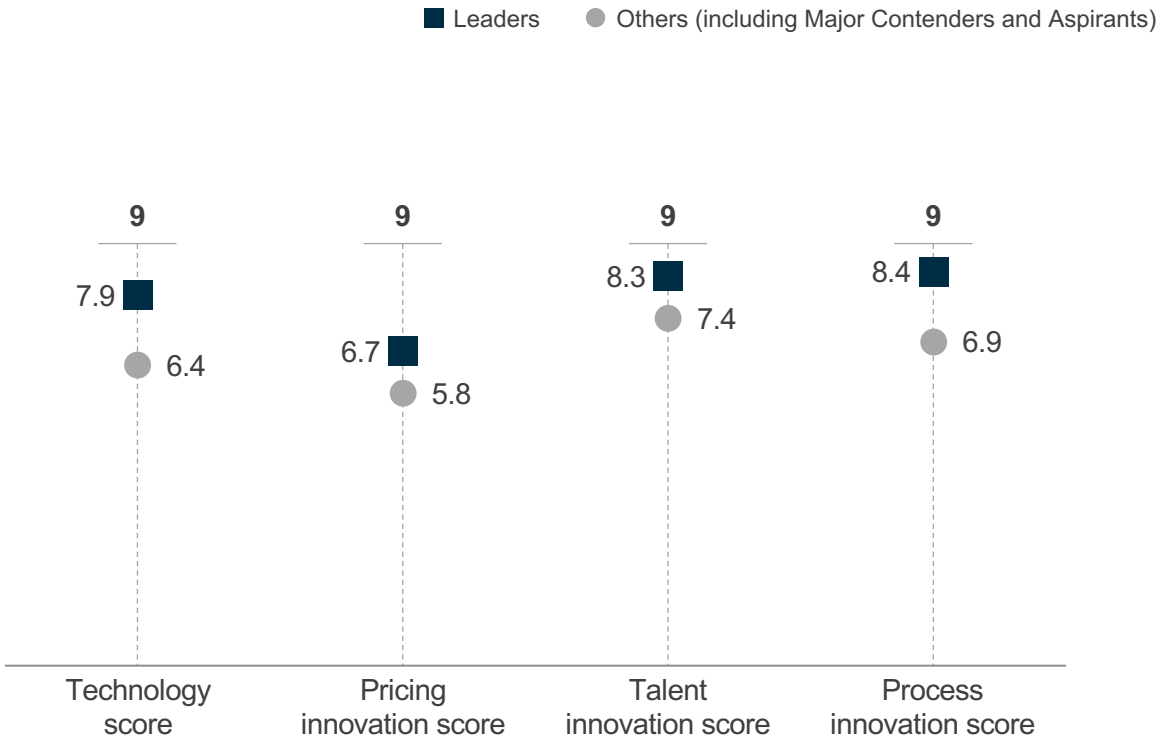
## Americas CXM PEAK matrix

### Key insights into Americas CXM service providers

- CXM companies in the Americas markets are characterized by their extensive network of delivery locations, allowing them to effectively serve clients throughout the region. They demonstrate expertise in various industries such as telecom, media, BFSI, retail, travel and hospitality, healthcare, and technology. These companies target providing solutions, home-grown tools, and partnerships with technology providers to drive clients' business objectives and enhance their digital capabilities (non-voice channels including asynchronous messaging, social media, etc.) and personalized CX delivery through cutting-edge analytics
- Leaders in the Americas have excelled in developing sophisticated digital solutions, driving agent engagement and talent management initiatives, and innovating their processes. However, there is a lack of differentiation in the adoption of output- and outcome-based pricing models between Leaders and other companies in the region. This suggests an area where Leaders can be further distinguished from their peers
- Overall, CXM providers in the Americas have prioritized innovation, talent management, and customer relationships to meet the evolving demands of their clients and deliver exceptional customer experiences. They leverage their language capabilities, industry expertise, and strategic partnerships to provide comprehensive CXM services and stay ahead in the competitive market

### Technology and innovation scores<sup>1</sup>

Scale of 1-9, 9 being the highest



<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023



# Summary of key messages (page 1 of 2)

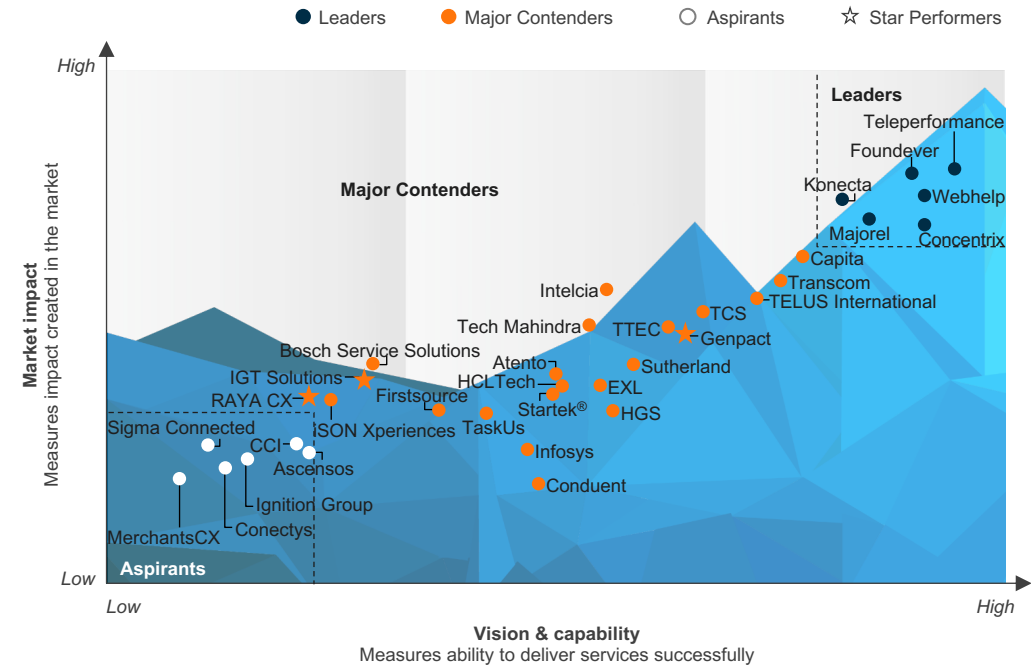
## EMEA CXM PEAK matrix



### CXM provider landscape in the EMEA Peak Matrix® 2023

- Everest Group classifies 34 CXM service providers globally on the Everest Group PEAK Matrix into the three categories of Leaders, Major Contenders, and Aspirants
- Based on Everest Group’s comprehensive evaluation framework, the PEAK Matrix, the 34 established CXM providers evaluated are segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Concentrix, Foundever, Konecta, Teleperformance, Majorel, and Webhelp
  - **Major Contenders:** Atento, Bosch Service Solutions, Capita, Conduent, EXL, Firstsource, Genpact, HCLTech, HGS, IGT Solutions, Infosys, Intelcia, iSON Experiences, RAYA CX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, TELUS International, Transcom, and TTEC
  - **Aspirants:** Ascensos, CCI, Conectys, Ignition Group, MerchantsCX, and Sigma Connected

### Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – EMEA<sup>1</sup>



1 Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

# Summary of key messages (page 2 of 2)

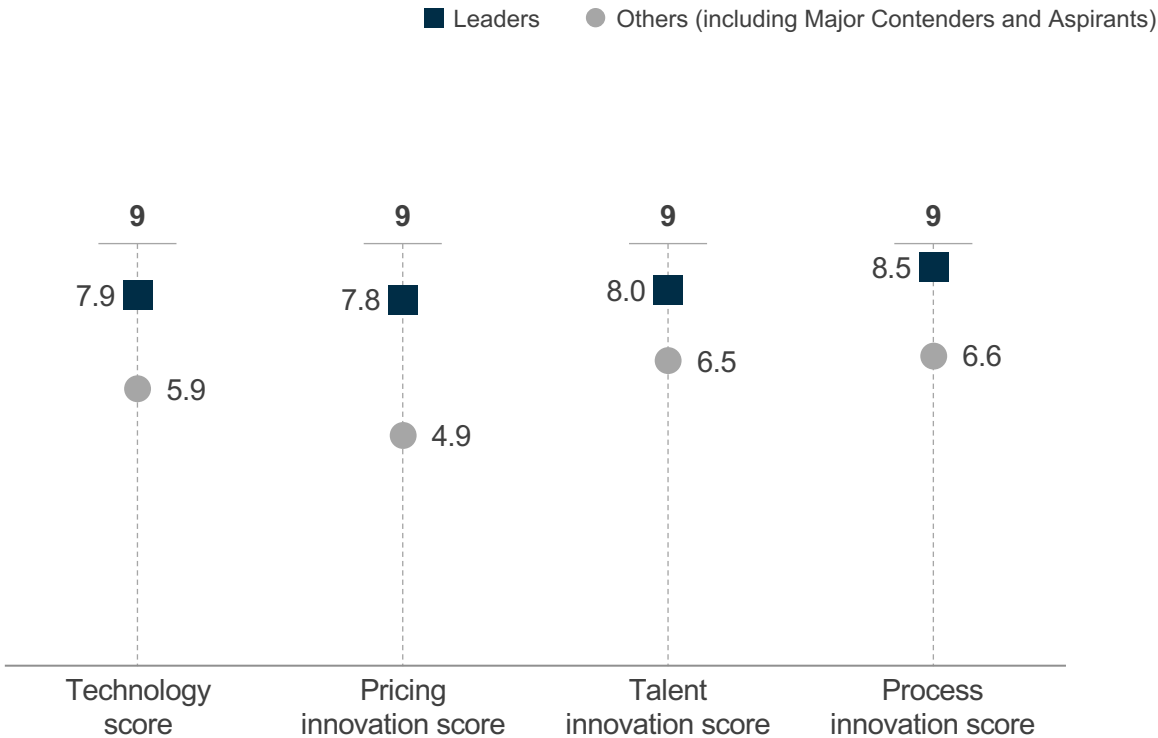
## EMEA CXM PEAK matrix

### Key insights into EMEA CXM service providers

- CXM providers in the EMEA markets possess strong language capabilities, allowing them to effectively serve clients in the region. They offer support in a wide range of languages, covering various European, Middle Eastern, and African languages. These providers have established delivery locations across multiple countries in the EMEA region, providing localized services and catering to diverse language requirements
- They provide a comprehensive range of CXM services, including customer support, technical support, payment collections, inbound and outbound sales, and order fulfillment. With continuous expansion efforts through new centers, acquisitions, and partnerships, they strive to meet the evolving needs of their clients and deliver exceptional customer experiences. Their strengths lie in operational efficiency, technology solutions, language diversity, and industry-specific expertise
- The difference between Leaders and other providers in the EMEA market lies in their level of expertise, breadth of service offerings, and scale of operations. Leaders have established themselves as industry experts, offering comprehensive services and innovative commercial models. They have a wider reach in terms of delivery locations, language coverage, and a stronger focus on scalability and talent management. Other providers, while demonstrating strength in their respective areas, have a more targeted industry or service focus and a smaller scale of operations compared to the Leaders

### Technology and innovation scores<sup>1</sup>

Scale of 1-9, 9 being the highest



<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

# Summary of key messages (page 1 of 2)

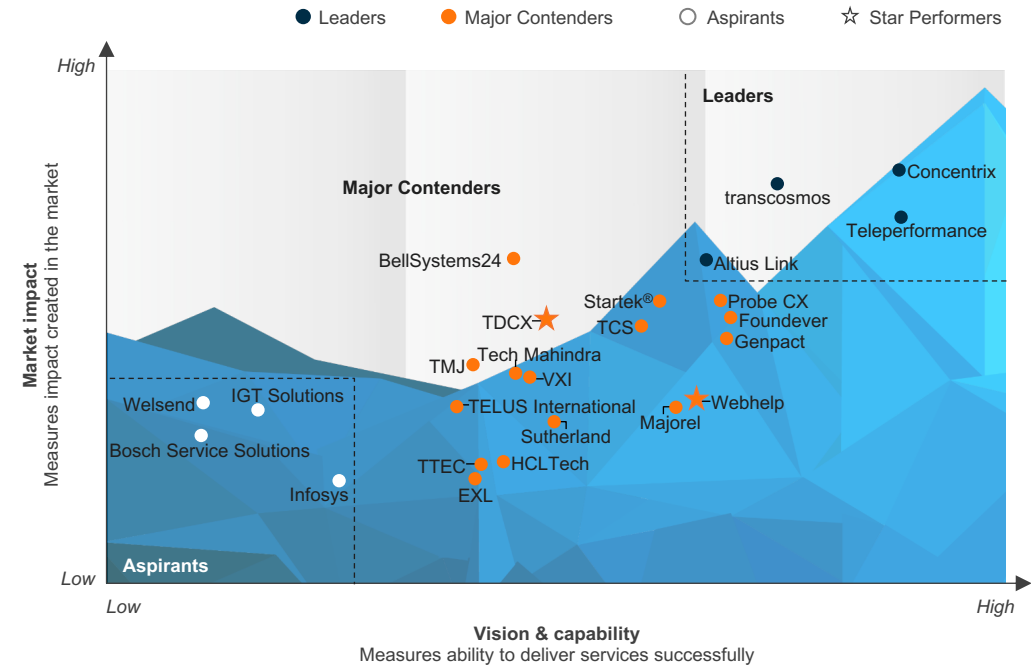
## APAC CXM PEAK matrix



### CXM provider landscape in the APAC Peak Matrix® 2023

- Everest Group classifies 25 CXM service providers globally on the Everest Group PEAK Matrix into the three categories of Leaders, Major Contenders, and Aspirants
- Based on Everest Group’s comprehensive evaluation framework, the PEAK Matrix, the 25 established CXM providers evaluated are segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Concentrix, Teleperformance, transcosmos, and Altius Link
  - **Major Contenders:** BellSystems24, EXL, Foundever, Genpact, HCLTech, Probe CX, Majorel, Startek®, Sutherland, TCS, TDCX, Tech Mahindra, TELUS International, TMJ, TTEC, VXI, and Webhelp
  - **Aspirants:** Bosch Service Solutions, IGT Solutions, Infosys, and Welsend

### Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – APAC<sup>1,2</sup>



1 Assessments for TMJ, Altius Link, and BellSystems24 exclude provider inputs and are based on Everest Group’s proprietary Transaction Intelligence (TI) database and provider public disclosures

2 Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively

Source: Everest Group (2023)

# Summary of key messages (page 2 of 2)

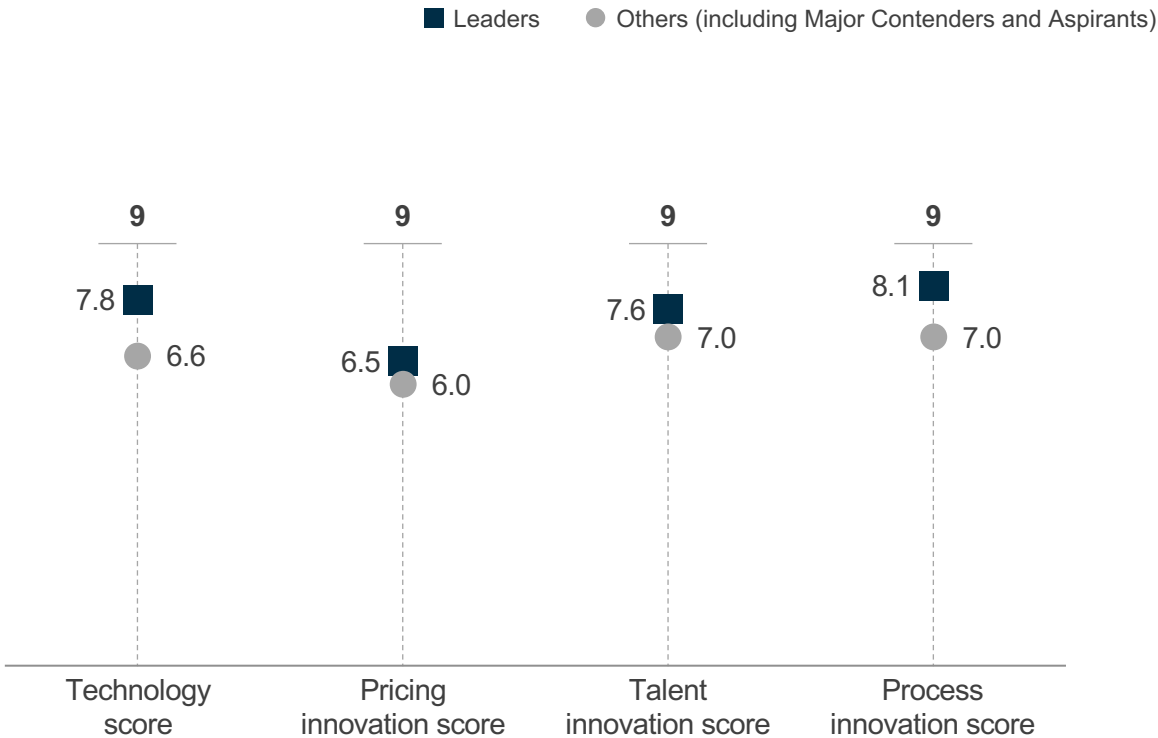
## APAC CXM PEAK matrix

### Key insights into APAC CXM service providers

- In the APAC CXM market, Leaders demonstrate strong language capabilities and have an extensive geographic presence across the region. They offer support in multiple languages, including Mandarin, Japanese, Bahasa, Hindi, Korean, Thai, and others. These providers have established delivery centers and operations in various countries, allowing them to effectively serve clients throughout the APAC region
- They have invested in digital capabilities and innovative solutions such as AI-powered voice recognition, automation, self-service applications, virtual agents, chat platforms, and customer journey optimization. Additionally, they have undertaken strategic initiatives such as mergers, collaborations, value propositions, and partnerships to enhance their service offerings and expand their digital CX capabilities. Leaders have demonstrated their strength in operational excellence, domain expertise, language coverage, digital solutions, and customer insights
- Leaders differentiate themselves from other providers in the APAC market in their level of expertise, scale of operations, and investment in advanced digital solutions. Leaders have developed sophisticated digital solutions and have been successful in driving agent engagement, talent management initiatives, and process innovation. They have also established strategic partnerships to enhance their offerings and geographic presence and are focusing on digital transformation initiatives to strengthen their positions in the APAC CXM market

### Technology and innovation scores<sup>1</sup>





Scale of 1-9, 9 being the highest



<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023







Other notable CXM providers (page 1 of 4)

Providers	Headquarters	Industries served	Offerings	Key highlights of the provider
 <b>aec</b> Relacionamento com Responsabilidade	Belo Horizonte, Brazil	Telecommunications and media, banking and financial services, retail, technology, healthcare, and energy and utilities	<ul style="list-style-type: none"><li>• Customer support</li><li>• Technical support</li><li>• Data analytics and automation</li><li>• Digital transformation solutions</li></ul>	<ul style="list-style-type: none"><li>• With over 25,000 FTEs, AeC adopts advanced technologies and leverages analytics and automation</li><li>• AeC places a strong emphasis on talent management and invests in the training and development of its workforce</li></ul>
 <b>Almaviva</b>	Rome, Italy	Telecommunications and media, banking and financial services, retail, technology, healthcare, and energy and utilities	<ul style="list-style-type: none"><li>• Natural language-based chatbots and IVRs</li><li>• Digital customer management services</li><li>• Multi-channel CX strategies</li></ul>	<ul style="list-style-type: none"><li>• It has a strong focus on technology and innovation, using proprietary people-centered technology based on natural language</li><li>• It operates in several countries including Italy, Belgium, Brazil, China, Colombia, the US, Romania, and Tunisia</li></ul>
 <b>Inktel</b> CONTACT CENTER SOLUTIONS	Doral, Florida	Telecommunications and media, e-commerce, technology, healthcare, retail, and finance	<ul style="list-style-type: none"><li>• Intelligent professional and advanced contact center solutions</li><li>• Channel management and services including phone, text, chat, email, and social media support</li></ul>	<ul style="list-style-type: none"><li>• Inktel is a North America-focused CXM service provider concentrating mainly on serving clients from retail, travel and hospitality, and government sectors through 2,800+ agents located across six centers in the US</li><li>• It has been following a hybrid WFH model for the past seven years</li></ul>
 <b>KellyConnect</b>	Troy, Michigan	Education, life sciences and clinical, engineering, technology, telecommunications and digital connectivity, government solutions, and international services	<ul style="list-style-type: none"><li>• Customer support</li><li>• Technical support</li><li>• Sales services</li></ul>	<ul style="list-style-type: none"><li>• With over 7,000 virtual agents as well as 500 onsite agents, KellyConnect has been a pioneer in home-based contact center delivery for over a decade</li><li>• KellyConnect is committed to diversity and inclusion and has a long history of supporting a diverse workplace</li></ul>





Source: Everest Group (2023)

Other notable CXM providers (page 2 of 4)

Providers	Headquarters	Industries served	Offerings	Key highlights of the provider
	Tokyo, Japan	Automotive, healthcare, life sciences, media, banking, insurance, energy, manufacturing, education, public sector, smart retail and consumer packaged goods, telecom, and media and entertainment	<ul style="list-style-type: none"><li>• CX consulting</li><li>• IT modernization</li><li>• Digital transformation</li></ul>	<ul style="list-style-type: none"><li>• NTT DATA offers services in more than 26 languages globally. The company combines global reach with local client attention to serve clients in over 50 countries</li><li>• NTT DATA has wholly owned subsidiaries or offices in the UK, China, Malaysia, Thailand, India, the US, Italy, Australia, Singapore, Vietnam, and other countries or regions</li></ul>
	Phoenix, Arizona	Technology, healthcare, financial services, manufacturing, retail, and telecommunication	<ul style="list-style-type: none"><li>• Inbound and outbound support</li><li>• Lead generation and qualification</li><li>• Demand generation</li><li>• Data analytics</li></ul>	<ul style="list-style-type: none"><li>• The company focuses on providing career opportunities and professional development for incarcerated and formerly incarcerated individuals, by employing and training these individuals</li><li>• It has centers in South America, the UK, Australia, and Scotland</li></ul>
	Bangalore, India	Automotive, healthcare, life sciences, media, banking, insurance, energy, manufacturing, education, public sector, smart retail and consumer packaged goods, telecom, and media and entertainment	<ul style="list-style-type: none"><li>• CX consulting</li><li>• Digital transformation</li></ul>	<ul style="list-style-type: none"><li>• Wipro combines global reach with local client attention to serve them in over 50 countries</li><li>• Wipro has wholly owned subsidiaries or offices in the UK, China, Malaysia, Thailand, India, the US, Italy, Australia, Singapore, Vietnam, and other countries or regions</li></ul>
	Mumbai, India	Banking and financial services, hi-tech and professional services, healthcare, insurance, life sciences, manufacturing, retail and consumer packaged goods, shipping and logistics, travel and leisure, and utilities and energy	<ul style="list-style-type: none"><li>• Proprietary and industry-first digital customer experience model – EXPIRIUS</li><li>• Data analytics</li><li>• Intelligent omnichannel customer services</li><li>• Human-assisted design combined with AI-driven solutions</li></ul>	<ul style="list-style-type: none"><li>• WNS has delivery centers across multiple countries, including India, the Philippines, Romania, South Africa, the UK, the US, and more</li><li>• WNS combines deep industry knowledge with technology, analytics, and process expertise to co-create innovative, digitally led transformational solutions for over 400 clients across various industries</li></ul>





Source: Everest Group (2023)

Other notable CXM providers (page 3 of 4)

Providers	Headquarters	Industries served	Offerings	Key highlights of the provider
	Milan, Italy	Telecommunications, media, technology, healthcare, retail, financial services, and energy and utilities	<ul style="list-style-type: none"><li>• Customer care and support</li><li>• Commercial development and sales</li><li>• Churn prevention and claim management</li><li>• Data analytics</li><li>• Helpdesk and digital tutoring</li><li>• Digital acquisition</li></ul>	<ul style="list-style-type: none"><li>• Covisian has more than 23,000 people working out of over 20 locations</li><li>• It has presence across Italy, Spain, Romania, Serbia, and Albania, serving over 150 clients globally</li></ul>
	London, UK	Retail, telecommunications, and travel	<ul style="list-style-type: none"><li>• GigCX platform</li><li>• Workforce optimization</li><li>• Recruiting, onboarding, and training</li><li>• Payments management</li></ul>	<ul style="list-style-type: none"><li>• Limitless' GigCX model can be deployed in less than five weeks; it aims to fulfill the multilingual and intra-day flex requirements</li><li>• Limitless' offerings include its GigCX platform, skilled brand experts, and managed service solutions</li></ul>
	Shanghai, China	Telecommunications, media, e-commerce, real estate, and retail	<ul style="list-style-type: none"><li>• In-house platform – EMIS for property management solutions</li><li>• Data analytics</li><li>• Comprehensive AI services</li></ul>	<ul style="list-style-type: none"><li>• 800 TeleServices has strong regional operational capabilities and system development services, with 12 operation centers located in the Asia Pacific region, including Shanghai, Kunshan, Guangzhou, Chongqing, Xi'an, Hong Kong, Taipei, and Tokyo</li><li>• The company provides multilingual services, including Putonghua, Cantonese, Shanghainese, English, Japanese, Korean, French, Italian, and Spanish</li></ul>
	San Jose, California	Telecommunications, media and technology, gaming, retail, CPG, and e-commerce	<ul style="list-style-type: none"><li>• Digital CX</li><li>• Digital infrastructure services</li><li>• Digital engineering and insights</li></ul>	<ul style="list-style-type: none"><li>• With over 11,700 FTEs, Movate has strong regional operational capabilities and system development services</li><li>• It has operation centers located in the US, Europe, India, and the Philippines</li></ul>

Source: Everest Group (2023)

Other notable CXM providers (page 4 of 4)

Providers	Headquarters	Industries served	Offerings	Key highlights of the provider
	Melbourne, Australia	Banking and financial services, e-commerce, education, energy and utilities, healthcare, insurance, logistics and transportation, media, retail and consumer goods, telecommunications, and travel and leisure	<ul style="list-style-type: none"><li>• Contact center services</li><li>• Intelligent automation, Acquire.AI, specializing in Robotic Process Automation (RPA), chatbots, voice biometrics, and speech analytics</li></ul>	<ul style="list-style-type: none"><li>• With over 8,500 FTEs, Acquire BPO has strong regional operational capabilities and system development services</li><li>• Acquire has operation centers in the Asia Pacific region, including the Philippines</li></ul>
	Bangalore, India	Telecom, BFSI, retail, CPG, manufacturing, and technology	<ul style="list-style-type: none"><li>• Workplace innovation and optimization, and application modernization</li><li>• Data and analytics</li></ul>	<ul style="list-style-type: none"><li>• A subsidiary of Qess Corp, Conneqt operates from 22 delivery centers across India</li><li>• It has 17 years of experience across 200 customers on business processes</li></ul>
	Sacramento, California	Technology, gaming, e-commerce, social media, and entertainment	<ul style="list-style-type: none"><li>• Community management</li><li>• Social media engagement</li><li>• Customer support</li><li>• Chat and ticket support</li></ul>	<ul style="list-style-type: none"><li>• With over 10,000 FTEs, ModSquad has strong regional operational capabilities and system development services</li><li>• It has established operation centers located in the US, Europe, and the Philippines</li></ul>
	Southend-on-Sea, UK	Retail, FMCG, insurance, FinTech, healthcare, transport, real estate, leisure, hospitality, and media	<ul style="list-style-type: none"><li>• Customer services</li><li>• Inbound bureau and outbound sales</li><li>• Multilingual services</li><li>• CX consulting</li><li>• Customer analytics</li></ul>	<ul style="list-style-type: none"><li>• With over 1,000 FTEs, Ventrica primarily serves clients in the UK and Europe</li><li>• Its multilingual capabilities allows it to support customers in various European languages, and cater to a wide range of markets across the continent</li></ul>

Source: Everest Group (2023)

# 03

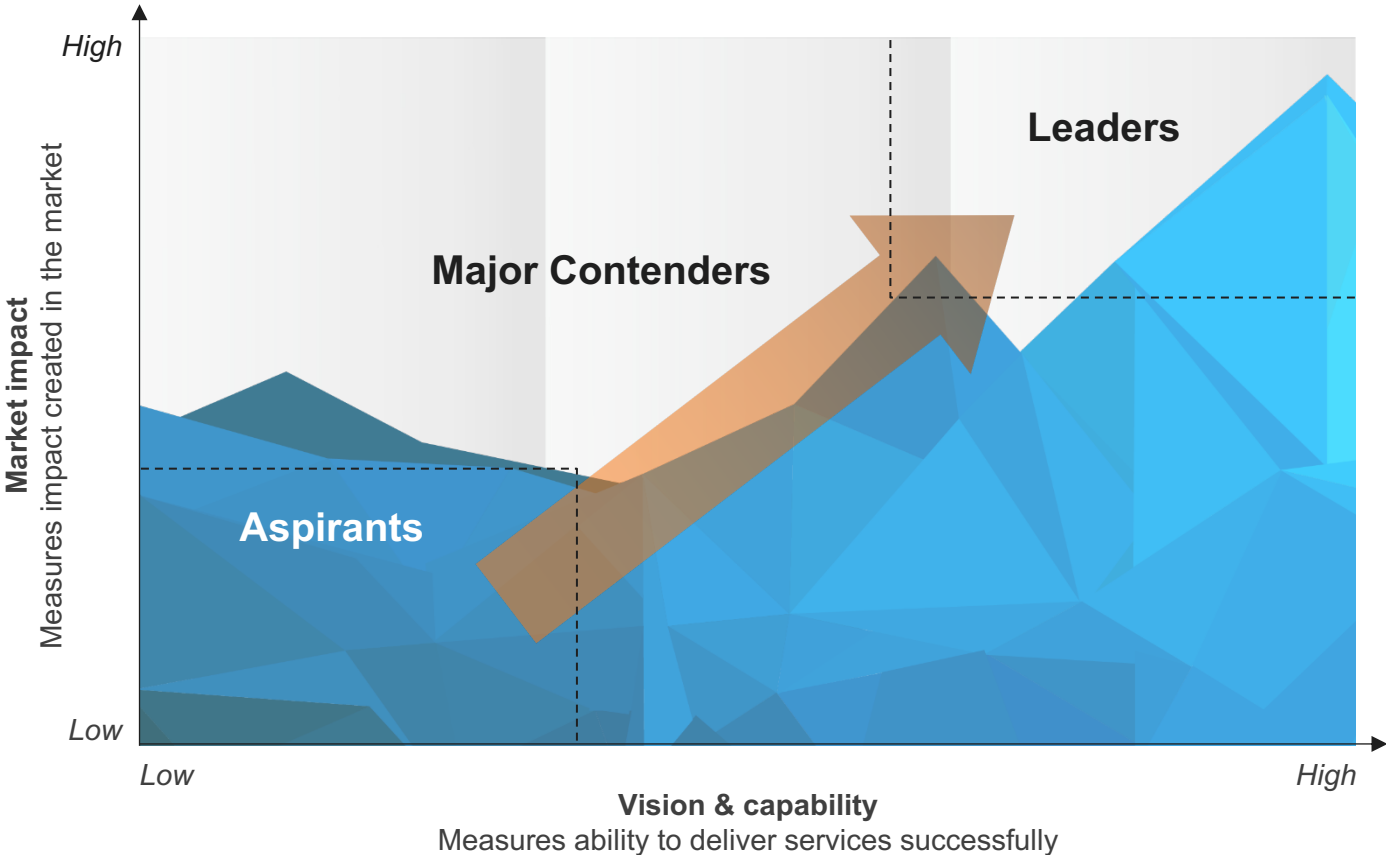
## Global PEAK Matrix® characteristics

- PEAK Matrix framework
- Everest Group PEAK Matrix for 2023
- Characteristics of Leaders, Major Contenders, and Aspirants
- Provider capability summary dashboard
- Enterprise feedback summary

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



Everest Group PEAK Matrix





# CXM services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

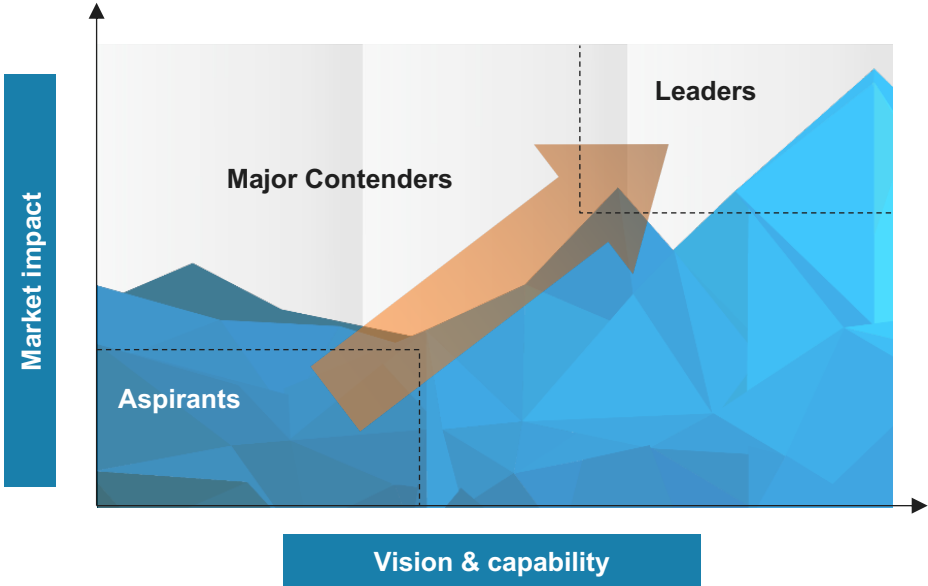
Number of clients, revenue base, YoY growth, and deal value/volume

Portfolio mix

Diversity of client/revenue base across geographies and type of engagements

Value delivered

Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Scope of services offered

Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments

Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

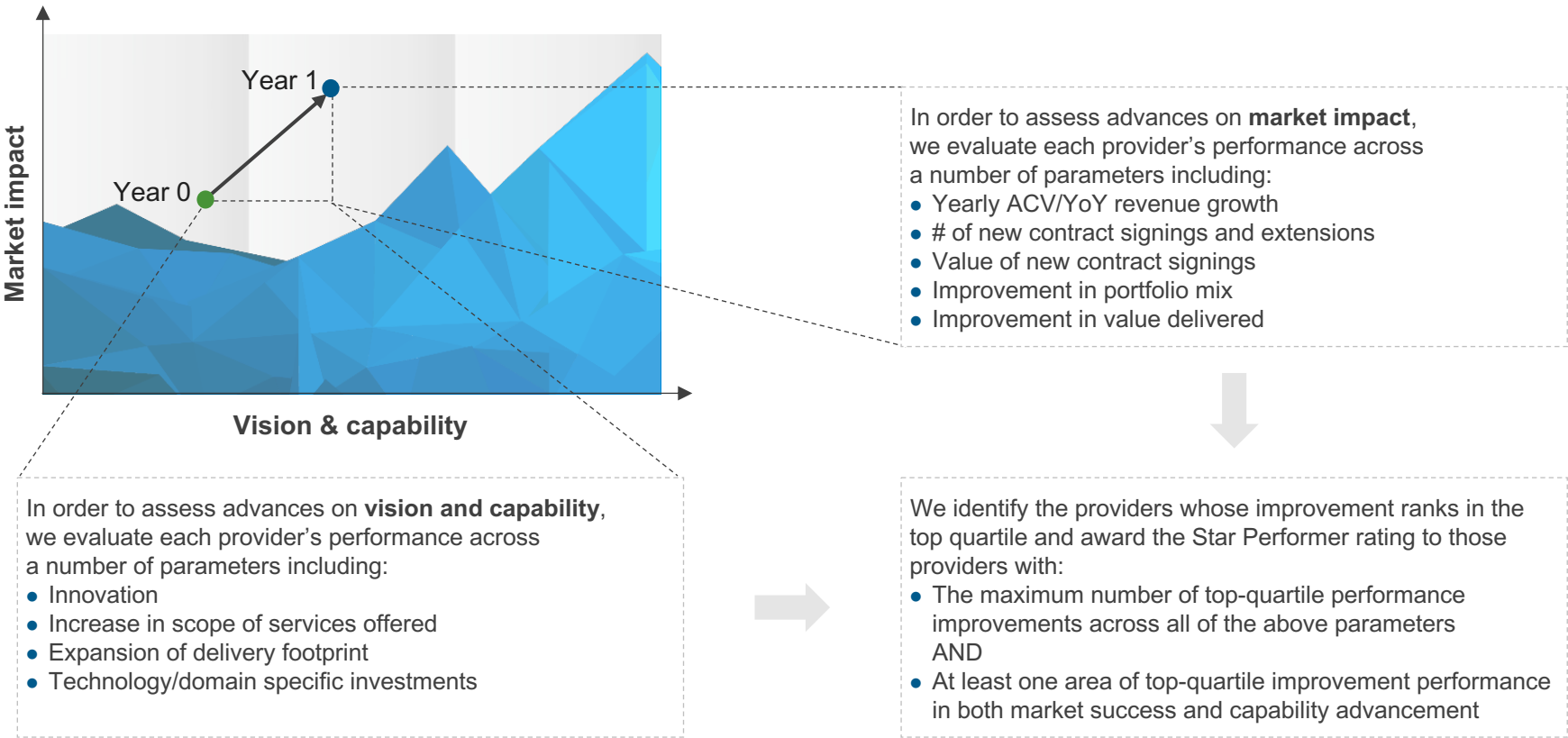
Delivery footprint

Delivery footprint and global sourcing mix

# Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the CXM PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performers title relates to YoY performance for a given service provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

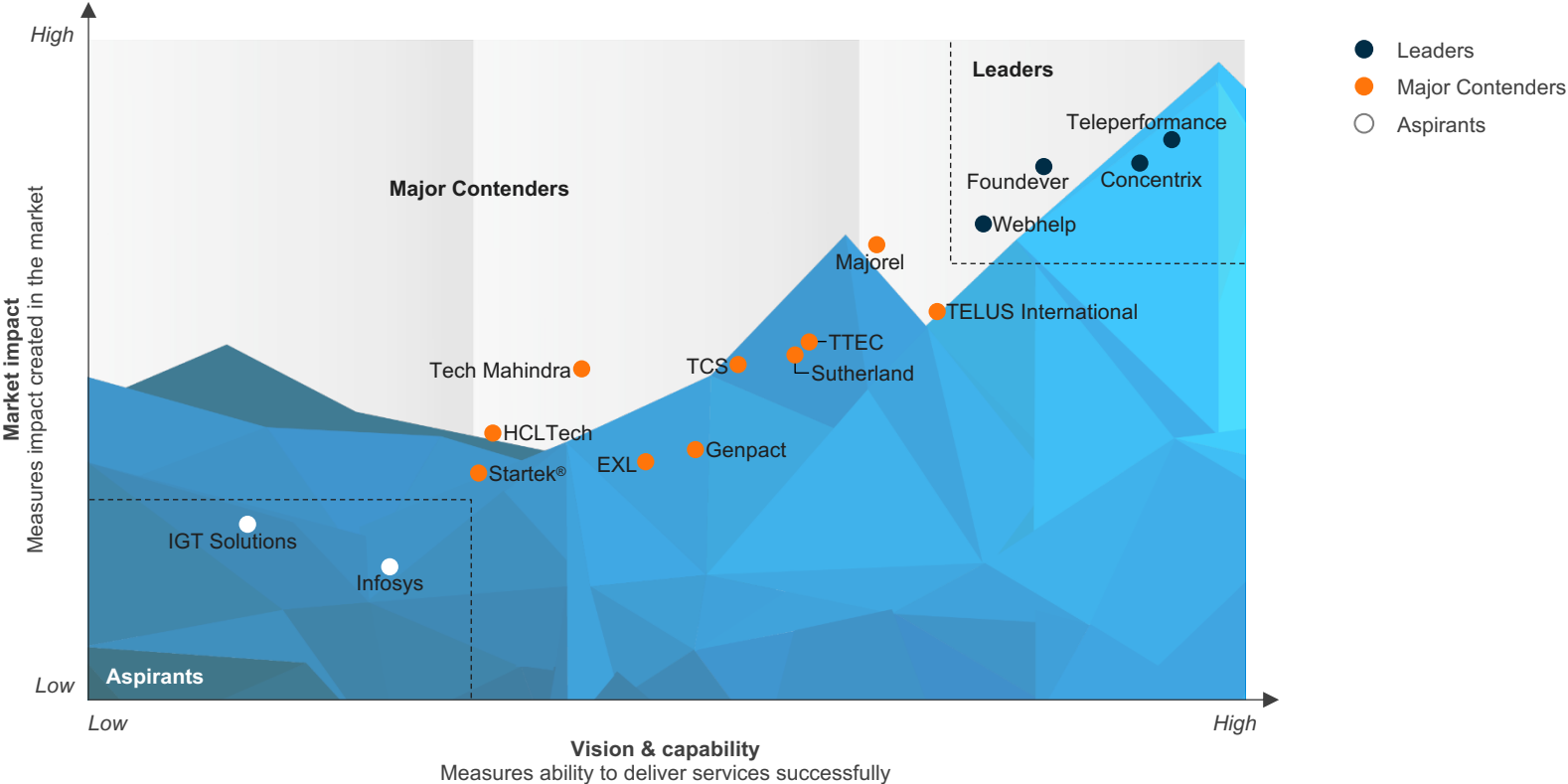


# Everest Group PEAK Matrix®

## Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Global



Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Global<sup>1</sup>



<sup>1</sup> Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

## CXM services global PEAK Matrix® characteristics

### Leaders

Concentrix, Foundever, Teleperformance, and Webhelp

- Leaders are prominent global CXM service providers with extensive capabilities and diverse industry coverage. They offer comprehensive services, utilize advanced technologies, and have established strategic partnerships to enhance their offerings. However, they can further improve on areas such as agent pool, customer insights sharing, and providing domain specific solutions
- Leaders prioritize innovation, collaboration, talent management, and operational excellence to meet the evolving demands of their clients and deliver exceptional customer experiences

### Major Contenders

EXL, Genpact, HCL Tech, Majorel, Startek®, Sutherland, TCS, Tech Mahindra, TELUS International, and TTEC

- Major Contenders possess a range of strengths, such as extensive global delivery capabilities, diversified industry expertise, strong digital transformation offerings, proficiency in non-voice channels, and innovative solutions
- They demonstrate expertise in areas such as workforce management, AI implementation, end-to-end CX services, and strategic partnerships. Additionally, they exhibit flexibility in pricing models and have a focus on relationship management. Major Contenders have established themselves as prominent players in the competitive CXM landscape
- with some room for improvement in areas such as innovation, customer insights sharing, and proactiveness

### Aspirants





































IGT Solutions and Infosys

- Aspirants are focused on specific industries and process segments. They are investing in digital transformation initiatives, including digital offerings, partnerships, and acquisitions, to enhance their capabilities and deliver end-to-end CX solutions
- While Aspirants have established a global presence through their delivery networks, they are at a smaller scale as compared to Leaders and Major Contenders. They are actively working on improvement areas such as proactiveness, workforce management, and service expertise in certain industries to strengthen their positions in the CXM market

# Summary dashboard | market impact and vision & capability assessment of providers for global CXM services

## Leaders














































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Concentrix									
Foundever									
Teleperformance									
Webhelp									

# Summary dashboard | market impact and vision & capability assessment of providers for global CXM services

## Major Contenders (page 1 of 2)














































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EXL									
Genpact									
HCLTech									
Majorel									
Startek®									

# Summary dashboard | market impact and vision & capability assessment of providers for global CXM services



















Major Contenders (page 2 of 2)

Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Sutherland									
TCS									
Tech Mahindra									
TELUS International									
TTEC									

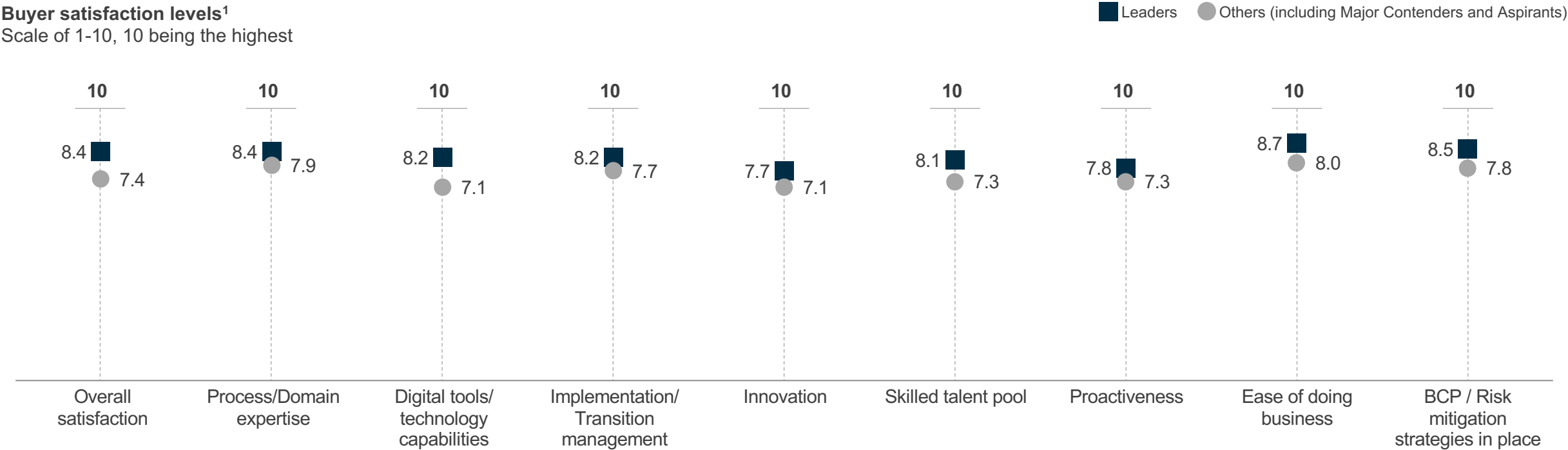
# Summary dashboard | market impact and vision & capability assessment of providers for global CXM services Aspirants

Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
IGT Solutions									
Infosys									

## Buyer satisfaction

Leaders have invested in all-round capabilities, which allows them greater advantage over other providers across key buyer satisfaction KPIs



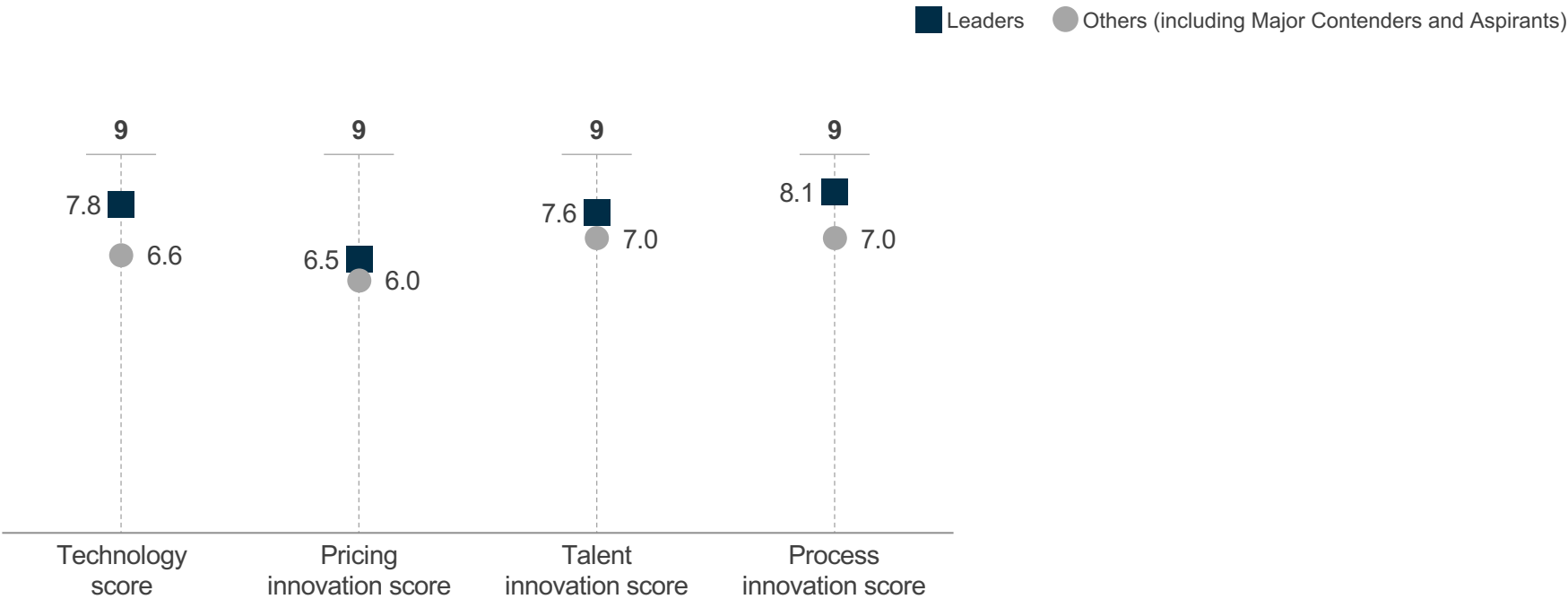
- Leaders have been rated higher than their peers across parameters, which reflects their strength in service delivery and performance
- Leaders have been rated significantly higher than their peers in digital tools and technology capabilities, which highlights their ability to orchestrate holistic solutions for their clients to achieve desired business outcomes with greater efficiency
- There is no significant difference between Leaders and others in assessment areas such as process/domain expertise and BCP/risk mitigation strategies

<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

## Technology and innovation

Leaders have been successful in developing more advanced digital capabilities that equip them to drive innovation in business processes, talent, and pricing models

Technology and innovation scores<sup>1</sup>  
Scale of 1-9, 9 being the highest



- To improve their transformative capabilities and provide more value to clients, Leaders have created more complex and advanced technological capabilities in areas such as advanced analytics, conversational AI, automated workflows, and agent-assist solutions
- Leaders have differentiated themselves from their peers in process innovation by providing a multitude of new and innovative processes as a part of their offerings enabling them to expand their range of services and thereby improving client satisfaction and appeal. However, there is low differentiation in the adoption of output- and outcome-based pricing models between Leaders and the others

<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023



# 04

## Americas PEAK Matrix® characteristics

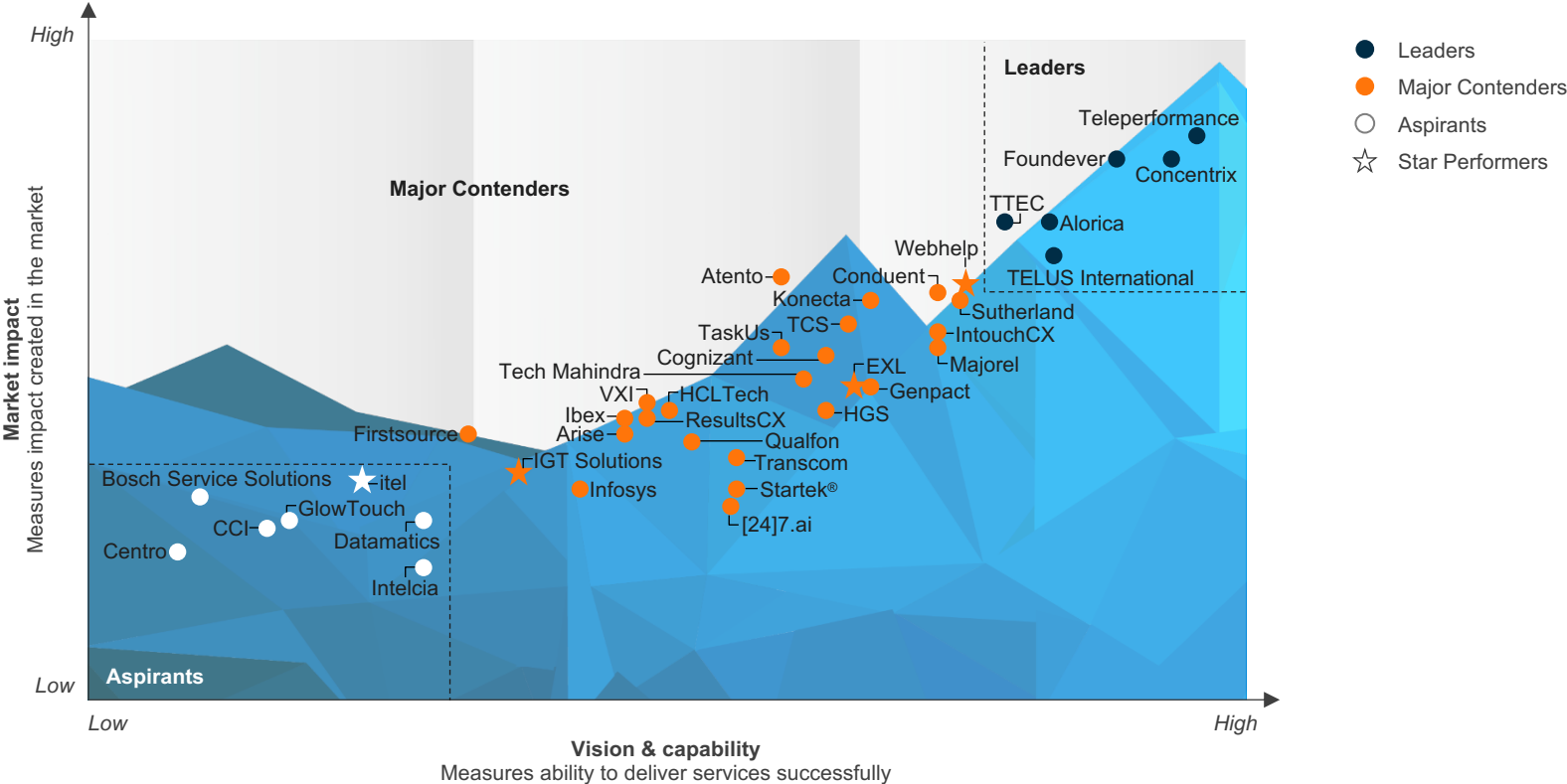
- Everest Group PEAK Matrix for CXM services in Americas
- Characteristics of Leaders, Major Contenders, and Aspirants
- Provider capability summary dashboard
- CXM Star Performers in Americas
- Enterprise feedback summary

# Everest Group PEAK Matrix®

## Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Americas



Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – Americas<sup>1</sup>



<sup>1</sup> Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

## CXM services in Americas PEAK Matrix® characteristics

### Leaders

Alorica, Concentrix, Foundever, Teleperformance, TELUS International, and TTEC

- Leaders have been consistent in the delivery of CXM services, and they grew their client portfolio further in 2022 through expansion by organic or inorganic means; entering or strengthening presence in new geographies, languages, and verticals; and serving smaller buyer sizes and start-ups through specific SMB offerings. The Leaders possess strong language skills, including English, Spanish, Portuguese, and French Canadian. With their extensive network of delivery locations across the Americas, including the US, Canada, Mexico, Brazil, Colombia, and various Caribbean countries, they can effectively serve clients throughout the region and cater to diverse language requirements
- The Leaders offer targeted solutions and home-grown tools, such as analytics, automation, and digital experiences, to drive clients' business objectives. Additionally, they have established strong partnerships with renowned technology providers to augment their digital tool library and proprietary offerings. Their focus on innovation, talent management, and customer relationships contributes to their overall strength

### Major Contenders

[24]7.ai, Arise, Atento, Cognizant, Conduent, EXL, Firstsource, Genpact, HCL Tech, HGS, ibex, IGT Solutions, Infosys, IntouchCX, Konecta, Majorel, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, VXI, and Webhelp

- Major Contenders possess language capabilities such as English, Spanish, Portuguese, and Canadian French, enabling them to effectively serve clients throughout the Americas region. They have established delivery locations across various countries, including the US, Canada, Honduras, Jamaica, Nicaragua, Pakistan, Senegal, Guatemala, and the Philippines, offering a diverse shoring mix to accommodate client needs
- Major Contenders have developed proprietary tools and platforms, such as analytics solutions, talent management frameworks, conversational AI platforms, and automation solutions, to enhance customer experience and operational efficiency. Additionally, they have established partnerships with leading technology providers to augment their digital capabilities and offer comprehensive omnichannel solutions. Buyers have acknowledged their strengths in areas such as talent management, pricing flexibility, performance management, and customer relationships

### Aspirants























































Bosch Service Solutions, CCI, Centro, Datamatics, GlowTouch, Intelcia, and itel

- Aspirants are focused on region(s), vertical(s), or buyers, and have a relatively smaller scale of CXM operations, a lower number of agents, and a skewed shoring mix
- They have developed proprietary tools and solutions such as chatbots, analytics platforms, automation solutions, and virtual assistance chatbots. These Aspirants also engage in partnerships with technology service providers to enhance their service offerings and provide value-added solutions. Buyers have acknowledged their strengths in areas such as scalability, domain expertise, responsiveness, and relationship management. They also have digital capabilities and offer innovative models of delivery; however, they currently have limited digital and traditional capabilities to cater to large buyers in this region with more complex requirements

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in Americas

## Leaders


















































































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Alorica									
Concentrix									
Foundever									
Teleperformance									
TELUS International									
TTEC									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in Americas

Major Contenders (page 1 of 3)


















































































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
[24]7.ai									
Arise									
Atento									
Cognizant									
Conduent									
EXL									
Firstsource									
Genpact									
HCLTech									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in Americas

## Major Contenders (page 2 of 3)









































































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
HGS									
Ibex									
IGT Solutions									
Infosys									
IntouchCX									
Konecta									
Majorel									
Qualfon									
ResultsCX									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in Americas

Major Contenders (page 3 of 3)
































































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Startek®									
Sutherland									
TaskUs									
TCS									
Tech Mahindra									
Transcom									
VXI									
Webhelp									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in Americas

Aspirants

Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Bosch Service Solutions									
CCI									
Centro									
Datamatics									
GlowTouch									
Intelcia									
itel									



# Everest Group has identified four CXM service providers as the 2023 Star Performers in Americas (page 1 of 2)

CXM services Star Performers	Distinguishing features of market impact in 2022	Distinguishing features of capability advancements in 2022	Change in PEAK Matrix® positioning for CXM services
	<ul style="list-style-type: none"><li>• IGT has exhibited exceptional growth in its CXM business in the Americas region in 2022</li><li>• It primarily focused on expansion in the FGT sector including gaming, D2C, FinTech, and OTT segments</li><li>• Buyers appreciated IGT Solutions in the areas of ease of doing business, responsiveness, effective relationship management, strong domain expertise, consistent delivery performance, and competitive pricing</li></ul>	<ul style="list-style-type: none"><li>• IGT Solutions has added delivery locations in Colombia, and is looking to further expand its delivery presence in Latin America</li><li>• It partnered with various technology providers – Kore.ai, Yellow.ai, Uniphore, and Salesforce to strengthen its technological suite of offerings</li><li>• It launched a proprietary SaaS solution for data annotation as-a-service for clients in this region</li></ul>	Moved from Aspirants to <b>Major Contenders</b> positioning
	<ul style="list-style-type: none"><li>• itel has exhibited impressive organic growth in the Americas in 2022, and has forayed into the healthcare vertical</li><li>• Clients have distinguished itel for its strong technology infrastructure, responsiveness, agility, and problem resolution abilities</li></ul>	<ul style="list-style-type: none"><li>• It has expanded into the Central American country of Belize and Jamaica</li><li>• In 2022, itel launched an innovation lab in the Americas with three hubs pertaining to data engineering, data science, and data analysis; innovation; and reporting and analytics</li><li>• It created micro-learning platforms using gamification and real-world simulation for agent training</li></ul>	Strengthened its <b>Aspirants</b> positioning

Source: Everest Group (2023)

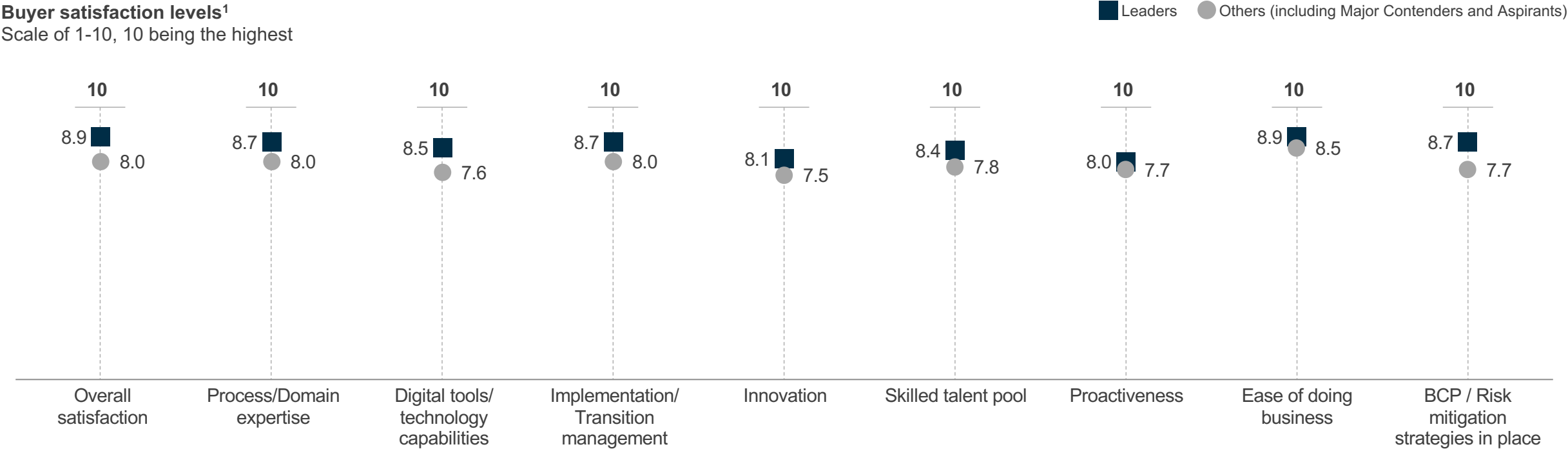
# Everest Group has identified four CXM service providers as the 2023 Star Performers in Americas (page 2 of 2)

CXM services Star Performers	Distinguishing features of market impact in 2022	Distinguishing features of capability advancements in 2022	Change in PEAK Matrix® positioning for CXM services
	<ul style="list-style-type: none"><li>• EXL has shown remarkable organic growth in 2022; it has expanded its operations in Colombia and entered Mexico</li><li>• It has started catering to small businesses in this region, demonstrating its flexibility of operations</li><li>• Buyers acknowledge EXL's strengths in relationship management, including expertise, proactive support for revenue growth, innovation, strategic partnership, effective account management, and talent management</li></ul>	<ul style="list-style-type: none"><li>• EXL has expanded its delivery presence in South Africa to cater to the US market</li><li>• It launched a framework for clients' growth stages, including workforce enhancement, analytics, AI, automation, omnichannel CX, hyper-personalization, and data monetization</li><li>• It is launching a CoE with a generative AI team of over 1,500 specialists</li></ul>	Strengthened <b>Major Contenders</b> positioning
	<ul style="list-style-type: none"><li>• Webhelp has demonstrated above-market growth in the CXM Americas market with operational expansion in Brazil and growth in the BFSI segment</li><li>• Webhelp's clients commended its scale of operations, pricing model flexibility, and ease of doing business</li></ul>	<ul style="list-style-type: none"><li>• Webhelp invested in Gobeyond Partners to create the Nudge practice, leveraging behavioral economics through the COGNITION framework for influencing customer behaviors</li><li>• It launched the WoW operating system for talent management with WoW Talent and WoW Perform</li><li>• It established GoApps, including GoConnect, GoAutomate, GoBoost, and GoLearn, using AI and digital technology to enhance operations and user experience</li></ul>	Strengthened <b>Major Contenders</b> positioning

Source: Everest Group (2023)

# Buyer satisfaction

## Leaders have invested in all-round capabilities, which allows them a greater advantage over other providers across key buyer satisfaction KPIs



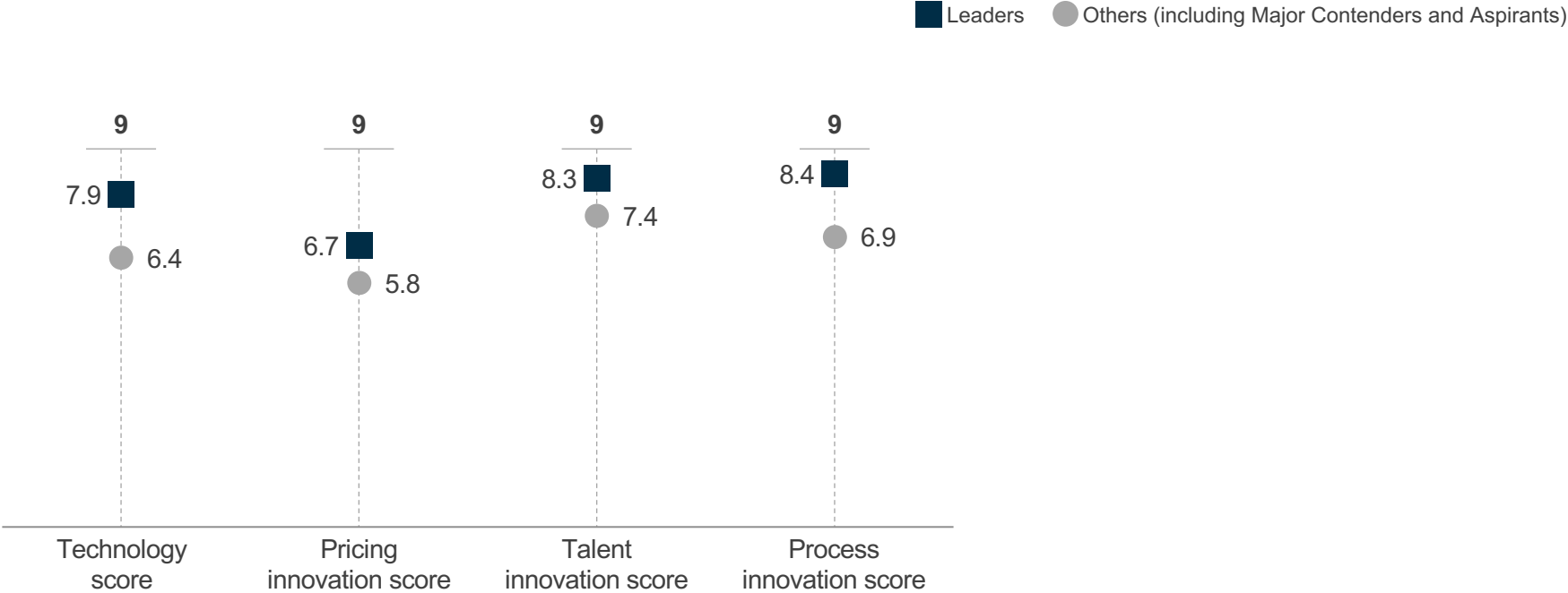
- Leaders have been rated higher than their peers across a few key parameters, which is reflective of their strength in service delivery and performance
- They also have higher scores than their peers in digital tools and technology capabilities, which highlights their ability to orchestrate holistic solutions for their clients to achieve the desired business outcomes with greater efficiency
- There is no significant difference between Leaders and others in assessment areas such as proactiveness and ease of doing as providers are constantly improving their flexibility, scalability, and consistency of service

<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

# Technology and innovation

## Leaders have been successful in developing more advanced digital capabilities that equip them to drive innovation in business processes, talent, and pricing models

Technology and innovation scores<sup>1</sup>  
Scale of 1-9, 9 being the highest



- Leaders have developed more advanced and sophisticated digital technology capabilities in areas such as advanced analytics, conversational AI, intelligent automation, omnichannel, and agent-assist solutions to enhance their transformational capabilities and deliver greater value to clients. While others have made some improvements to their capabilities in these areas, the consistency, flexibility, and greater willingness to partner and invest on behalf of the client sets the Leaders apart from their peers
- Leaders have been more successful than their peers in driving agent engagement and talent management initiatives and process innovation

<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

# 05

## EMEA PEAK Matrix® characteristics

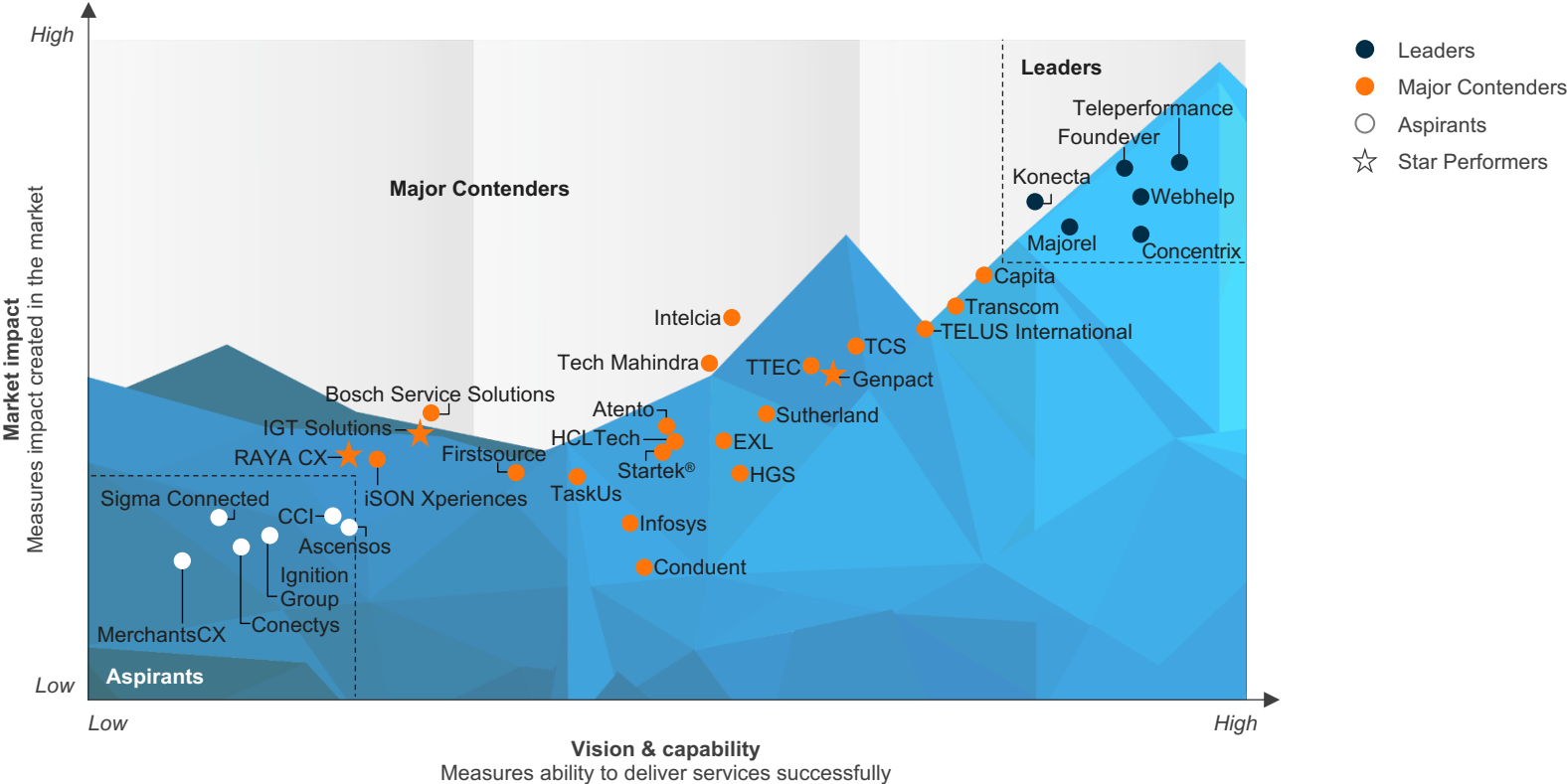
- Everest Group PEAK Matrix for CXM services in EMEA
- Characteristics of Leaders, Major Contenders, and Aspirants
- Provider capability summary dashboard
- CXM Star Performers in EMEA
- Enterprise feedback summary

# Everest Group PEAK Matrix®

## Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – EMEA



Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – EMEA<sup>1</sup>



<sup>1</sup> Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

## CXM services in EMEA PEAK Matrix® characteristics

### Leaders

Concentrix, Foundever, Konecta, Majorel, Teleperformance, and Webhelp

- Leaders have been successful in orchestrating end-to-end CX capabilities and processes across verticals through proprietary solutions, partnerships, and acquisitions, targeting aggressive growth both organically and inorganically. They have strong language capabilities, enabling them to serve clients in the EMEA region effectively. These Leaders have established delivery locations across multiple countries in the EMEA region, including Germany, France, Spain, Portugal, the UK, Benelux, Eastern Europe, and the Middle East and Africa
- They possess extensive industry expertise and cater to diverse verticals such as telecom and media, travel and hospitality, retail, energy and utilities, and manufacturing. They provide comprehensive CXM services, including customer support, technical support, back-office services, analytics, and omnichannel solutions. Buyers have highlighted their strengths in areas such as scalability, multilingual capabilities, innovative solutions, and enabling of digital-first customer journeys

### Major Contenders

Atento, Bosch Service Solutions, Capita, Conduent, EXL, Firstsource, Genpact, HCL Tech, HGS, IGT Solutions, Infosys, iSON Xperiences, RAYA CX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, TELUS International, Transcom, and TTEC

- Major Contenders have language capabilities that enable them to serve clients in the EMEA region effectively. They offer support in various languages, including English, French, German, Spanish, Portuguese, Arabic, Dutch, Nordic, Eastern European, and African languages. These Major Contenders have established delivery locations across multiple countries in the EMEA region, including Spain, Germany, the UK, France, Benelux, Eastern Europe, and the Middle East and Africa
- They have expertise in serving clients across various verticals such as telecom and media, banking and financial services, retail, manufacturing, government, travel and hospitality, and more. These providers continuously expand their delivery capabilities through new centers, acquisitions, and partnerships to meet the evolving needs of their clients. Buyers have emphasized their strengths in areas such as operational efficiency, technology solutions, language diversity, and industry-specific expertise

### Aspirants























































Ascensos, CCI, Conectys, Ignition Group, MerchantsCX, and Sigma Connected

- Aspirants are focused on region(s), vertical(s), or buyers, and have a relatively smaller scale of CXM operations, a lower number of agents, and a skewed shoring mix, which enable them to serve specific segments in the EMEA region
- These providers are embarking on strategic initiatives such as remote working programs, partnerships with technology providers, the development of proprietary tools and platforms, and outcome-based pricing models to bring differentiation in the market

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in EMEA

## Leaders


Measure of capability:  Low  High


















































































Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Concentrix									
Foundever									
Konecta									
Majorel									
Teleperformance									
Webhelp									



# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in EMEA

## Major Contenders (page 1 of 3)


















































































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Atento									
Bosch Service Solutions									
Capita									
Conduent									
EXL									
Firstsource									
Genpact									
HCLTech									
HGS									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in EMEA

## Major Contenders (page 2 of 3)





































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
IGT Solutions									
Infosys									
Intelcia									
iSON Xperiences									
RAYA CX									
Startek®									
Sutherland									
TaskUs									
TCS									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in EMEA

Major Contenders (page 3 of 3)























































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Tech Mahindra									
TELUS International									
Transcom									
TTEC									



# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in EMEA

Aspirants

Measure of capability:  Low  High


Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Ascensos									
CCI									
Conectys									
Ignition Group									
MerchantsCX									
Sigma Connected									

# Everest Group has identified three CXM service providers as the 2023 Star Performers in EMEA (page 1 of 2)

CXM services Star Performers	Distinguishing features of market impact in 2022	Distinguishing features of capability advancements in 2022	Change in PEAK Matrix® positioning for CXM services
	<ul style="list-style-type: none"><li>• IGT Solutions has showcased remarkable organic growth in EMEA, and increased its market presence in developed economies such as Germany, the UK, and Portugal</li><li>• Increased presence in other verticals such as technology (FGT), which is also its future focus sector apart from Transportation, Travel &amp; Hospitality (TTH) in EMEA</li></ul>	<ul style="list-style-type: none"><li>• IGT Solutions new delivery centers in Spain, increased its offshore presence in India and the Philippines, and set up delivery centers in South Africa; it is also opening multilingual hubs in Eastern Europe (Bosnia and Serbia)</li><li>• It has partnered with various technology providers – Kore.ai, Yellow.ai, Uniphore, and Salesforce to strengthen its technological suite of offerings</li></ul>	Moved from Aspirants to <b>Major Contenders</b>
	<ul style="list-style-type: none"><li>• Genpact has demonstrated above-market growth in the CXM EMEA market on the back of high growth in client acquisitions</li><li>• Buyers have lauded Genpact's process efficiency and effectiveness, relationship management, and domain expertise, along with Altius Linkble office hours for support</li></ul>	<ul style="list-style-type: none"><li>• Genpact has established new delivery centers in the Nordics, the Czech Republic, and Hungary and expanded its delivery presence in Germany, the Netherlands, the UK, and Eastern Europe, and has expansion plans for Africa and Egypt</li><li>• It has enhanced its digital business solution suite, Cora Contact Us-as-a-Service, introducing new solutions such as Cora translation, BPaaS, and Cora Lending-as-a-Service. Additionally, it acquired Hoodoo Digital and partnered with Uniphore, Worxogo, and Microsoft, resulting in significant digital CXM revenue and client growth</li></ul>	Strengthened <b>Major Contenders</b> positioning

Source: Everest Group (2023)

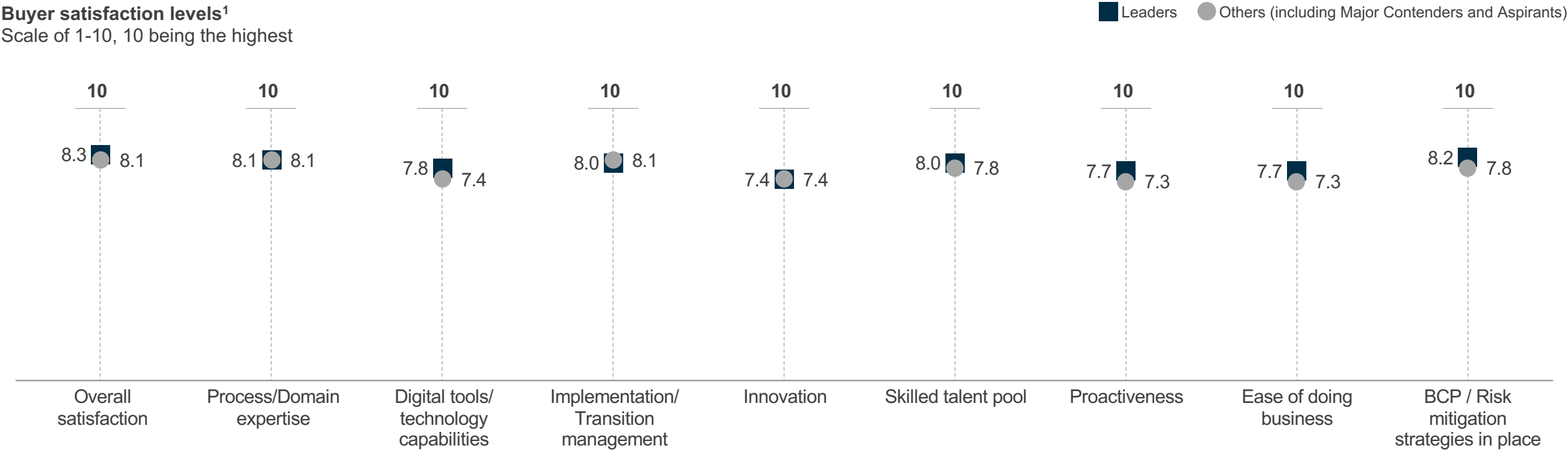
# Everest Group has identified three CXM service providers as the 2023 Star Performers in EMEA (page 2 of 2)

CXM services Star Performers	Distinguishing features of market impact in 2022	Distinguishing features of capability advancements in 2022	Change in PEAK Matrix® positioning for CXM services
	<ul style="list-style-type: none"><li>• RayaCX experienced a significant jump in its revenue in 2022 and has expanded into the media, government / public sector</li><li>• Buyers recognized Raya’s proactive problem-solving, pricing structure, operational efficiency, and relational management as key strength points</li></ul>	<ul style="list-style-type: none"><li>• RayaCX as-a-service provider primarily focuses on the Middle East &amp; Africa and has further opened new sites in the UAE and KSA</li><li>• Its digital engagements have increased across industries with its digital solutions – RCX Connect (omnichannel CRM platform) and Pulse (cloud-based agent performance dashboard); it has built partnerships with LivePerson, Five9, and Ziwo</li></ul>	Moved from Aspirants to <b>Major Contenders</b>

Source: Everest Group (2023)

## Buyer satisfaction

Leaders have invested in all-round capabilities, which allows them greater advantage over other providers across key buyer satisfaction KPIs



- Leaders and Others have been rated very similarly in most areas, which highlights the overall capabilities of the providers serving EMEA. While the Leaders have a slight advantage over their peers in areas such as proactiveness and ease of doing business, the Others have been able to sufficiently provide consistent value to their clients
- Leaders, however, have differentiated themselves from their peers through their technological capabilities by providing innovative solutions such as generative AI, omnichannel capabilities, and intelligent automation, which enables them to provide greater value to clients in EMEA

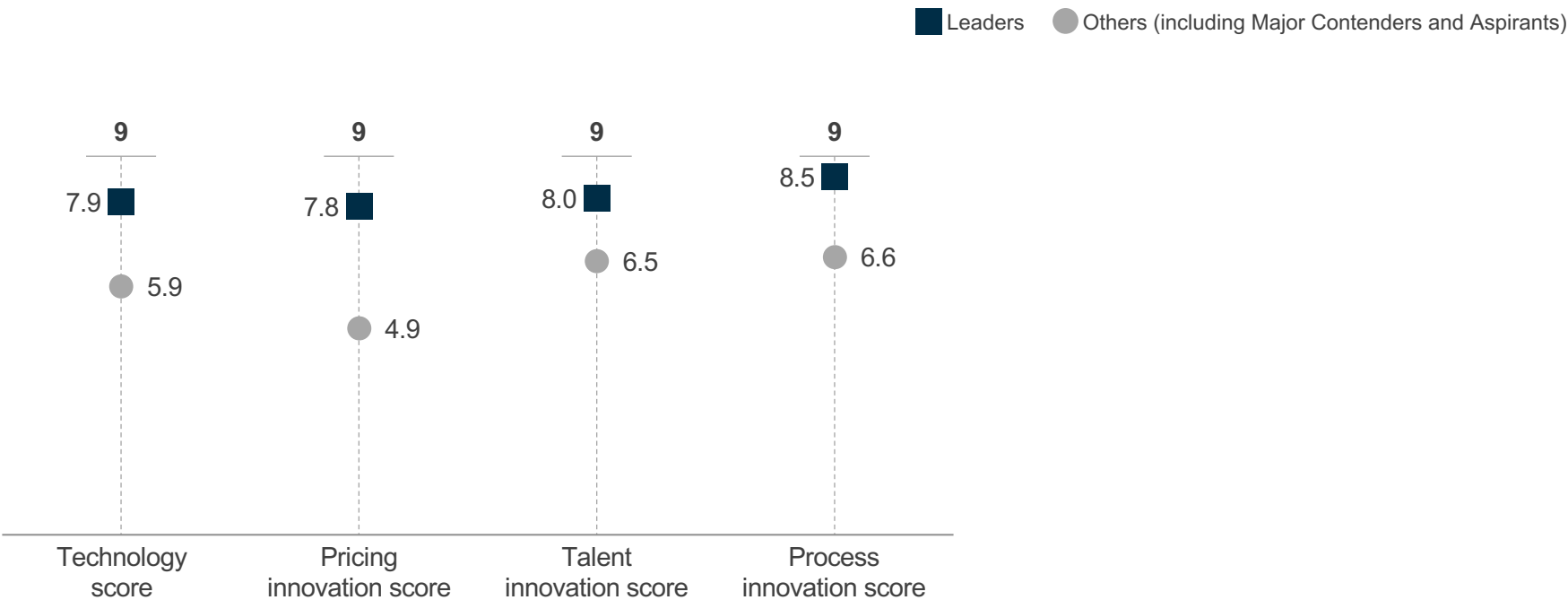
<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

## Technology and innovation

Leaders have been successful in developing more advanced digital capabilities that equip them to drive innovation in business processes, talent, and pricing models

### Technology and innovation scores<sup>1</sup>

Scale of 1-9, 9 being the highest



- Leaders have developed more advanced and sophisticated technology capabilities in areas such as advanced analytics, conversational AI, intelligent automation, and omnichannel, which enables them to improve their cost of delivery, effectiveness, and innovative offerings to their clients. They have demonstrated higher levels of talent innovation as compared to their peers, which reflects the quality and workforce management of the Leaders
- Leaders have also successfully outperformed others in driving agent and client engagement and process innovation. There is significant differentiation in the adoption of output- and outcome-based pricing models between Leaders and others in EMEA as the Leaders have developed multiple pricing models as compared to their peers. Adopting various pricing models has resulted in the Leaders enjoying a significant advantage over others, which proves to be an important indicator of pricing innovation

<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023



# 06

## APAC PEAK Matrix® characteristics

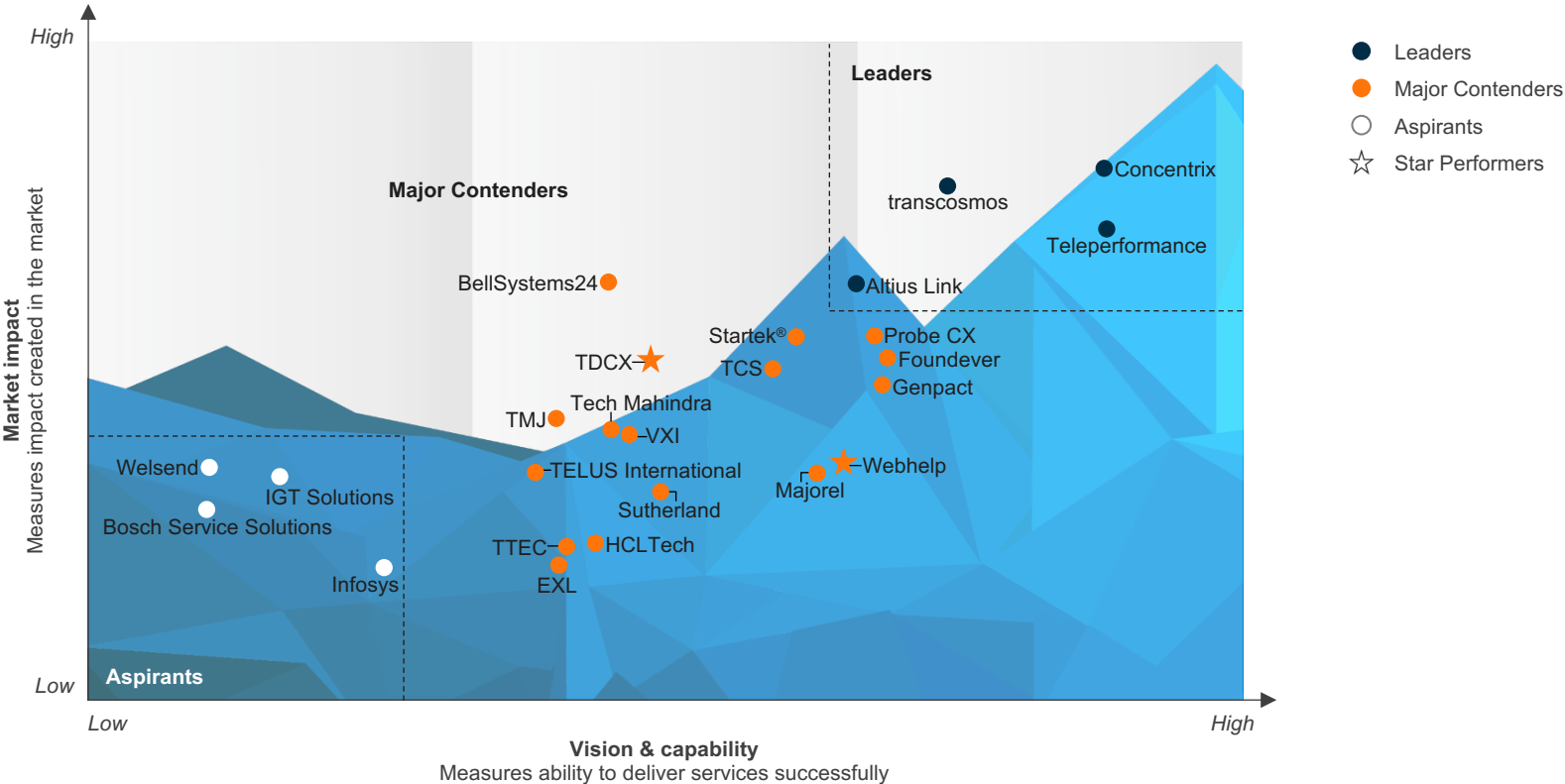
- Everest Group PEAK Matrix for CXM services in APAC
- Characteristics of Leaders, Major Contenders, and Aspirants
- CXM Star Performers in APAC
- Provider capability summary dashboard
- Enterprise feedback summary

# Everest Group PEAK Matrix®

## Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – APAC



Everest Group Customer Experience Management (CXM) PEAK Matrix® Assessment 2023 – APAC<sup>1,2</sup>



<sup>1</sup> Assessments for TMJ, Altius Link, and BellSystems24 exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database and provider public disclosures  
<sup>2</sup> Analysis for Concentrix and Teleperformance is based on their capabilities before their mergers with Webhelp and Majorel respectively  
Source: Everest Group (2023)

## CXM services in APAC PEAK Matrix® characteristics

### Leaders

Altius Link, Concentrix, Teleperformance, and transcosmos

- Leaders have consistently provided CXM services and expanded their client base in 2022 through organic or inorganic growth, presence in new geographies, languages, and verticals, and have catered to start-ups and smaller buyer sizes through targeted SMB offerings. Due to their increased subject knowledge, access to a talented resource pool, and improved innovation and transition management in their engagements, they have reported high client satisfaction levels
- They serve clients across various industries including telecom and media, BFSI, manufacturing, retail, government / public sector, energy and utilities, and more. Additionally, they are advancing their technology capabilities in the fields of AI, intelligent automation, omnichannel, cloud contact centers, and remote working (both WAHA and GigCX models) through their own solutions, alliances, or acquisitions. Along with investing in innovation and design thinking laboratories to test and develop new products such as CX in the metaverse, they are also making substantial societal contributions through their ESG activities

### Major Contenders

Bellsystem24, EXL, Foundever, Genpact, HCL Tech, Majorel, ProbeCX, Startek®, Sutherland, TCS, TDCX, Tech Mahindra, TELUS International, TMJ, TTEC, VXi, and Webhelp

- Major Contenders are building capabilities in serving different industry segments and process types through both traditional and digital channels. They have been able to expand their delivery centers across the region to offer onshore as well as nearshore support for enterprises in this region
- They provide a wide range of CXM services, including customer service, technical support, CRM technology, sales, consulting, digital transformation, AI and automation enablement, workforce optimization, analytics, and more. These providers have implemented strategic initiatives such as digital innovation labs, proprietary technology platforms, AI self-service tools, omnichannel solutions, gamified learning, and talent recruitment and retention programs, and have entered into partnerships with leading technology service providers. Buyers have recognized their strengths in areas such as operational rigor, domain expertise, agile service delivery, digital capabilities, and ease of doing business

### Aspirants





































Bosch Service Solutions, IGT Solutions, Infosys, and Welsend

- Aspirants have established delivery centers in countries such as China, India, the Philippines, Vietnam, Japan, Singapore, Indonesia, Thailand, and Malaysia, which enables them to cater to clients in the APAC market. They are focused on region(s), vertical(s), or buyers, and have a relatively smaller scale of CXM operations, a lower number of agents, and a skewed shoring mix
- They cater to clients in various industries such as automotive, media and entertainment, banking, retail, manufacturing, government, travel and hospitality, telecom, public sector, healthcare, insurance, energy and utilities, and more. They provide a range of CXM services, including customer support, order fulfillment, transaction processing, technical support, payment collection, channel management, tech support, and digital CX-led service delivery. These providers are embarking on strategic initiatives such as digital co-creation, solution accelerators, AI-based offerings, and cloud-based solutions

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in APAC

## Leaders









































































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Altius Link									
Concentrix									
Teleperformance									
transcosmos									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in APAC

## Major Contenders (page 1 of 2)


















































































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
BellSystems24									
EXL									
Foundever									
Genpact									
HCLTech									
Majorel									
Probe CX									
Startek®									

# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in APAC

Major Contenders (page 2 of 2)





































Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Sutherland									
TCS									
TDCX									
Tech Mahindra									
TELUS International									
TMJ									
TTEC									
VXI									
Webhelp									


# Summary dashboard | market impact and vision & capability assessment of providers for CXM services in APAC

Aspirants

Measure of capability:  Low  High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Bosch Service Solutions									
IGT Solutions									
Infosys									
Welsend									

# Everest Group has identified two CXM service providers as the 2023 Star Performers in APAC (page 1 of 2)

CXM services Star Performers	Distinguishing features of market impact in 2022	Distinguishing features of capability advancements in 2022	Change in PEAK Matrix® positioning for CXM services
	<ul style="list-style-type: none"><li>• TDCX experienced impressive growth in APAC in 2022, along with a remarkable growth in its client base</li><li>• It has enhanced its presence in Japan, China, India, Singapore, South Korea, Malaysia, and Thailand, and improved its geographic spread in Indonesia and Vietnam</li><li>• It has expanded its scope in the gaming industry in Korea, Japan, Malaysia, and Vietnam – with specialist gamer agents for player support</li></ul>	<ul style="list-style-type: none"><li>• Expanded its delivery strength in the Philippines, South Korea, Vietnam, and Indonesia</li><li>• TDCX launched TDCX AI, an AI consulting arm for AI capabilities, data analysis, hyper-personalized experience, and employee performance management. Additionally, it established its first Digital CX CoE in Singapore, complementing its existing digital innovation lab in Kuala Lumpur, Malaysia, to focus on customer engagement</li><li>• Its propriety suite of solutions including the Flash suite along with other solutions, such as TDCX AI translation, PeopleQX, and LiveView, help in delivering seamless digital experiences</li></ul>	Strengthened its <b>Major Contenders</b> positioning

Source: Everest Group (2023)



# Everest Group has identified two CXM service providers as the 2023 Star Performers in APAC (page 2 of 2)

CXM services  
Star Performers



Distinguishing features  
of market impact in 2022

- Webhelp had an above-market level growth in 2022, along with significant growth in client and FTE base
- Its geographic spread expanded to China with the Wholly Foreign Owned Enterprise (WFOE) license and improved its market spread in Japan, China, Singapore, South Korea, and Malaysia

Distinguishing features  
of capability advancements in 2022

- Webhelp opened new centers in Thailand and the Philippines
- Webhelp made additional investments with Gobeyond Partners, creating a Nudge practice by leveraging behavioral economics and the COGNITION framework. It also launched the comprehensive WoW operating system for talent management (WoW Talent and WoW Perform) and established GoApps with AI and digital technology to enhance workflow and end-user experience
- Webhelp has partnered with Amazon Connect, Zendesk, BloomFlow, and GoogleCCAIP for cloud engineering; Systec for speech analytics; OpenAI for generative AI; Data Orb for AI applied to quality and VoC; Iris for noise cancellation; NuanceDragon for real-time speech-to-text conversion; Netcall for low-code/no-code workflow and decision engine; and Intone for accent neutralization

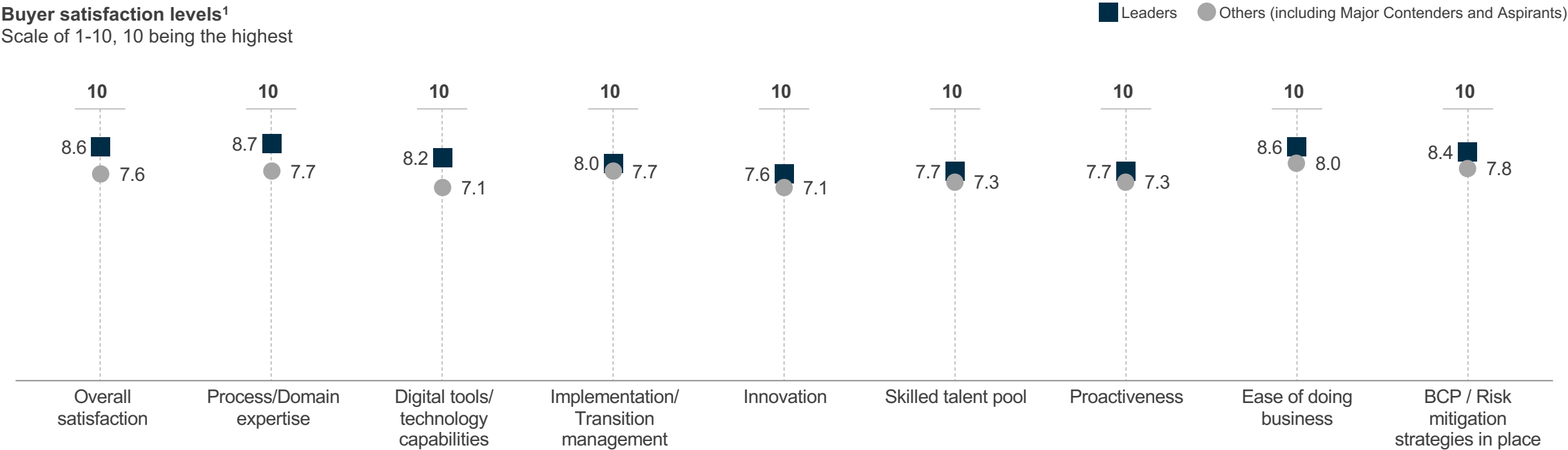
Change in PEAK Matrix® positioning  
for CXM services

Strengthened its **Major Contenders** positioning

Source: Everest Group (2023)

## Buyer satisfaction

Leaders have invested in all-round capabilities, which allows them greater advantage over other providers across key buyer satisfaction KPIs



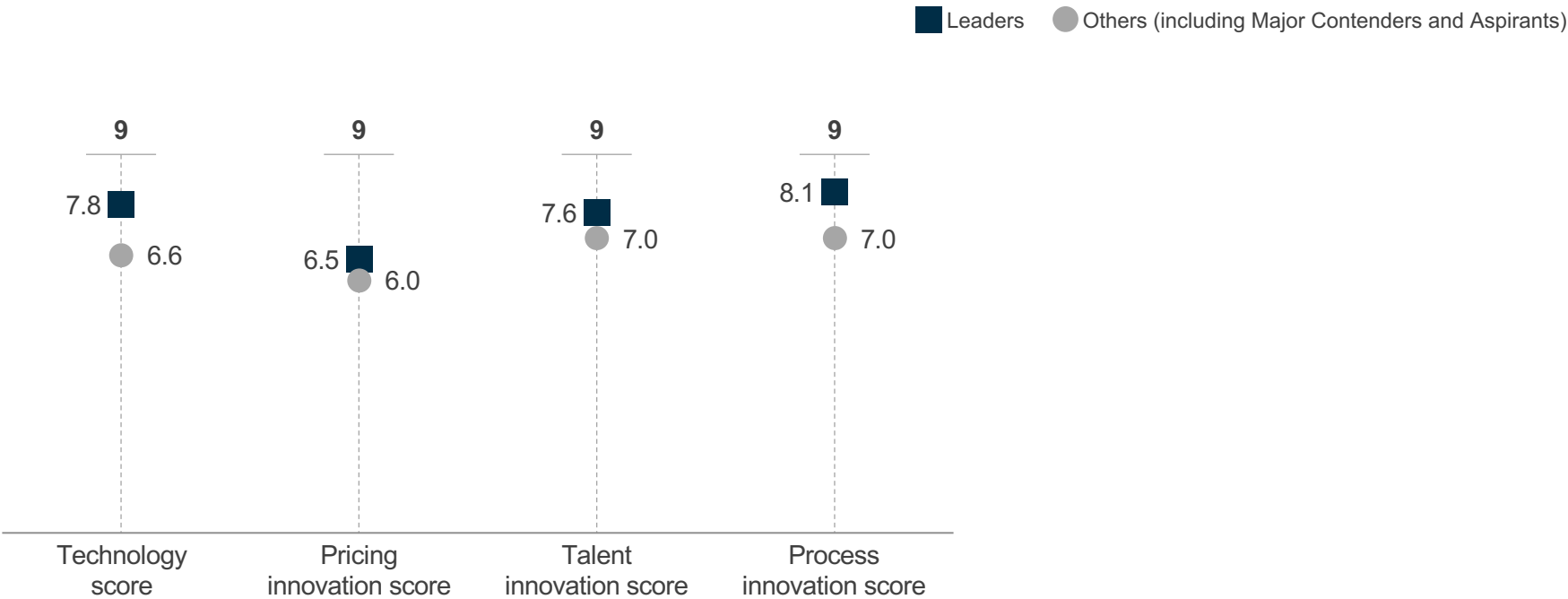
- Leaders have been rated significantly higher than their peers in digital tools and technology capabilities, which highlights their ability to orchestrate holistic solutions for their clients to achieve desired business outcomes with greater efficiency
- They have also been rated much higher than their peers for risk mitigation strategies, which highlights the capabilities of the Leaders in providing effective risk mitigation solutions to their clients

<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

## Technology and innovation

Leaders have been successful in developing more advanced digital capabilities that equip them to drive innovation in business processes, talent, and pricing models

Technology and innovation scores<sup>1</sup>  
Scale of 1-9, 9 being the highest



- Leaders have developed more advanced and sophisticated digital technology capabilities in areas such as advanced analytics, conversational AI, intelligent automation, omnichannel, and agent-assist solutions, to enhance their transformational capabilities and deliver greater value to clients
- Leaders have also been more successful than their peers in driving innovative pricing structures, agent engagement and talent management, and process innovation, thereby creating superior value for their clients and employees

<sup>1</sup> Based on feedback collected from 100+ reference buyers in 2023

# 07










## Enterprise sourcing considerations

- J24]7.ai
- Alorica
- Altius Link
- Arise
- Ascensos
- Atento
- BellSystems24
- Bosch Service Solutions
- Capita
- CCI
- Centro
- Cognizant
- Concentrix
- Conduent
- Conectys
- Datamatics
- EXL
- Firstsource
- Foundever
- Genpact
- GlowTouch
- HCLTech
- HGS
- ibex
- Ignition Group
- IGT Solutions
- Infosys
- Intelcia
- Intouch CX
- iSON Experiences
- itel International
- Konecta
- Majorel
- MerchantsCX
- Probe CX
- Qualfon
- Raya CX
- ResultsCX
- Sigma Connected
- Startek®
- Sutherland
- TaskUS
- TCS
- TDCX
- Tech Mahindra
- Teleperformance
- TELUS International
- TMJ
- Transcom
- transcosmos
- TTEC
- VXI
- Webhelp
- Welsend

[24]7.ai (page 1 of 2)

Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									










Strengths

- [24]7.ai has over 20,000 agents who mainly provide customer services and payment collections support in various industry verticals such as telecom and media, retail, BFSI, and travel and hospitality. It strengthened its offshore capabilities by adding new multilingual sites in tier-2 cities of India
- [24]7.ai Analytics incorporates data from multiple channels such as chat, messaging, voice, and backend to enhance customer experience and operational efficiency and streamline processes. This integration of data enables the analytics offering to provide comprehensive insights and solutions
- [24]7.ai ACE is a comprehensive talent management framework that recruits, trains, engages, and retains talent. The company trains its agents on empathy, emotional intelligence, and smart conversation using various coaching platforms, gamified dashboards, and agent-assist solutions
- In partnership with leading cloud platforms, [24]7.ai has developed proprietary CCaaS solutions and has also made investments in creating intelligent virtual agents and advanced AI tools
- A significant portion of [24]7.ai's CXM revenue comes from non-voice channels, including social media, Intelligent Voice Response (IVR), and asynchronous channels, demonstrating its ability to support omnichannel communications for clients

[24]7.ai (page 2 of 2)

Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									










Limitations

- [24]7.ai's main clients are large enterprises (with revenues greater than US\$10 billion), although it does have offerings for midsized buyers. However, its experience in helping small and midsized buyers with their key strategic goals is relatively low
- While [24]7.ai expanded its global footprint in 2022, its delivery mix is heavily weighted toward nearshore and offshore models, which may not be ideal for buyers seeking onshore delivery options
- Although the company has strong digital capabilities, it has limited experience in engaging with clients through outcome-based pricing constructs
- The current language capabilities of [24]7.ai are mostly in English and it caters to clients based in the US and Canada, which may discourage buyers from seeking support in languages such as Spanish, Portuguese, and Canadian French
- It has limited experience in serving clients in technology, energy, CPG, manufacturing, and public sector industries

# Alorica (page 1 of 2)

## Everest Group Americas assessment – Leader

Measure of capability:  Low  High










	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Strengths

- Alorica is a leading CXM provider catering to clients across the globe with 85,000+ agents spread across various delivery locations. It has the expertise to cater to clients in telecom, media, technology, BFSI, retail, energy, travel and hospitality, healthcare, and public sector verticals
- It has an outcome-driven approach with targeted solutions to drive client’s business objectives including growth discovery, customer engagement, operational efficiency, business continuity, risk mitigation, and market intelligence through its home-grown solutions such as Alorica Experiences Practice, Alorica Analytics, Alorica Automation, and Alorica On-demand
- Through its dedicated Alorica IQ digital practice that employs over 100 engineers and technicians to innovate and enrich its digital CX tool pipeline, it caters to the evolving demand for AI analytics, contact optimization, intelligent automation, and emerging technologies such as generative AI, AR/VR, and metaverse
- Alorica has a robust talent management model enforced with proprietary platforms such as Spectrum, a workforce management system to ensure staffing availability and quality adherence. It has also invested in Alorica Clear, an AI-driven linguistic processing platform to enhance voice delivery; and Alorica Life, a metaverse innovation center, for expanding immersive learning and digital recruitment
- Alorica offers a comprehensive suite of financial solutions supported by the Alorica Pay platform, offering specialized services such as account resolution, fraud prevention, KYC, credit assessment, payment processing, and loan servicing
- Alorica has built a strong partner ecosystem with technology providers such as Google Looker studio, UiPath, Sanas, Five9, Cisco, Khoros, and Sprinklr to augment its digital tool library and proprietary offerings in automation, advanced analytics, speech analytics, and learning management solutions
- Buyers highlighted openness to feedback, customer relationships, flexible service delivery, and ease of doing business as Alorica’s key strengths

Alorica (page 2 of 2)  
Everest Group Americas assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

Limitations









- While Alorica has a large customer base in North America, it has limited experience in catering to clients from Latin America. However, through its recent expansion in Mexico, Colombia, and Honduras, it aims to attract clients from these markets
- Although Alorica has a strong omnichannel offering, its channel mix is still skewed toward voice operations
- It has limited experience in catering to the unique CX outsourcing needs of small revenue businesses
- Buyers cited talent pool, proactive problem solving, domain expertise, and middle management retention as areas where Alorica can improve



# Altius Link (page 1 of 2)

## Everest Group Americas assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									










### Strengths

- Headquartered in Japan, Altius Link has a network of 33,000+ associates delivering customer support, order fulfillment, technical support, inbound and outbound sales, and helpdesk services to clients in Japan, China, Vietnam, and the Philippines
- Outside Japan, it operates through its subsidiaries, namely, Inspiro Altius Link (for Philippines), Moshi Moshi Hotline Dalian (for China), MOCAP (primarily focused on Thailand and Vietnam), and Altius Link Vietnam JSC (for Vietnam)
- It serves clients in multiple industries including telecom and media, BFSI, energy and utilities, manufacturing, and government / public sector, and offers support in 12 languages including Japanese, English, Chinese, Spanish, Portuguese, Korean, and other Asian languages
- In 2023, Altius Link announced a merger with contact center services provider, KDDI Evolva, in order to deepen its operational capabilities as well expand its digital CX services
- It recently launched CX Grand Design, a value proposition used to enhance CX for its clients and bring innovation to their contact centers, as well as improve Employee Experience (EX). Its solutions include predictive analysis, automation, and self-serve applications
- Altius Link launched its communication suite called AmiVoice, which enables automatic monitoring of all voice interactions with customers using AI-powered voice recognition technology. It also launched the Altius Link Auto Voice service to automate simple inquiries, without complex AI designs or fine-tuning
- Its digital arm, Altius Link Digital, offers a conversational AI solution called Virtual Agent and a chat platform for agents called Virtual Agent Live. It also has a robust security feature for at-home operations and has established a hybrid model combining AI and automation. Altius Link Digital is working on use cases of leveraging Chat GPT in its Virtual Agent platform, to provide customer support services

# Altius Link (page 2 of 2)

## Everest Group Americas assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									










### Limitations

- It has a strong operational presence in Japan, China, the Philippines, and Vietnam; however, its capability to serve other APAC regions such as Australia, Singapore, Malaysia, and India is largely untested
- While it is building its digital CX capabilities, its current solutions for cloud, analytics, and agent assist are relatively less robust as compared to some of its peers

# Arise (page 1 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									










### Strengths

- Arise leverages a vast remote workforce of 5,000+ independent contractor agents based out of the US and Canada. This distributed workforce allows for flexibility and scalability, enabling it to cater to the needs of its clients in languages such as English, Spanish, and Canadian French through its proprietary Arise® Platform
- Arise's extreme flex model reaches up to 200% intra-day capacity, allowing clients to adjust service requirements based on-demand fluctuations. It provides sophisticated scheduling, cloud-based communications technology, and robust security measures, including agent background checks to ensure data security
- It primarily serves clients from the technology, telecom and media, BFSI, retail, travel and hospitality, and healthcare sectors. It provides a range of services including inbound sales, order processing, customer support, and customer analytics
- Arise serves a considerable number of its clients through hybrid output-based pricing models, which demonstrates its willingness to engage in risk-based partnership frameworks. Furthermore, Arise has a diverse portfolio and possesses expertise in catering to companies of different sizes, including small-scale businesses, midsize enterprises, and large corporations generating revenue surpassing US\$1 billion
- Arise Digital Companion is its proprietary Conversational AI platform that offers rule-based alerts and next-best action suggestions to agents and handles tasks such as password resets, customer information updates, and common order processing. The platform also automates after-call work, including call transcription, summary creation, and call disposition tracking

# Arise (page 2 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High









	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Limitations

- Although Arise has expanded its operations beyond its primary markets in the US and Canada, its experience in managing global clients with strategic requirements outside of the North America region remains relatively limited
- While Arise offers omnichannel capabilities, its current delivery mix is still heavily focused on agent-driven voice services, which could dissuade clients looking to work with a provider that has demonstrated omnichannel CX delivery
- Arise has a limited presence in industries such as manufacturing, CPG, and the public sector
- Arise does not provide services such as payment collections, technical support, or other value-added services such as channel management and performance management and reporting

Ascensos (page 1 of 2)  
Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									






Strengths

- Ascensos is a retail and e-commerce-focused CX service provider, with over 3,000 agents. spread across its delivery centers in the UK, Turkey, Romania, and South Africa. It caters to the CX outsourcing requirements of clients based out of Germany, France, the UK, Spain, Portugal, Benelux, and Italy
- Its Ascensos Local program creates remote working opportunities by setting up workstations/hubs in rural areas to ease the access to IT infrastructure and improve the flexibility of service delivery while also bringing economic benefit to local communities. Currently, it has hubs in Stranraer, Scotland and Lisburn, Ireland and it plans to further expand in Ireland and England
- Its robust partnership with technology providers such as Genesys, MojoCX, Procat, Zendesk, Microsoft, Amazon AWS, Digital Tribe, Ami, and Intradiem enables it to offer digital CX technologies such as voice analytics, business analytics, and cloud-based contact center platforms
- Ascensos provides flexible and agile CX delivery through the use of digital technology solutions such as miDash, a gamification-based employee performance tracking platform; Lessonly, an employee training solution; and Talent SPA, an employee career development and wellbeing program to improve agent efficiency and employee satisfaction
- Buyers spotlighted agent quality, domain expertise, operational flexibility, and team ethics as key strengths of its CXM services offering

# Ascensos (page 2 of 2)

## Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									

### Limitations



















- Ascensos lacks onshore delivery capabilities in major European countries such as France, Italy, Portugal, Spain, and Germany, which may limit its ability to cater to clients that are seeking local support for running their EMEA CX operations
- It has limited experience in catering to clients from Eastern Europe, the Middle East, and Africa. Its lack of awareness of the region-specific needs of these markets could ward off such clients from availing its services
- Although it offers diverse CX services, it has limited experience in catering to clients with the requirement for services such as payment collections, channel management, and customer analytics services
- The majority of its commercial offerings are based on an input-based pricing model, which could deter clients that are seeking gainshare and risk-share-driven commercial contracts
- Buyers noted that improved technology innovation and ideation, a proactive leadership team, and an enlarged talent pool would further enrich their engagements with Ascensos

Atento (page 1 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths



















- Atento is one of the largest CXM providers in Latin America, along with a presence in North America and EMEA. It serves these regions via its strong network of 90,000+ agents, with a focus on telecom and media, BFSI, and CPG verticals
- It provides a comprehensive CX consulting framework that involves market analysis, customer journey mapping, customer interaction/touchpoint management, cross-functional assessment, and tailored solutions. Additionally, it offers stand-alone CX consulting services to clients, enabling them to modernize their operations and identify opportunities for automation
- Atento operates an Innovation Hub focused on creating cutting-edge solutions that enhance customer experience, performance, and outcomes. Additionally, it has the distinction of being the first contact center provider to achieve the ISO 56002 certification for innovation management
- Atento's solutions, especially the Atento@Home and Atento Virtual hub, have enabled it to maintain steady-state hybrid operations as per client requirements. Atento@Home is a cloud-based remote working location while Atento Virtual Hub provides a single centralized point for managing all remote operations, including agent recruiting and training, campaign development, and other operational activities
- Atento's Flexible CX is a cloud-based flexible, agile, and scalable CX solution created for start-ups and fast-growing businesses. It provides an integrated platform for automating common requests and also offers human agents for more complex requests
- It offers outcome-based, output-based, and hybrid pricing models to a significant number of clients, showcasing its strong market expertise, risk-sharing appetite, and ability to leverage digital CX solutions to drive cost efficiencies
- Buyers cited Atento's innovative CX practices, domain expertise, operational agility, and digital CX solutions as its areas of excellence

Atento (page 2 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High



	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Limitations

- Atento’s limited presence in the APAC region may not fulfill the requirements of global clients seeking a strategic service provider with comprehensive geographic coverage to serve their needs
- It has limited experience in serving clients in technology, retail, travel and hospitality, and manufacturing sectors, which may act as a deterrent for buyers looking for domain expertise in these areas
- While Atento has recently launched new sites in the Philippines to diversify its footprint in future, its current delivery mix is skewed toward onshore and nearshore locations. This might hinder buyers looking for cost efficiencies through offshore support
- Buyers mentioned change management, talent management, as well as proactive communication as key improvement areas for Atento






**Atento** (page 3 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Although Atento has a significant scale of operations in America with over 80,000 FTEs serving this region, its presence in the US and Canada remains limited, unlike its peers, who have a significant percentage of their operations attributed to the North American market</li><li>• Within the Americas, it is focused on expanding its footprint in the Spanish language US nearshore market, as well as exploring other potential geographies to serve the American market, such as its recent opening in the Philippines</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Within EMEA, Atento's operations are mostly concentrated in Spain, served via a network of 10,000 FTEs from more than 15+ delivery centers in Spain, as well as through delivery sites in Latin American countries such as Colombia and Peru</li><li>• To cater to the varied language requirements of the European market, it has established multilingual hubs in Portugal, Spain, and Morocco</li></ul>

# Bellsystems24 (page 1 of 2)

## Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									






### Strengths

- BellSystem24, a Tokyo-headquartered service provider, primarily caters to clients across telecom & media, manufacturing, retail, banking & finance, public, and healthcare sectors, with a network of approximately 11,000 agents across 39 locations in Japan
- It provides services such as customer service, technical support, CRM technology, and sales. Its consulting offerings include CX strategy formulation, operational consulting, VoC analysis, process benchmarking, and end-to-end crisis management solutions
- It offers BellCloud®, an omnichannel cloud contact center platform, which has capabilities such as chatbots, cloud-based voice recognition, and VoOC analysis through text mining. It also works in partnership with Avaya and Salesforce for workforce optimization and knowledge management
- It owns overseas subsidiaries BellSystem24 Hoa Sao and TrueTouch in Vietnam and Thailand respectively. It has also created BELLQuick24 LCC for quickly deploying flexible CXM services in a low-cost manner for small-scale needs and niche client requirements in different Asian languages

# Bellsystems24 (page 2 of 2)

## Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High




























	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

### Limitations

- While it has a strong presence in the Japanese market, its limited experience of providing services to other APAC markets such as India, Australia, New Zealand, and Malaysia may deter clients from engaging with it
- Its delivery mix is skewed toward onshore locations in Japan and it has inadequate presence across other APAC countries, which might act as a deterrent for buyers looking for a diverse delivery footprint across APAC
- BellSystem24 has minimal experience in working with APAC clients in industries such as technology, energy & and utilities, and travel & and hospitality
- Its adoption of tools and technologies in domains such as intelligent automation, self-service, talent recruitment, and agent assist is not as advanced as its peers, which might act as a deterrent for buyers looking for an integrated suite of advanced digital CX solutions

**Bosch Service Solutions** (page 1 of 3)  
Everest Group Americas assessment – Aspirant  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High




























	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									
APAC									

Strengths

- Bosch Service Solutions primarily serves clients from Germany, Spain, China, India, and the Philippines. It has more than 6,200 agents, offering services in over 32 languages, including German, French, Italian, Dutch, Spanish, Eastern European, Japanese, Hindi, Chinese, and other Asian languages
- Its acquisition of Elpro Group in 2022 has bolstered its expertise to cater to the life sciences and pharmaceutical sectors. Due to its strong domain expertise and technological solutions, most of its clients are from the automotive and life sciences sectors. It also serves clients in the telecom, technology, banking, retail, energy and utilities, and travel and hospitality industries
- The service provider provides various CX-related services such as inbound/outbound sales, technical support, customer engagement, social media management, reputation management, and financial services, including account maintenance and transaction monitoring
- It provides customer experience consulting and advisory services such as Voice of Customer (VoC), customer journey mapping, and service design. Its partnerships with Genesys, Automation Anywhere, and Salesforce enable it to provide services and digital tools that include automation-as-a-service, omnichannel delivery, workflow management, and conversational AI bots
- Bosch Service Solutions’ alternative pricing models with a risk-sharing commercial construct has been widely adopted by its clientele, demonstrating its capability to act as a strategic service provider for them
- Buyers highlighted the ease of doing business, language capability, talent retention, and responsiveness team as key strength areas for Bosch Service Solutions

**Bosch Service Solutions** (page 2 of 3)  
Everest Group Americas assessment – Aspirant  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									
APAC									




Limitations

- Even with its strong presence in the manufacturing, mobility services, monitoring services, and healthcare verticals, its lack of experience in catering to clients from new-economy industries, the public sector, and the insurance verticals may limit its ability to cater to a broader audience
- Clients that are specifically seeking outsourcers for payment collections, channel management, and customer retention services might be discouraged by Bosch Service Solutions' limited experience in delivering these CX services
- The majority of Bosch Service Solutions' clients are large buyers with revenue over US\$10 billion, while its ability to support diverse small and mid-sized buyers in their transformation journey remains untested
- Buyers identified competitive pricing and decision-making assistance through the sharing of customer insights as areas of development for Bosch Service Solutions

# Bosch Service Solutions (page 3 of 3)

## Everest Group Americas assessment – Aspirant










## Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Aspirant

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Aspirant	<ul style="list-style-type: none"><li>• With over 1,600 agents, Bosch Service Solutions caters to clients in the US, Brazil, and Chile markets in the technology and automotive sectors</li><li>• It has established delivery centers in multiple countries including the US, Costa Rica, Canada, Brazil, Chile, Peru, Colombia, Argentina, Uruguay, and the Philippines to provide a cost-effective and diverse range of service offerings</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Bosch Service Solutions serves clients in the EMEA region through over 4,800 CXM agents and has expertise in serving clients in the automobile, healthcare, telecom, and energy and utilities sectors in Germany, Spain, the UK, and Portugal</li><li>• It is well entrenched in mobility / connected car services, as well as monitoring services, with an established presence in the German elevator emergency sector and also serves clients from Spain and Portugal</li><li>• It has established a network of delivery centers with onshore presence in Portugal, the UK, Germany, and Spain, as well as nearshore delivery offices in Romania and offshore delivery in the Philippines</li><li>• It is a viable partner for clients looking for pan-European customer service support due to its notable language delivery capabilities in English, French, Portuguese, German, Spanish, Nordic, and Eastern European languages</li></ul>
<div>APAC</div> <div></div>	Aspirant	<ul style="list-style-type: none"><li>• Bosch Service Solution predominantly services automotive sector clients from China, India, and the Philippines, through over 1,400 FTEs</li><li>• With an adequate delivery presence in China, India, the Philippines, Vietnam, and Japan, it can support Asian clients in languages such as Mandarin, Korean, Hindi, Thai, Tagalog, Japanese, and others</li></ul>

Capita (page 1 of 2)

Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									










Strengths

- Capita is a Europe-focused CXM service provider with 44,500+ FTEs across eight delivery countries serving four key European countries, including the UK, Ireland, Germany, and Switzerland. It primarily caters to telecom and media, technology, financial services, energy and utilities, retail, and public sector verticals
- Capita offers data-driven service delivery with its five core market offerings, which are CX transformation, CX delivery, collections, acquisition and retention, and pension administration
- Through its Capita Public division, it provides services to over 500 government agencies and public offices in the UK such as justice, transport, defense, fire, security, welfare, and education departments with tailored offerings, including army recruitment, tax collection services, ultra-low emission zone control, and revenue and benefits services, among others. It has also invested in developing the pensions platform, Comet, to enhance user experience and improve efficiency
- It has a wide partner ecosystem consisting of well-renowned technology leaders such as AWS, Salesforce, Microsoft Power Platform, UiPath, Blue Prism, Nice, LivePerson, and Genesys that help it to develop digital tools in intelligent automation, assisted customer conversation tools, workflow management, a cloud omnichannel platform, conversational AI, and analytics technology
- Capita has invested in three CoEs in India that are leveraged for omnichannel support, web chat, and web content development, as well as back-office services such as FP&A, complex management reporting, and HR shared services
- Its experiment with risk-sharing commercial constructs has been successful, resulting in over 70% of buyers opting for the cost-effective outcome- or output-based pricing models focused on enhancing business objectives, which indicates its ability to successfully execute client outcomes
- Buyers highlighted flexible service delivery, account management practices, technology stack, and employee engagement as Capita’s key strengths

# Capita (page 2 of 2)

## Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									

### Limitations

- Capita’s customers are concentrated in four major markets, i.e., the UK, Ireland, Germany, and Switzerland; it lacks the experience to cater to clients from other European countries
- It predominantly caters to clients in English and German languages, and clients looking for customer support in French, Italian, Portuguese, and other European languages might be deterred by its limited capabilities in these languages
- Large buyers with revenue over US\$1 billion dominate its customer portfolio, while its limited experience in catering services to small and midsize buyers may inhibit its ability to cater to a diverse buyer range
- Although it serves a large number of longstanding clients in the telecommunications, BFSI, energy and utilities, and retail industries, its ability to cater to clients in the manufacturing, technology, travel and hospitality, and healthcare sectors is untested
- Buyers noted decision-making assistance by providing customer insights, BCP/risk mitigation strategies, and competitive pricing as areas where Capita can improve





















CCI (page 1 of 3)

Everest Group Americas assessment – Aspirant

Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths



















- CCI, headquartered in the UAE, is a BPO provider based in Africa and primarily serves clients in the UK, the US, Australia, New Zealand, South Africa, and Kenya. It caters to multiple verticals, including telecommunications, travel and hospitality, and retail, by leveraging its extensive network of over 12,000 FTEs
- It provides comprehensive end-to-end solutions across the entire customer journey, encompassing a wide range of services including customer service, product support, digital demand generation, digital marketing and inbound sales, customer acquisition and engagement, renewal and engagement, and loyalty program management
- It is a prominent impact sourcing provider, with nearly all its FTEs hired from the disadvantaged sections of society. Through its impact sourcing recruitment arm, Career Box, CCI identifies and trains candidates from underprivileged townships, placing them in entry-level customer support jobs
- As part of its strategy to expand delivery capacity and enhance business continuity with multi-site operations, CCI has recently expanded into Kenya and is currently investing in multiple new sites within Ethiopia, Rwanda, and Ghana
- CCI's independent analytics division, Call Insights, conducts ongoing evaluations to identify potential areas of improvement in clients' customer service operations and workflows. This is achieved through the deployment of multiple tools and techniques, including voice analytics, agent coaching, and reports and data management
- With a focus on BCP and risk mitigation, it has implemented a robust risk and compliance framework across its business, which includes group-wide risk management, information security, and business resilience policies
- Buyers highlighted employee engagement, project management, favorable cost structure, strategic insights, and ease of doing business as CCI's key strength areas

CCI (page 2 of 3)

Everest Group Americas assessment – Aspirant

Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									



Limitations

- Its experience in serving clients in Consumer Packaged Goods (CPG), manufacturing, healthcare, and energy verticals is limited, which might act as a deterrent for buyers looking for domain expertise in these areas
- Despite having a wide channel coverage and a digital transformation program aimed at transitioning customers from voice-to-digital channels, the majority of CCI's revenue from CXM is currently attributed to voice-based interactions
- CCI has collaborated with service providers such as UI Path, Automation Anywhere, and LivePerson; however, its implementation of these solutions across its client base has been relatively limited
- It has limited experience in utilizing output and outcome-based pricing models, which may discourage potential buyers that are seeking stake-in-the-result commercial constructs that are centered around achieving specific business outcomes
- Buyers identified workforce management, domain expertise, and digital CX capabilities as key improvement areas for CCI

**CCI** (page 3 of 3)

Everest Group Americas assessment – Aspirant

Everest Group EMEA assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Aspirant	<ul style="list-style-type: none"><li>• CCI's operations within the Americas are predominantly focused on the US region, where it serves clients through its network of 6,000+ agents. However, the company's experience in catering to clients in other countries within the Americas is relatively untested</li><li>• Its delivery capabilities are currently limited to African countries, which may act as a deterrent for clients who prioritize onshore or nearshore solutions for their customer experience management needs in the US</li><li>• Its language capabilities are restricted to serving buyers in the English language, which might dissuade buyers looking for scaled support in languages such as Portuguese and Spanish in this region</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• CCI serves the UK and African markets within the EMEA region, leveraging its network of 4,000+ agents who support English, French, regional African, and Kenyan languages</li><li>• CCI's experience in serving European countries such as Germany, France, Spain, and Portugal is largely untested, which may be a deterrent for European buyers seeking multilingual support across these regions</li><li>• Its delivery capabilities are currently limited to African countries, which may not be suitable for buyers seeking onshore support in the UK and other European countries</li></ul>

Centro (page 1 of 2)  
Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

Strengths

- Centro is a global BPO company headquartered in the US. It originated as a healthcare contact center in 2009 and currently offers digital and CX services, as well as business process solutions to clients in other industries such as retail and energy and utilities by leveraging voice, email, and chat channels
- It caters to clients across North America, Europe, Middle East, and Africa by leveraging its network of agents with onshore operations in the US and a strong offshore presence in Egypt, the Philippines, Saudi Arabia, and the UAE
- Centro is involved in commercial engagements across various pricing models, with a substantial portion of its clients engaged in outcome-based pricing structures, which underscores the company's ability to participate in risk-based partnerships
- It has an established CoE for data analytics, providing a range of services from data ingestion and integration to engineering, modeling, visualization, and AI. In addition, the company has formed robust partnerships with third-party technology service providers, such as Genesys, Freshworks, and RoboDesk, to offer cloud-based, RPA, and omnichannel solutions to its clients
- Buyers commended Centro for its scalability, domain expertise, engaging relationship management, ease of doing business, and its strong leadership team

Centro (page 2 of 2)  
Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									






Limitations

- Centro's current delivery capabilities are limited to the US, the Philippines, and the MEA regions, which may hinder its ability to cater to clients seeking a nearshore presence and take advantage of cost-effective solutions while catering to customers with a favorable time zone
- Its client base mainly comprises enterprises with revenue less than US\$1 billion, which limits its exposure to large buyers and the ability to serve their CX outsourcing needs
- Though strong in the healthcare vertical, it lacks experience in serving clients in some key industries such as BFSI, telecom, technology, manufacturing, and public sector, which might act as a deterrent for these buyers
- Although Centro has made some investments in enhancing its digital capabilities over the past few years through partnerships and developing proprietary solutions, it lacks the experience of implementing these solutions in client environments
- While Centro provides various services such as sales services, payment collections, and customer support, it currently does not have the capability to offer customer retention management or channel management support to its clients
- Buyers highlighted the leverage of AI-powered solutions, cloud adoption, proactiveness, and the ability to provide strategic insights as areas where Centro can improve upon

# Cognizant (page 1 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									




### Strengths

- Cognizant is a digital-first CXM provider, with a strong network of 58,000+ agents spread across 48 delivery locations offering vertical-specific CXM solutions across BFSI, healthcare, life sciences, technology, telecom and media, retail, CPG, travel and hospitality, manufacturing, and energy and utilities industry sectors
- It offers a robust suite of solutions under its contact center transformation practice including CX advisory services; digital transformation services such as cloud readiness assessment, CCaaS implementation, automation-as-a-service, digital humans in metaverse; as well as operational services such as platform services and continuous improvement
- It offers Cognizant Neuro, an all-inclusive automation solution that integrates technologies and orchestrates complex processes across the enterprise, streamlining operations, reducing costs, and empowering teams with insights to deliver personalized experiences to customers
- Cognizant is rapidly scaling its CXM services for digital native clients such as autonomous vehicle manufacturer (location based service support, EV rider support), media platforms (ex: digital sales support), banking (fintech customer support, self-service)
- It possesses robust English, Spanish, and Portuguese language capabilities to effectively serve its end-customers in the North American region
- It has strong omnichannel capabilities with almost two-thirds of its revenue attributed to non-voice channels
- Buyers mentioned leadership capabilities, transition management, and pricing transparency as the main strength areas for Cognizant

# Cognizant (page 2 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High





































	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Limitations

- Cognizant has a strong presence in the US; however, its experience in catering to clients in the other markets in the Americas region is largely untested
- It has limited experience in the public sector and industries such as healthcare providers and telecom and media
- While it has delivery locations in the US and Latin American countries, the majority of its clients are served through offshore locations in the Philippines and India, which might deter buyers looking for a more diverse shoring mix
- Buyers highlighted that there is a scope for improvement in Cognizant’s account management practices as well as in the greater understanding of geographic nuances

**Concentrix** (page 1 of 3)  
Everest Group global assessment – Leader | Everest Group Americas assessment – Leader  
Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									





































Strengths

- Concentrix, a leading CXM provider, leverages its extensive workforce of over 350,000 agents to serve clients globally by offering services throughout the entire consumer life cycle. Its comprehensive services cover various areas, including strategy and change, marketing, sales and sales enablement, business operations management, data and analytics, and enterprise infrastructure services
- It serves clients spanning a wide range of industries, including automotive, BFSI, healthcare, telecommunications and media, travel and hospitality, as well as the of Fast Growth Technology (FGT) segment. To enhance its capabilities in specific areas, Concentrix has strategically established CoEs worldwide, with a particular emphasis on IT, CX consulting, analytics, and content services
- Concentrix's planned acquisition of Webhelp in a US\$4.8 billion deal will further strengthen its operations beyond North America and enhance its presence in Europe, Latin America, and Africa. This acquisition will also help Concentrix leverage Webhelp's digital capabilities, including Webhelp Lead Factory to support B2B lead generation; The Nest, a dedicated program for high-growth start-ups; and its consulting arm, Gobeyond Partners, for driving transformative engagements
- In 2022, it acquired ServiceSource, a global provider of B2B digital sales, to broaden its service offerings and address new and existing clients' growing demands for revenue generation. Further, to explore the new areas of innovation around the decentralized web, immersive experiences, and intelligent experiences driven by generative AI and other cutting-edge technologies, it has invested in establishing the META - Studio 1010
- It has recently launched AnyPaaS, a cloud platform solution that enables clients to select their preferred Communication Platform-as-a-Service (CPaaS) service provider and cloud provider through a single, user-friendly platform. This innovative platform offers flexibility and prevents lock-in with a particular CCaaS, CPaaS, or other cloud-based solution
- It offers outcome-based pricing to a sizable proportion of its clients, thereby demonstrating its ability to drive strategic and risk-sharing partnerships with them
- Buyers lauded Concentrix's innovative CX practices, risk mitigation strategies, staff engagement policies, consistent performance, as well as ease of doing business



**Concentrix** (page 2 of 3)  
Everest Group global assessment – Leader | Everest Group Americas assessment – Leader  
Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Leader

Measure of capability:  Low  High




	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Limitations

Buyers noted that there is scope for improvement in Concentrix’s agent pool and commercials



















**Concentrix** (page 3 of 3)

Everest Group global assessment – Leader | Everest Group Americas assessment – Leader  
Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Leader

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• Concentrix has a strong presence in multiple countries across the Americas, including the US, Canada, Mexico, Argentina, Brazil, Peru, Colombia, and the Caribbean region</li><li>• Alongside its significant onshore presence in the US and Canada, Concentrix has robust nearshore delivery capabilities through various delivery locations in Latin America, such as Argentina, Brazil, Colombia, and Costa Rica. It also has a significant delivery presence in APAC for offshore support, in India and the Philippines</li><li>• It possesses strong language skills in English, French Canadian, Portuguese, and Spanish, enabling it to efficiently serve its clients throughout the Americas region</li></ul>
<div>EMEA</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• Concentrix serves multiple countries in the EMEA region including Germany, France, UKI, Spain, Portugal, and Benelux, as well as Eastern European, Middle Eastern, and African countries through a robust network of over 36,000 FTEs</li><li>• It has established multiple delivery locations across the EMEA region, including Bulgaria, Egypt, France, Georgia, Germany, Greece, Hungary, Ireland, Italy, Mauritius, the Netherlands, Poland, Portugal, and Romania, to meet the varied shoring demands of clients in this region</li><li>• It has strong multilingual capabilities and can serve clients in several European languages including French, German, Bulgarian, Italian, and Russian</li></ul>
<div>APAC</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• With over 30,000 agents, Concentrix has significant operations across the APAC region including Australia and New Zealand, India, the Philippines, Japan, China, and Singapore</li><li>• Recognizing the need to address the varied language requirements of clients in the APAC region, Concentrix provides support in multiple languages, including Chinese, Japanese, Bahasa, Hindi, and other regional languages</li></ul>

Conduent (page 1 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths



















- Conduent is a large CXM provider that serves clients across the Americas and EMEA markets. It has over 28,000+ CXM agents and delivers personalized end-to-end CX services to clients in various industries such as technology, healthcare, government, travel and hospitality, BFSI, telecom and media, and manufacturing
- It has significant onshore, nearshore, and offshore delivery capabilities across the globe and recently added a new delivery center in Greece
- It has a strong CX transformation offering including solutions around contact center transformation consulting, CX journey mapping, and CX strategic insights and plans to upscale it by setting up a CoE in the consulting practice
- CXNow is Conduent's proprietary CXaaS solution that offers businesses a seamless bundle of people, processes, and platforms to deliver superior 24/7 omnichannel customer experiences across the customer life cycle, including sales, care, tech support, payments, and loyalty
- Conduent has demonstrated its capability to cultivate strategic, risk-based partnerships with a considerable percentage of its clients by utilizing outcome-based pricing structures that involve stake in the result, risk and reward, and gainshare pricing models
- A significant portion of Conduent's revenue is derived from non-voice channels, and it also offers a specialized social media service that focuses on social media servicing and content moderation. Additionally, Conduent provides a range of services to its clients, including sales services, payment collection, customer service, technical support, as well as order fulfillment, and transaction processing
- Buyers recognized call center expertise, team management, commercial and operational performance, as well as flexibility and collaboration as notable areas of strength for Conduent

Conduent (page 2 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender



Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Limitations

- Conduent has extensive experience in serving the technology and healthcare sectors; however, its experience in serving clients from industries such as insurance, CPG, and energy and utilities is limited
- Conduent's presence in LATAM, MEA, and APAC markets is negligible despite being a major service provider in North America and Europe, which could deter global buyers looking for providers with experience across different markets
- Conduent predominantly serves large and mid-sized firms that generate over US\$1 billion in revenue but lacks extensive experience in catering to the nuanced requirements of small buyers
- Buyers emphasized the need for further innovation, improvement in agent accent, ease of doing business, and increased proactive initiatives as areas where Conduent can make improvements







**Conduent** (page 3 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Conduent's focus in the Americas is largely on the US market, where it provides CXM services through a network of more than 25,000 agents. The company's capability to serve customers in other markets within the region is relatively untested</li><li>• Conduent has significant onshore delivery capabilities for the US market. Additionally, its strong nearshore/offshore delivery capabilities (through Guatemala, Jamaica, Dominican Republic, India, and the Philippines) enable it to accommodate clients who are seeking cost-effective alternatives to onshore delivery</li><li>• While it has strong language capabilities in serving English-speaking buyers, it has also expanded its language support to Spanish, Portuguese, and Canadian French by leveraging centers in LATAM and the European region</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Conduent has expanded in the EMEA region with over 2,000 CXM FTEs serving the area and has expertise in serving clients across various verticals in Germany, France, the UK, and the Benelux region, with telecom and media being the most prominent one</li><li>• It has an established delivery presence in onshore locations such as Germany and the Netherlands, and also offers support from its nearshore delivery centers in the Czech Republic, Greece, Poland, and Romania</li><li>• Conduent has an extensive capability to cater to clients in multiple European languages such as German, Dutch, Spanish, French, and Portuguese. It is expanding its operations in Greece, Poland, and Turkey to support Dutch and German language delivery</li></ul>

# Conectys (page 1 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									




### Strengths

- Conectys is a CXM service provider serving clients from Germany, Benelux, the Nordics, and the UK, mainly in the technology vertical. Additionally, it also has experience in catering to clients in the CPG, retail, and manufacturing industries
- It has a network of nearshore and offshore distribution centers in Poland, Romania, Turkey, Portugal, and the Philippines. It also has over 100 gig agents catering services to clients, allowing it to provide flexible delivery. It has also recently expanded its operations in Egypt
- Conectys has developed an omnichannel CRM platform called BlueTweak, by partnering with technology providers such as UiPath, Google Dialogflow, OpenAI, Hubspot, and Zendesk to provide end-to-end CX services enabled with RPA integration, workforce management tools, quality assurance metrics, a remote working platform, and conversational AI solutions. It has also integrated ChatGPT into BlueTweak to assist agents during live interactions
- It has also developed a proprietary workforce management solution called Wellness Planner, in partnership with the Microsoft PowerBI platform, to optimize meeting and activity scheduling via visual dashboards, to improve contact center operational efficiency. Its employee wellbeing initiatives including health insurance and workplace counseling for associates have helped it to manage attrition

# Conectys (page 2 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									

### Limitations

- Though it has multiple delivery centers in nearshore and offshore locations, its lack of onshore delivery presence in the Western European region may prove to be a deterrent for clients looking for delivery from this region
- While it provides omnichannel customer service and technical support services, its lack of specialized services such as lead generation, debt collection, and order fulfillment and transaction processing may limit its ability to cater to clients with diverse CX outsourcing needs
- Conectys has limited experience in undertaking digital CX initiatives such as CX journey orchestration, chatbot implementation, and advanced analytics for its clients, which could deter buyers that are looking for a seasoned partner to digitize their CX operations
- Though it provides services to clients from technology, media and entertainment, retail, manufacturing, and travel and hospitality sectors, its ability to cater services to BFSI, energy and utilities, government, and healthcare sector clients is untested
- While most of its commercial contracts are based on an input-based pricing model, its lack of experience in output- or outcome-based pricing services may restrict its ability to attract clients looking for risk-sharing commercial engagements

# Datamatics (page 1 of 2)

## Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Strengths




- Datamatics experienced significant expansion in the US market during 2022, which was fueled by an increase in FTEs dedicated to serving the region, as well as a rise in revenues. The company's success was driven by the acquisition of new clients in the field FGT, as well as its engagement in digital transformation projects
- Datamatics has expanded its operations in Manila, Philippines, to enhance its offshore delivery capabilities, providing clients with increased cost arbitrage opportunities
- Datamatics generates a significant portion of its revenue from the technology, banking and financial services, and retail sectors. However, the company's client portfolio is diverse and also includes manufacturing, CPG, telecom, and media and entertainment clients
- A significant section of its CX portfolio is supported through non-voice channels including email, chat, and social media. Through its partnership with Freshdesk and Genesys, Datamatics has developed omnichannel solutions for customer management
- Datamatics follows an IP-led solutioning approach with a suite of proprietary solutions such as TruBI for data intelligence and visualization, TruBot for intelligent automation, TruCAP+ for complete enterprise automation and data management, and TruAI for cognitive speech, voice, and image analytics
- In 2022, Datamatics, through its partnership ecosystem, developed a suite of agent-assist solutions. It includes an AI coach for individual agents and a unified agent desktop solution, which leverages real-time analytics to assist the agent with inputs on the customer's sentiment and overall discussion flow, and accordingly suggests the next-best action
- Buyers emphasized local presence and capability, effective relationship management, ease of doing business, and service provider agility as significant areas of strength for Datamatics



# Datamatics (page 2 of 2)

## Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Limitations





































- Datamatics' client portfolio in the Americas is limited to the US, which it serves through offshore locations in India and the Philippines. This may hinder potential Americas clients who are looking for closer delivery proximity for their customer service operations
- While the company serves clients in the technology, retail, and manufacturing industries, its involvement in other major industries such as insurance, healthcare, government, and utilities are comparatively limited
- Although the company provides support in crucial processes such as customer and tech support, its experience with other process areas such as order fulfillment, transaction processing, payment collections, and customer retention management remains untested
- Datamatics has limited experience in catering to the needs of large buyers with over two-thirds of its current client portfolio skewed toward small and mid-sized buyers having revenue below US\$1 billion
- With the majority of clients on a traditional input-based and output-based pricing construct, its experience with outcome-based pricing model is limited
- Buyers pointed out proactiveness, responsiveness, innovation, marketing, and the need for enhancing the quality of middle management as improvement areas for Datamatics

**EXL** (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender and Star Performer

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths





































- EXL is a global CXM provider with a network of over 25,000 FTEs primarily catering to clients across BFSI, technology, travel and hospitality, and energy verticals
- It provides a range of services to assist clients at different stages of their growth and maturity. These services include workforce management, digital transformation, and AI implementation, for redesigning the omnichannel experience as well as hyper-personalization and data monetization strategies
- EXL provides an end-to-end suite of capabilities, which includes customer journey redesign, digital self-service through micro apps and email automation, augmented human servicing via AI-driven audit and auto summarization tools, CX intelligence through sentiment analytics and repeat call analytics, as well as the modernization of the overall enterprise contact center technology
- Non-voice channels form a significant portion of the CXM revenue for EXL, illustrating its strong capabilities to support clients across chat, email, social media, and other messaging platforms
- It has effectively implemented gainsharing models such as output- and outcome-based pricing constructs to establish strategic partnerships with its clients
- Buyers have acknowledged EXL's strengths in relationship management, including the expertise of its teams, proactive support in driving revenue growth, innovation, strategic partnership, effective account management, talent management across various verticals, and transparency

**EXL** (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender and Star Performer

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

- EXL’s experience in catering to clients across technology, CPG, manufacturing, and the government sector remains limited
- Its delivery presence is skewed toward offshore locations in the Philippines and India, which may deter clients looking for onshore support across the Americas and EMEA from engaging with it. In order to diversify its location footprint, it has recently launched a delivery site in South Africa
- EXL’s current client portfolio predominantly consists of clients with revenue greater than US\$10 billion. As a result, the company has limited experience in addressing the needs of small and midsized buyers
- Buyers have identified pricing, the need for co-development with clients in terms of digital tools, and expanding global presence as some areas of improvement

**EXL** (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender and Star Performer



















Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender*	<ul style="list-style-type: none"><li>• EXL's operations in the Americas are mostly concentrated within the US and Canada, served via a network of over 19,000 agents globally. Its capability to serve clients from Latin and Central American countries remains largely untested</li><li>• It has a healthy mix of FGT clients in the region, catering mainly to the fintech and InsurTech segment enterprises in this region</li><li>• It possesses robust English and Spanish language capabilities to effectively serve its end-customers in the North American region</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• EXL serves the EMEA region via a network of 5,000+ FTEs that mostly serve the UK&amp;I market. It has limited experience in serving other markets including Germany, France, the Nordics, Italy, Eastern Europe, and Africa</li><li>• EXL is currently placing a strong emphasis on enhancing its operations in the UK region, and as part of this effort, it has made several new hires to bolster its leadership, sales, and delivery capabilities</li><li>• While it can support English, French, and Bulgarian language at scale, it has limited capabilities to support other European languages such as German, French, and Dutch</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• EXL predominantly serves the Australian and New Zealand market within the APAC region by leveraging a network of over 2,000 agents with delivery locations in India and the Philippines</li><li>• Its client base in the APAC region is relatively small and it is currently serving only a small number of clients in this region; however, it has implemented digital CX solutions for all of them</li></ul>

\* Star Performer in the region

**Firstsource** (page 1 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High



















	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths

- Firstsource is an India-headquartered BPS provider that caters primarily to small and midsize clients in the US and the UK markets. It has over 21,000 FTEs across delivery centers in the US, the UK, Mexico, India, and the Philippines and plans to expand its delivery footprint in Mexico, Columbia, Romania, and South Africa
- It has a significant presence in the telecommunications, banking and financial services, and healthcare sectors, providing a broad range of solutions for customer service, claims processing, retention management, payment collections, customer acquisition and engagement, renewal and engagement, and various other back-office support services
- With the acquisition of American Recovery Services Inc. (ARSI), a leading player in the legal collections market, and The Stonehill Group, a provider of loan quality services, mortgage process outsourcing, and technology solutions toward late 2021, Firstsource has strengthened its capabilities in the mortgage sector and offers consumer debt management services to its clients
- I-Leverage is Firstsource’s proprietary tool, which includes a CRM platform and a digital self-service portal that integrates multiple digital channels such as voice, email, chat, text, self-service, conversational AI bots, and case management with an intelligent unified desktop for agents
- Its workflow management and transaction processing engine, Sympraxis™ helps businesses digitize document-centered processes, drive customer insights, and harness data. Sympraxis comes with a proprietary First Customer Intelligence (FCI) tool for actionable insights from customer interactions, with in-depth and near real-time analysis of customer sentiment, emotions, and behavior across multiple communication and feedback channels
- Firstsource has placed a strong emphasis on talent management, with a focus on attracting and retaining the most skilled individuals. To achieve this, it has implemented a variety of digital tools, which include automated screening processes for candidate selection, gamified learning experiences to enhance training, and the use of metaverse technology to offer immersive learning experiences for new hires
- Buyers identified agility and quality of service delivery, proactiveness, effective communication, and skilled talent pool as notable strengths for Firstsource

**Firstsource** (page 2 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender



Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Limitations





































- Its experience in serving clients in technology, retail, CPG, manufacturing, healthcare, and energy verticals is limited, which might act as a deterrent for buyers looking for domain expertise in these areas
- Although Firstsource has an extensive range of channel offerings and is making investments toward AI-powered language translation solutions, the majority of its revenue still comes from voice-based interactions
- Firstsource has relatively limited experience with output- and outcome-based pricing models. This may deter potential buyers who seek shared accountability in their commercial arrangements
- Buyers pointed out including consistent utilization of resources, process innovation, and ensuring consistency in handling calls as improvement areas for Firstsource

**Firstsource** (page 3 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Firstsource primarily serves the US market in the Americas region via its network of over 10,000 agents. It posted robust growth in 2022 in the region driven by its engagements targeting payment collections and customer support</li><li>• Its delivery capabilities are well balanced across onshore and offshore locations, allowing Firstsource to offer a flexible delivery model that is suited to its client's budgetary appetite</li><li>• The company's language capabilities are focused on serving English speakers and it has limited capability to support Portuguese, Spanish, and Canadian French. This may discourage potential buyers who require extensive support in regional languages</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Firstsource has a strong presence in the UKI in the EMEA region, supported by its network of 10,000+ agents; however, its experience with clients in other European markets, including Germany, France, Spain, Portugal, Benelux, the Nordics, and Eastern Europe, is largely unproven</li><li>• It has strong onshore and offshore delivery capabilities with an extensive presence in the UK, India, and the Philippines; however, the absence of nearshore options such as Eastern Europe and Africa could dissuade clients from seeking cost-effective solutions while adhering to European data laws and regulations for certain processes</li><li>• Although Firstsource has impressive capabilities to cater to clients in English, it lacks significant resources to offer comprehensive support for other European languages on a large scale</li></ul>

**Foundever** (page 1 of 3)  
Everest Group global assessment – Leader | Everest Group Americas assessment – Leader  
Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths

- Foundever is a global CXM service provider, catering to international enterprises through its diversified delivery network of over 170,000 agents, providing customer service, digital solutions, and transformational consulting services to a wide set of verticals including telecom, BFSI, retail, travel and hospitality, and manufacturing sectors
- It serves clients worldwide, supporting 60+ languages through its 25+ multilingual hubs located in Brazil, Bulgaria, China, Cyprus, Egypt, Greece, Hungary, the Nordics, Poland, Portugal, Romania, Serbia, Spain, and the UK. With over 15,000 multilingual associates, it delivers client-specific CX services through its communication and engagement platform, EverConnect
- Foundever has created a global network of CoE focused on various areas such as intelligent automation, analytics, data science, CX learning, and digital CX. These CoEs are located in countries including France, Brazil, the US, India, the Netherlands, the Philippines, China, and the UK. With a team comprising more than 1,100 professionals, data scientists, and engineers, Foundever is well-equipped to support the delivery of innovative digital tools and technology solutions
- Foundever has established an extensive network of partnerships with leading technology providers, including Genesys, NICE, Twilio, Salesforce, Zendesk, UiPath, Sprinklr, Cognigy, KMS Lighthouse, Automation Anywhere, Uptale, Edflex, and Signvm. These collaborations aim to develop cutting-edge digital tools that leverage AI, advanced analytics, intelligent automation, learning capabilities, social media tools, and the metaverse
- It has developed a range of proprietary service offerings such as iCoach, an employee training and performance management platform; MyAcademy and Empower Center for learning management to improve operational efficiency; and metaverse as a CX channel to create immersive customer experiences
- Buyers highlighted local leadership teams, operational efficiency, ease of doing business, and its collaborative partnership approach as key areas of strength for Foundever







































**Foundever** (page 2 of 3)

Everest Group global assessment – Leader | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									


Limitations

- Though Foundever caters to a diverse set of industry verticals, it has limited experience in serving clients in the healthcare space including payers, providers, and life sciences enterprises
- Buyer noted proactive sharing of customer insights and centralized global support services as areas of improvement for Foundever

**Foundever** (page 3 of 3)

Everest Group global assessment – Leader | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender





































Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Leader	<ul style="list-style-type: none"><li>Foundever caters to the Americas region through over 100,000 agents serving clients in key markets including the US, Canada, Mexico, Brazil, Colombia, and the Caribbean islands. It is expanding its market reach to other LATAM countries and has set up a new center in Peru to support local and global operations</li><li>It utilizes a diverse shoring approach with delivery centers in the US, Mexico, Peru, El Salvador, Nicaragua, Costa Rica, Panama, Colombia, Brazil, India, and the Philippines</li><li>It delivers CX services in English, Spanish, Canadian French, and Portuguese to clients in this region</li></ul>
<div>EMEA</div> <div></div>	Leader	<ul style="list-style-type: none"><li>Foundever has a significant presence in the EMEA region, supported through 60,000+ CXM FTEs catering to clients in Germany, France, Spain, Portugal, Italy, Benelux, the UK, the Nordics, and the Middle East and Africa across diverse verticals including telecom and media, travel and hospitality, retail, energy and utilities, and manufacturing</li><li>It has expanded its delivery capabilities by opening new centers in South Africa, Egypt, and Turkey, aiming to provide clients with flexible and affordable service delivery options through nearshore operations</li><li>It offers service delivery in English, French, Spanish, German, Portuguese, Italian, Dutch, Eastern European, and Middle Eastern &amp; African languages primarily through its multilingual hubs to cater to its clients' varied language requirements</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>Foundever has established a notable presence in the APAC region, serving enterprises in major markets including Japan, China, Australia, New Zealand, India, and Malaysia across diverse verticals such as technology, BFSI, manufacturing, and travel and hospitality</li><li>In 2022, it expanded its delivery centers in the Philippines and Malaysia to offer additional scalability to its APAC clientele</li><li>Its current client portfolio is concentrated toward buyers with more than US\$1 billion in revenue</li><li>It caters to APAC clients through its delivery centers located in India, China, Japan, Taiwan, Australia, Malaysia, the Philippines, and New Zealand, and provides language delivery in English, Mandarin, Korean, Indian regional, and other Asian languages</li></ul>

**Genpact** (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender and Star Performer | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High





































	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths

- Genpact is a global, digital-led CXM service provider with over 27,000 agents catering to clients from diverse verticals including technology, BFSI, retail, and healthcare sectors
- Genpact's acquisition of Hoodoo Digital in 2022 has bolstered the capabilities of Rightpoint, its technology consulting business. This empowers it to drive end-to-end digital transformations, generate business insights, and manage content and marketing operations. Furthermore, its partnership with Finastra has broadened its ability to serve clients in the banking and financial services industry
- A significant portion of its revenue is associated with non-voice and asynchronous communication channels such as email, chat, social media, and self-service, assisting customers in driving a digital first-proposition
- Its strategic partnerships with technology providers such as AWS, Five9, Twilio, Genesys, RingCentral, Salesforce, and Verint allows it to provide advanced digital tools and technology solutions in intelligent automation, advanced analytics, AI, and cloud computing technology
- It has enhanced its digital business solution suite, Cora Contact Us-as-a-Service, which includes UX design, advisory capabilities, data and insights, technology and AI deployment, and experience management services
- It has introduced new digital solutions to its portfolio including the Cora translation solution for document and text translation, BPaaS solution for customer service and collections, and Cora Lending-as-a-Service platform, a cloud-based automated enterprise solutions to support the entire commercial lending process
- It offers innovative pricing constructs such as outcome-based, output-based, and hybrid pricing models to a significant number of clients, showcasing its strong market expertise, risk-sharing appetite, and ability to leverage digital CX solutions to drive cost efficiencies
- Buyers have acknowledged Genpact's strengths in process efficiency and effectiveness, as well as its relationship management. They also recognized Genpact as a domain expert with strong knowledge of technology and industry standards, along with Altius Linkble office hours for support

**Genpact** (page 2 of 3)  
Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender and Star Performer | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High




	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

- Limitations**
- Though Genpact caters to diverse industry verticals, it has limited clientele in the energy and utilities, public sector, and travel and hospitality sectors
  - While it caters to a variety of buyer segments, it has limited exposure to provide CX outsourcing services to small buyers with revenue less than US\$500 million
  - Buyers have identified areas for improvement, which include better talent pool and efficient recruitment, managing real-time production needs, and flexibility in support

Genpact (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender and Star Performer | Everest Group APAC assessment – Major Contender






Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Genpact's Americas operations are supported by over 13,000 agents spread across a wide FTE network with a diverse shoring mix of delivery centers located in countries such as Guatemala, Costa Rica, Brazil, Mexico, India, and the Philippines</li><li>• It has strong English and Spanish language delivery capabilities that allows it to service its end-clients in the Americas region efficiently</li></ul>
<div>EMEA</div> <div></div>	Major Contender*	<ul style="list-style-type: none"><li>• Genpact caters to clients in Continental Europe, Middle East, and the African region through its network of 3,200+ agents from diverse verticals including technology, BFSI, manufacturing, and healthcare</li><li>• Its delivery centers in the UK, Germany, France, Ireland, Romania, the Netherlands, Poland, Hungary, Turkey, Egypt, the Nordics, Israel, and the Middle East &amp; Africa, enable it to cover a variety of European and Middle Eastern languages</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Genpact serves clients from numerous APAC markets including Japan, China, Australia, New Zealand, India, Singapore, and the Philippines with end-to-end CX services</li><li>• It can support multiple regional languages such as Filipino, Malay, Cantonese, Mandarin, Thai, Indonesian Bahasa, Japanese, Korean, Taiwanese, and Indian languages</li></ul>

\* Star Performer in the region

# Glowtouch (page 1 of 2)

## Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									






### Strengths

- Glowtouch is a CXM provider in the US market that is women-owned, NMSDC- and WBENC-certified, operating via a network of 2,000+ agents that are primarily serving the technology, BFSI, healthcare, and FGT segments
- It offers robust technical support capabilities with a significant portion of its revenue attributed to these services. It also provides back-office services including software development, mobile application development, business intelligence, data mining and reporting, data and cloud integration, and migration as part of its technology outsourcing suite of services
- With a dedicated focus on impact sourcing, Glowtouch has partnered with organizations such as KentuckianaWorks, Louisville Central Community Center, and TeleworksUSA to provide career opportunities to military veterans, persons with disabilities, and people from federal opportunity zones
- Glowtouch has developed a strong suite of proprietary solutions including the GloWin coaching portal for talent management, consumer and text analytics tool, Glotext, and Wizdom, a virtual assistance chatbot that provides answers to frequently asked questions
- It offers omnichannel capabilities to clients across chat, voice, email, social media, as well as web self-service and currently has almost two-thirds of its revenue from non-voice channels
- Buyers highlighted speed and quality of work, ease of doing business, as well as flexibility in operations as key strength areas for Glowtouch

# Glowtouch (page 2 of 2)

## Everest Group Americas assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Limitations





































- Glowtouch primarily operates in the US market and has limited experience in serving other regions in the Americas
- Glowtouch lacks experience in serving clients from verticals such as telecom and media, retail, travel and hospitality, government/public sector, and manufacturing
- Its delivery capabilities are focused on nearshore and offshore locations in India and the Dominican Republic, which may not be suitable for buyers looking for scaled onshore services. However, it is looking to expand its onshore presence and has recently established a delivery site in San Antonio, Texas
- Its ability to serve large clients with revenues greater than US\$10 billion is still relatively unproven
- Buyers cited experience with adjacent client systems and technologies and domain knowledge as areas for Glowtouch to improve upon

**HCLTech** (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths





































- HCLTech is a global CXM provider offering end-to-end services including lead generation and management, sales support, order management, customer support, product support, as well as technical support services via approximately 30,000 associates supporting over 40 languages
- It has invested in building an HCLTech CX 360 framework focused on providing personalized support to customers, from orchestrating customer journeys to implementing intelligent self-service solutions, creating omnichannel ecosystems, and improving agent enablement through analytics and ML algorithms
- HCLTech offers customer journey mapping, experience-redesign services, and has established multiple CoEs, CX multilingual hubs, as well as contact center innovation frameworks
- It has developed its own suite of proprietary solutions such as sDOCS and Smart Support Hub, which helps customers with document generation and digitizing field support. Furthermore, it has formed strategic partnerships with hyperscalers such as UiPath and Automation Anywhere to create specialized solutions for different industries
- A significant proportion of its revenue is attributed to non-voice channels, illustrating its strong capabilities to support clients across chat, email, social media, and other messaging platforms
- It has been successful in driving output- and outcome-based pricing constructs in a significant proportion of its clients, which highlights its ability to adopt a co-innovation approach within its engagements
- Buyers highlighted responsiveness, relationship management, commercial awareness, and flexibility in operations as key strength areas for HCLTech



HCLTech (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High




	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Limitations

- Though it caters to clients from diverse verticals, its experience in travel and hospitality, government / public sector, and healthcare payer verticals remains limited
- Its capabilities in outbound sales, payment collections, channel management, and performance management and reporting services are limited, potentially hindering its capacity to meet the varied outsourcing needs of clients
- Despite HCLTech's intention to set itself apart in the market through digital transformation initiatives, the company's current revenue and client base derived from digital CXM contracts are relatively limited
- Its current client mix is skewed toward midsize and large buyers. Its experience in serving small buyers is comparably less, which can be an impediment for engaging with small firms embarking on their digital transformation journeys
- Buyers highlighted the ability to leverage digital CX solutions, as well as talent recruitment as areas for HCLTech to improve on

HCLTech (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender



















Region	Assessment	Regional nuances
<div>Americas</div>	Major Contender	<ul style="list-style-type: none"><li>• HCLTech’s operations in the Americas is primarily concentrated in the North American region, where it serves clients through its network of approximately 19,000 agents</li><li>• It has recently launched a new CX hub in Columbia to engage clients with English, Spanish, and Portuguese language support requirement. This hub is currently supporting clients in the logistics and CPG vertical in the region</li><li>• To strengthen the nearshore delivery for Americas, HCLTech has recently added a new center in Guadalajara, Mexico, and in Costa Rica</li></ul>
<div>EMEA</div>	Major Contender	<ul style="list-style-type: none"><li>• HCLTech serves the EMEA region by leveraging a network of 8,000 FTEs with operations predominant in Germany, France, UKI, Nordics, Africa, and Eastern Europe</li><li>• It has strong multilingual capabilities and can support French, Norwegian, Portuguese, and Italian languages at scale</li><li>• Some of HCLTech’s locations including Sofia (Bulgaria) and Krakow (Poland) are multilingual CX hubs, from where it supports many European clients. It is looking to expand its presence in new locations in Lisbon (Portugal) and Lasi (Romania)</li></ul>
<div>APAC</div>	Major Contender	<ul style="list-style-type: none"><li>• HCLTech supports the APAC region with a network of more than 3,000 FTEs across Japan, China, India, and other Asian countries</li><li>• In India, it has expanded into multiple new locations including Lucknow, Madurai, Nagpur, and Vijayawada as a part of its New Vistas initiative, a strategy to foray into locations that are abundant in talent, are strategically located, have infrastructure to offer world-class IT delivery services, and offer better quality of life</li></ul>

HGS (page 1 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths



















- HGS is a CXM provider with a strength of over 20,000 associates across 34 delivery centers in eight countries such as the US, Canada, Jamaica, the UK, India, the Philippines, and Australia
- It offers a range of outsourcing solutions including CX consulting, digital transformation, IT systems integration, process optimization, and experts-on-demand across multiple industries including telecommunications, media and entertainment, banking and financial services, retail, CPG, and travel and hospitality
- It acquired Diversify, expanding opportunities in the Australian and New Zealand markets, as well as the ability to cross-sell and upsell services to its current clients to establish operations across areas such as IT Support, finance and accounts, and digital marketing
- It has recently entered into a definitive agreement to acquire TekLink International, Inc., with the aim of bolstering its analytics practice and expanding its platform and data visualization capabilities
- HGS Agent X is a cloud-based, contact center AI solution that enables enterprises to quickly deploy tools such as omnichannel solutions, customer 3600, agent assist, intelligent automation, agent collaboration, and analytics and insights solutions. The solution supports businesses via an AI-powered and technology-agnostic platform, a programmable API framework, and 300+ out-of-the-box integrations
- Non-voice channels form a significant portion of the CXM revenue for HGS, illustrating its strong capabilities to support clients across chat, email, social media, and other messaging platforms
- It also has a well-dispersed client mix ranging from small and midsize companies to large companies with revenue of more than US\$10 billion

HGS (page 2 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Limitations



- Its limited experience in serving clients from insurance, travel and hospitality, and healthcare verticals might act as a deterrent for buyers looking for process/domain experience in these sectors
- For clients expecting pay-for-performance commercial models, HGS has limited experience in pure outcome-based pricing constructs
- HGS' current client portfolio is skewed toward clients with more than US\$1 billion of revenue, which can deter smaller clients that are looking for providers experienced in offering customized CXM solutions to buyers similar to themselves
- Although HGS provides multilingual support to its clients, its ability to support languages other than English and Spanish on a large scale through its agent workforce remains limited

HGS

(page 3 of 3)

Everest Group Americas assessment – Major Contender







Everest Group EMEA assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• HGS primarily caters to North American customers and its experience in serving countries such as Mexico, Brazil, Argentina, Chile, Colombia, and Peru remains largely untested</li><li>• Its CXM services portfolio in this region is well-diversified, encompassing various processes such as sales services, order fulfillment and transaction processing, customer services, value-added services, and technical support. This enables it to cater to a wide range of client needs across the different areas of CXM</li><li>• It has a well-diversified shoring mix across onshore, nearshore, and offshore locations to serve this region. To further strengthen its nearshore capabilities, it has set up a new CX hub in Barranquilla, Colombia, with multilingual capabilities</li><li>• In 2021, as part of its strategic plan to create value for stakeholders, HGS divested its healthcare business (now rebranded as Sagility), which had a strong focus on the North American market and employed over 20,000 people across four countries including India, the Philippines, the US, and Jamaica</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• HGS' operations within EMEA are concentrated in the UKI and its experience with clients across other European markets such as Germany, France, Spain, Portugal, Benelux, the Nordics, and Eastern Europe remains largely limited</li><li>• To strengthen its AI management, HGS UK has recently announced a partnership with Engage Hub. Through this partnership, HGS will be able to offer its clients a wide range of AI-powered, automated customer engagement, and feedback solutions to capture and act upon customer interactions in real-time, across multiple channels</li><li>• It has also unveiled collaborations with ChatLingual to provide customer support in more than 100 languages across various non-voice channels, along with voice support from native or bilingual agents, as well as MaxContact, a Contact Center-as-a-Service (CCaaS) platform, to enhance its employee management capabilities</li></ul>

ibex (page 1 of 2)

Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High






	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

Strengths

- ibex primarily serves clients in the Americas region, with a strong focus on the US. Leveraging its network of over 23,000 agents, ibex specializes in delivering customized end-to-end CX solutions across diverse industries such as telecom and media, banking and financial services, technology, retail, travel and hospitality, and healthcare
- ibex utilizes both voice and non-voice channels including email, chat, and social media, to cater to clients It collaborates with a range of partners, such as Zendesk, Salesforce, and Genesys, to develop comprehensive omnichannel solutions
- ibex adopts a diverse shoring mix by providing onshore support from the US and nearshore/offshore support from multiple delivery centers in Honduras, Jamaica, Nicaragua, Pakistan, Senegal, and the Philippines, offering buyers operational flexibility and risk diversification
- It offers a wide range of CXM services, including CX consulting, digital marketing, customer service, sales services, technical support, and performance management
- ibex's flagship technology platform, Wave X, is built to enhance the agent employee experience, optimize contact center performance, and improve CX outcomes. Additionally, RefleCX, its proprietary VoC application, enables brands to monitor customer satisfaction throughout their entire journey, offering valuable insights into customer behaviors and preferences, to reduce churn and increase loyalty
- ibex offers a range of proprietary digital solutions for performance management, including ibex Round for agent monitoring and task management, vFMS (virtual floor management system) for real-time feedback from subject matter experts, and Inspire, a mobile coaching tool to help team leaders identify coaching opportunities for front-line agents
- Buyers have acknowledged ibex's ease of doing business, strong management team, access to a talented workforce, cost-effectiveness, and pricing flexibility as its key strengths

**ibex** (page 2 of 2)  
Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									






Limitations

- Although ibex has established a strong client base in the US, its experience in serving customers from other countries in the Americas region remains largely unproven
- ibex has limited presence in industries such as insurance, CPG, energy and utilities, and the public sector, which may discourage buyers seeking specialized process/domain expertise in these sectors
- It has minimal experience in offering services such as order fulfillment, payment collections, as well as additional value-added services such as channel management and customer retention management
- Buyers have identified the need for strategic input and timely decision-making for contract changes, a focus on innovation and timely response in support management, and performance consistency as areas for improvement

# Ignition Group (page 1 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Strengths






- Ignition Group, a South Africa-based CXM service provider, has a workforce of over 1,000 FTEs, catering to clients in the BFSI, e-commerce, and telecom sector across South Africa and the UK
- Its delivery centers in South Africa enable it to serve clients looking to leverage Africa as a delivery location for enhancing their Business Continuity Planning (BCP) measures and mitigating concentration risk
- Ignition Group offers end-to-end solutions supporting the entire customer acquisition and support journey with services such as inbound-outbound sales, order fulfillment and transaction monitoring, and customer retention services
- It has developed a wide range of vertical-specific proprietary digital tools, such as Gumtree (e-commerce), pAlment and Spot (BFSI), and engAlge (customer analytics), which can be integrated with its CX offering to provide targeted customer service according to industry needs
- It has successfully driven outcome-based pricing constructs for several clients, showcasing its market expertise, risk-sharing capability, and technology prowess to drive cost efficiencies
- Buyers highlighted operational efficiency, proactive problem solving, flexible service delivery, and ease of doing business as Ignition Group’s key strength areas



# Ignition Group (page 2 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									



### Limitations





































- Ignition Group's delivery capabilities are limited to South Africa, which might act as a deterrent for buyers looking for onshore support in EMEA and other geographies
- Its language support is restricted to serving buyers in English, which can act as an impediment for buyers looking for native African and European language support
- Though it offers services in both voice and non-voice channels, its current delivery mix is highly weighted toward voice-based operations, which may pose a challenge for clients who require services in non-voice channels
- Ignition Group possesses limited experience in serving clients in healthcare, utilities, and the public sector
- Its customer portfolio is focused at the two extremes, with the majority having over US\$1 billion or less than US\$250 million in revenue, which might dissuade mid-sized buyers to engage with it
- Buyers pointed out talent availability, employee training, and agent attrition as Ignition Group's main improvement areas

IGT Solutions (page 1 of 3)

Everest Group global assessment – Aspirant | Everest Group Americas assessment – Major Contender and Star Performer

Everest Group EMEA assessment – Major Contender and Star Performer | Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High





































	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

- Strengths
- IGT Solutions is a global CXM provider headquartered in India, with delivery centers across North America, Europe, Asia Pacific, and the Middle East. It has over 20,000 FTEs primarily catering to the travel and hospitality industry, followed by retail and e-commerce, and the technology sector, servicing in over 35 languages
  - Apart from customer support, it also supports processes such as inbound and outbound sales, orders and logistics management, and claims and refunds management, which are supported by a strong suite of digital offerings such as omnichannel support, RPA, chatbots, and advanced analytics
  - IGT Solutions has partnered with various technology providers, such as Kore.ai, Yellow.ai, and Uniphore for AI capabilities, Automation Anywhere for RPA solutions, and Salesforce for omnichannel support and social media tools, to strengthen its technological suite of offerings, besides building proprietary solutions such as Intelligent Data Annotation Workbench, iConverse (for omnichannel engagement), etc.
  - It has the experience in servicing a diverse client base, including small and mid-sized enterprises (SMEs), as well as large corporations with revenue exceeding US\$1 billion, in the travel and hospitality industry
  - IGT Solutions offers flexible delivery models through the use of various onshore, nearshore, and offshore delivery locations to meet the unique needs of its clients, leading to greater efficiency and cost savings
  - Buyers have identified ease of doing business, responsiveness, effective relationship management, strong industry and domain knowledge, proactiveness, consistently strong delivery, and competitive pricing as some of areas of strengths for IGT Solutions

IGT Solutions (page 2 of 3)

Everest Group global assessment – Aspirant | Everest Group Americas assessment – Major Contender and Star Performer  
Everest Group EMEA assessment – Major Contender and Star Performer | Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

- IGT Solutions is primarily focused on the travel and hospitality sector and the FGT segment. This may limit its ability to provide industry-specific solutions and services to clients outside of these sectors and exposes it to concentration risk
- While it has strong presence in the US, continental Europe, and the APAC region, its experience in the UK& Ireland, Latin America, and African markets is yet to be tested
- IGT Solutions’ delivery footprint is largely concentrated in Southeast Asia, primarily in India, the Philippines, Malaysia, and Indonesia. It has relatively limited onshore and nearshore support for its American and EMEA-based clients
- It only provides input-based and output-based pricing models, which may dissuade buyers who want more stake in the result from their outsourcing partners
- Buyers have identified improvement opportunities for IGT Solutions in areas such as enhancing digital technology capabilities, improving the agility to ramp up, providing value-added technology solutions, becoming a strategic advisor, addressing international leadership, improving billing timeliness, and enhancing workforce management practices

IGT Solutions (page 3 of 3)

Everest Group global assessment – Aspirant | Everest Group Americas assessment – Major Contender and Star Performer

Everest Group EMEA assessment – Major Contender and Star Performer | Everest Group APAC assessment – Aspirant





































Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender*	<ul style="list-style-type: none"><li>• IGT serves its American clients through its centers in the Philippines, India, Colombia, Malaysia, and Romania. However, some nearshore locations in the LATAM region such as Peru, Guatemala, and El Salvador remain unexplored</li><li>• Apart from travel, IGT Solutions is gearing up to serve the disruptive tech sector, including gaming, D2C, FinTech, and OTT platform providers. It is growing its domain capabilities in services such as player support, merchant onboarding, KYC, content management, and trust and safety to serve these clients</li></ul>
<div>EMEA</div> <div></div>	Major Contender*	<ul style="list-style-type: none"><li>• It serves clients in various markets across the EMEA region, such as Germany, France, the UK &amp; Ireland, Spain, Portugal, Benelux, Eastern Europe, and the MEA region through its 4,000+ agents in this region</li><li>• It has set up multilingual operations in Romania through which it can serve multiple European languages such as German, Spanish, French, Italian, Nordic, and Russian. In 2023, it is further expanding its delivery in North and South Africa</li></ul>
<div>APAC</div> <div></div>	Aspirant	<ul style="list-style-type: none"><li>• It has a growing presence in the APAC region with around 6,000 FTEs that are serving clients in multiple markets such as India, Singapore, Indonesia, Thailand, and Malaysia</li><li>• In addition to providing offshore support in English from the APAC region, IGT Solutions has strong language capabilities in several Asian languages, including Indian regional languages, Chinese, Malaysian, Japanese, Korean, Vietnamese, and Thai</li></ul>

\* Star Performer in the region

Infosys (page 1 of 3)

Everest Group global assessment – Aspirant | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									





































Strengths

- Infosys is a global CXM service provider catering to clients from North America, the UK and Ireland, Continental Europe, and APAC with its well-diversified delivery network of over 13,500 agents, spread across 41 locations in 14 countries, catering to industries such as telecom, BFSI, technology, retail, and manufacturing
- Its acquisition of Oddity, a digital experience and marketing agency, and investments in various digital initiatives such as 10+ CoEs; Equinox Studio, a digital commerce platform; and Living Lab Ecosystem, a technology innovation incubator program, have bolstered its ability to provide end-to-end digital transformation services
- Its partnerships with technology providers such as UiPath, Genesys, Verint, Assist Edge, Automation Anywhere, Blue Prism, LivePerson, Abbyy, and Microsoft Power Automation have strengthened its capabilities in RPA/automation, advanced analytics, and conversational AI
- Infosys Cortex, an integrated CX suite with four modular CX solutions, including Empower for agent assistance, Learn for digital recruitment and coaching, Optimize for operational efficiency management, and Experience for self-service tools offers customizable digital CX solutions
- It has also developed the Infosys Digital Operations Management (IDOM) system – a remote working operations management platform addressing the entire agent life cycle – and an AI translation tool offering translation of text, documents, live chat, and voice to improve agent performance and service quality
- Most of its clients have elected to build strategic partnerships for risk-sharing and technological innovation with it by leveraging its output-based and gainsharing models

Infosys (page 2 of 3)

Everest Group global assessment – Aspirant | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

- Though it has a widespread footprint across the globe, its limited presence in Latin America and the Middle East and Africa may limit its ability to cater to clients that have significant CX requirements in these regions
- Clients looking for service providers with proven expertise in services such as outbound and inbound sales, payment collections, and customer retention services may be deterred by Infosys' limited experience in delivering these services

Infosys (page 3 of 3)



















Everest Group global assessment – Aspirant | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Aspirant

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>Infosys caters primarily to clients in the US through 7,900+ agents, offering digital CX solutions, order fulfillment and transaction processing, customer service, channel management, and technical support services</li><li>While it provides services to a diverse range of industries in the region, it is still expanding its presence in healthcare, insurance, energy and utilities, travel and hospitality, and the public sector</li><li>It can effectively serve its clients in the North American region owing to its robust English and Spanish language delivery capabilities</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>Infosys caters to clients from major European markets including Germany, the UK &amp; Ireland, France, Spain, Benelux, Switzerland, the Nordics, and Eastern Europe with over 4,000 FTEs offering diverse CX services in English, French, Spanish, Portuguese, German, and other European languages</li><li>It has built a Business Experience Lounge (BEL) in Poland to provide its clients with virtual and live demonstrations of technology solutions such as digital assistants, cognitive assistants, metaverse, and hyper-automation</li></ul>
<div>APAC</div> <div></div>	Aspirant	<ul style="list-style-type: none"><li>Infosys caters to clients from Japan, Australia and New Zealand, India, and Singapore, providing digital CX-led service delivery in order fulfillment and transaction processing, customer service, channel management, and tech support services</li><li>It has built the Living Lab Ecosystem in Melbourne, Australia, to promote digital co-creation with its partners through solution accelerators, digital frameworks, and tech innovations</li><li>Although it extensively serves clients from the telecom and public sector verticals, it is still inexperienced in serving healthcare, insurance, energy and utilities, and travel and hospitality sector clients</li><li>Its strong language capabilities in English, Mandarin, Bahasa, Thai, Japanese, Hindi, and other Asian languages enable it to effectively serve its end-customers in this region</li></ul>

Intelcia (page 1 of 3)  
Everest Group Americas assessment – Aspirant  
Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths

- Intelcia, a prominent CXM provider, caters to clients spanning the Americas and EMEA regions. With a workforce of 36,000+ CXM agents, it offers customized CX services to a diverse range of industries, including retail, energy and utilities, government, BFSI, and telecom
- Its innovation and consulting offering, E-volucion, adds to its CX consulting repository by providing solutions for contact center transformation consulting, CX journey mapping, and digitalization through automation, virtual assistants, and analytics
- It demonstrates its capability to cultivate strategic, risk-based partnerships with a considerable percentage of its clients through outcome-based pricing structures
- Intelcia generates a substantial portion of its revenue from voice channels while also possessing capabilities in non-voice channels such as email, chat, and social media. Additionally, it offers a comprehensive array of CXM services to clients, encompassing sales, payment collections, customer service, technical support, as well as order fulfillment and transaction processing
- It has made substantial investments in the development of proprietary solutions, including an omnichannel platform, speech and text analytics, and advanced analytics capabilities. Through its innovation center in Madrid, Intelcia has developed internal use cases of metaverse for employee onboarding, training, and team collaboration
- Buyers recognized Intelcia's strengths in proactive engagement, strong enterprise culture, talent management and retention, responsiveness, customer satisfaction, trust and transparency, flexibility, scalability, and technological prowess





















Intelcia (page 2 of 3)

Everest Group Americas assessment – Aspirant

Everest Group EMEA assessment – Major Contender



Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Limitations

- Despite its deep experience in serving multiple key sectors, Intelcia is relatively inexperienced in catering to clients from industries such as healthcare, media, technology, CPG, and travel and hospitality
- Intelcia primarily focuses on serving large and mid-sized firms with revenue exceeding US\$1 billion; its experience in meeting the specific needs of small buyers is not as extensive
- Areas of improvement identified by buyers include addressing the rigidity in management and quality processes, optimizing its delivery mix, and developing more AI-powered solutions










**Intelcia** (page 3 of 3)  
Everest Group Americas assessment – Aspirant  
Everest Group EMEA assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Aspirant	<ul style="list-style-type: none"><li>• Intelcia primarily focuses on serving the US and Colombian markets, offering CX services through a network of over 3,800 agents to clients in the telecom and BFSI sectors</li><li>• As Intelcia is actively looking to expand its onshore presence in the US, it has developed significant nearshore delivery capabilities in Chile, Colombia, Jamaica, and the Dominican Republic. Moreover, the company leverages its extensive network of delivery centers across Africa to provide nearshore support, catering to clients who require nearshore delivery solutions or cost-effective operations</li><li>• While Intelcia exhibits strong language capabilities in serving English-speaking buyers, it can also support other languages spoken in the region such as Spanish and Portuguese</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Intelcia has a significant presence in EMEA, catering to clients across France, Spain, Portugal, and the African region. Leveraging over 32,000 agents, the company focuses particularly on the telecom and energy and utilities sectors</li><li>• It maintains delivery presence in France, Spain, and Portugal, while also providing support through its multiple nearshore delivery centers located in Madagascar, Mauritius, Morocco, Egypt, and Senegal</li><li>• Intelcia can cater to clients in multiple European languages, including Spanish, Dutch, French, Portuguese, and Arabic, as well as various African languages</li></ul>

# Intouch CX (page 1 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									










### Strengths

- IntouchCX offers CX, digital enablement, and technology solutions to clients in the US and Canada, leveraging a broad network of over 20,000 associates primarily catering to clients in the telecom and media, technology, retail, and travel and hospitality industries
- It provides a well-balanced shoring mix to its clients with delivery sites located across the US, Canada, India, the Philippines, and Latin America. Furthermore, IntouchCX has expanded its offshore support by launching a new delivery center in Malaysia
- It has the capability to serve customers in both English and Spanish through its extensive agent network. Additionally, it has launched Intouch Mosaic, a platform developed in partnership with Chatlingual, which enables multilingual CX delivery in over 100 languages
- To promote innovation within the organization, it has launched InnovationNXT, a platform for forward-thinking leaders to test, learn, and scale new ideas, while also providing opportunities for collaboration and joint research, and an innovation fund to challenge traditional business models
- Almost half of its revenue is attributed to digital channels, illustrating its strong capabilities to support clients across chat, email, social media, and other messaging platforms
- It has generative AI capabilities through Laivly, its proprietary technology that combines human and attended AI to deliver a dynamic CX
- To foster employee wellbeing, it has created a Superpunch Care solution, which integrates Lua Health AI technology into IntouchCX's proprietary agent desktop Superpunch Chat, for a custom-built wellness recommendation engine that offers employees personalized wellbeing resources upon detection of stress indicators
- IntouchCX's key strengths, as recognized by buyers, include its robust implementation and transition management capabilities, a talented executive and leadership talent pool, and exceptional relationship management skills

# Intouch CX (page 2 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									




### Limitations

- While IntouchCX has a strong presence in the US and Canada, its experience in catering to clients in other markets in the Americas region remains largely untested
- It has limited experience in serving clients in industries such as healthcare and the government sector, which may discourage buyers that are seeking process/domain expertise in these industries
- While it offers end-to-end CXM services, its experience in offering some commonly outsourced CX processes such as outbound sales and payment collections services remains limited
- Most of its contracts are input-based and its experience in offering gainsharing models including output and outcome-based pricing models is limited
- Buyers cited that emphasis on staffing agility and continuous improvement of turnover rates in management roles will enhance their engagements with IntouchCX
- Large and mid-sized firms with revenue exceeding US\$1 billion; its experience in meeting the specific needs of small buyers is not as extensive
- Areas of improvement identified by buyers include addressing the rigidity in management and quality processes, optimizing its delivery mix, and developing more AI-powered solutions

# iSON Xperiences (page 1 of 2)

## Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									




### Strengths

- iSON Xperiences is an Africa-based CXM service provider that primarily serves the African and the UK markets with 12,000+ FTEs spread across 18 countries, including in Sub-Saharan Africa and India
- In March 2022, it acquired a financial recovery service provider, CSS, which has improved its product/service offerings and increased its client base in banking and financial services and retail sectors. The acquisition of Altron's CX technology division in 2021 has also bolstered iSON Xperience's digital CX tools offering and enhanced its capabilities in conversational AI and automation
- The Three60 CRM platform from iSON Xperiences is a Business Process-as-a-Service (BPaaS) debt collection system that includes omnichannel CRM, predictive analytics, business intelligence, document management, and a payment solution. It is planning to upgrade this platform to cover the entire credit management life cycle
- iSON Xperiences has also developed proprietary solutions such as IQuMEX for quality management and is planning to launch managed services through an as-a-service model for quality assurance services. Additionally, it also developed iLearn, a learning management platform for agent training and performance management
- It has collaborations with technology providers such as Avaya, Genesys, UiPath, Automation Anywhere, Verint, and Uniphore to improve its digital CX offerings in data analytics, IVR optimization, low-code development, automation, chatbots, and speech analytics technology
- Buyers highlighted operational agility, flexible service delivery, process expertise, and ease of doing business as its key strength areas

# iSON Xperiences (page 2 of 2)

## Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									










### Limitations

- iSON Xperiences has delivery centers in Sub-Saharan Africa and India, which helps it to cater to global clients looking for offshore delivery; however, its lack of onshore presence may deter clients looking for substantial onshore delivery in the UK
- The vast majority of its delivery centers are located in Sub-Saharan Africa, and due to prevalent issues with infrastructure, talent quality, and data security in the region, it may pose a concentration risk for as clients who require services delivery from other locations
- Its language delivery is restricted to English, French, German, Arabic, and African languages, which could be a limiting factor for prospective customers seeking assistance in other European languages such as Italian, Spanish, and Eastern European languages
- The majority of its services are provided through the voice channel, and it has limited experience with non-voice channels. This could pose a challenge in serving international clients with significant chat, email, and social media support needs
- Buyers cited talent availability, consistency of service quality, development of technology tools, and proactiveness of middle management teams as areas to improve upon

# itel International (page 1 of 2)

## Everest Group Americas assessment – Aspirant and Star Performer

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									










### Strengths

- itel, utilizes a workforce of more than 7,000 agents spread across Latin America and the Caribbean islands to serve clients primarily from the US. In 2022, it strengthened its delivery capabilities by establishing new sites in Belize, Jamaica, and Saint Lucia to offer CX services in English and Spanish
- itel utilizes various communication channels such as voice, email, chat, and social media to serve clients across a range of industries such as telecom and media, technology, BFSI, retail, energy, travel and hospitality, and healthcare
- It provides comprehensive CXM services that cover the entire value chain, encompassing CX consulting, analytics, sales services, payment collections, and customer support. Its omnichannel solutions include voice, IVR, webchat, email, social media, and messaging, along with an autonomous AI-powered call monitoring solution designed for speech and sentiment analytics
- itel has a well-rounded client portfolio and is equipped to serve enterprises of varying sizes, ranging from small businesses to mid-sized and large enterprises with revenue exceeding US\$1 billion
- Buyers have identified itel's key distinguishing factors in its CXM value proposition as its strong technology infrastructure, responsiveness, agility, problem resolution

# itel International (page 2 of 2)

## Everest Group Americas assessment – Aspirant and Star Performer

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									



















### Limitations

- While itel has established a strong presence in the US, its experience in serving clients in other regions of the Americas such as Canada, Mexico, and Brazil is relatively unproven
- itel's current delivery capabilities are mainly concentrated on serving the US and utilizing Caribbean delivery centers for nearshore support. However, this focus may present challenges in meeting the requirements of clients who seek an offshore presence and lower cost solutions
- itel has limited experience in implementing outcome-based pricing models, which might deter potential buyers who are seeking mutual responsibility in their CX outsourcing engagements
- While itel has the ability to source multilingual talent through its itel@home solution, it currently lacks support for Portuguese and Canadian French, limiting its ability to cater to clients seeking pan-Americas support
- Buyers have emphasized that maximizing value through business consultation and enhancing multilingual capabilities are key areas of improvement for itel



**Konecta** (page 1 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Leader

Measure of capability:  Low  High



















	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths

- Konecta, a prominent provider of CXM services, caters to clients in the Americas and EMEA regions. With a workforce of over 120,000 agents, it specializes in delivering end-to-end CX solutions across various industries, including telecom and media, BFSI, retail, government, and energy and utilities
- Following the merger of Konecta and Comdata Group, the newly formed entity now operates across 24 countries with a network of over 200 delivery centers spread across LATAM, South America, the UK, Africa, and Continental and Eastern Europe in over 30 languages
- Konecta has a diverse portfolio of client companies, including small-scale businesses, mid-sized enterprises, and large corporations generating revenue surpassing US\$1 billion
- It provides a range of solutions that encompass sales service, customer service, order fulfillment, and technical support, as well as other value-added services such as customer retention, channel management, and customer analytics, along with other back-office support service
- Konecta Digital Marketing operates as a fully in-house, end-to-end digital sales model. It provides a comprehensive suite of services including marketing strategy, lead generation and conversion, and data reporting and analysis. The model integrates Konecta's proprietary digital sales funnel marketing tool, KOSMOS, with various marketing automation and sales conversion tools
- It has developed proprietary solutions for advanced analytics such as MIGI to enhance marketing campaigns, CAR to support customer segmentation based on channel behavior, and FIDEL, which focuses on customer loyalty and retention strategies
- Its tech suite comprises a range of proprietary solutions, including KCRM for omnichannel support, KCEM and Clive for VoC measurement, EPIRON for social media monitoring, KGC for talent management, and Smart Knowledgebase, an interactive library application that provides agents with up-to-date information during calls. Furthermore, Konecta collaborates with leading tech enablers such as Google, AWS, Salesforce, Genesys, and others to develop omnichannel, CCaaS, and advanced analytics solutions
- Buyers acknowledged efficient account management, proactiveness, cost efficiency, and flexibility as notable strengths of Konecta

**Konecta** (page 2 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									



Limitations

- While Konecta possesses extensive expertise across various verticals, it has limited experience in serving clients in the travel and hospitality, healthcare, CPG, and technology industries
- Buyers have recognized potential areas for improvement for the provider, including stronger advisory capabilities, digital enhancements, and process benchmarking

Konecta (page 3 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Leader





































Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• While Konecta boasts of significant nearshore delivery capabilities in Chile, Colombia, Mexico, El Salvador, Peru, Brazil, Guatemala, Argentina, and Paraguay, with a workforce of over 72,000 agents, it currently lacks a delivery presence in the US, which may discourage clients seeking localized services in the US market</li><li>• While Konecta has built a strong presence in Latin America, its experience in serving clients from other countries within the Americas region, particularly in the mature markets of the US and Canada, is relatively limited</li><li>• Konecta has strong language skills in English, Canadian French, Portuguese, and Spanish, which enables it to provide efficient service delivery to end- clients throughout the Americas region</li></ul>
<div>EMEA</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• With a strong foothold in the EMEA region, Konecta has a dedicated team of over 48,000 CXM agents focused on serving this region. Its expertise lies in providing services to clients in France, Italy, Spain, Portugal, and the UK</li><li>• Konecta maintains a delivery presence in onshore locations such as the UK, France, Spain, and Portugal, while also offering support through multiple nearshore delivery centers situated in Eastern Europe, Madagascar, Morocco, and Turkey</li><li>• It serves clients in multiple European languages by leveraging 10 multilingual hubs, including Spanish, French, German, Portuguese, Arabic, Italian, Turkish, and Czech as well as various Eastern European languages</li></ul>

Majorel (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High



	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									





































Strengths

- Majorel, a global CXM service provider, operates a vast network of over 82,000 agents across multiple delivery centers. It offers customer interaction services, technology solutions, and consulting services to clients in industries such as technology, BFSI, telecom and media, automotive, CPG, and utilities
- Majorel drives CX efficiency with its proprietary solutions such as its customer service analytics platform to provide customized CX; Majorel Automate, a process automation and RPA platform; Majorel Acquire, a customer acquisition platform; Majorel Document, an integrated document management system; and Majorel Lingua, which is its AI-powered language translation solution that can support over 50 languages
- It has a wide range of language capabilities, with over 25 multilingual hubs that enable it to serve customers in more than 70 languages, including German, French, and Spanish. In 2022, it expanded its global presence by entering 13 new countries through a combination of organic growth, acquisitions, and strategic partnerships with clients
- In 2022, it acquired Alembo, a Suriname-based CX and BPO company and Mayen, one of Turkey's nearshore CX providers. It further strengthened its digital CX capabilities and technology-enabled customer experience transformation programs by acquiring Findasense, a CX design and creative services company and IST, a full-service CX technology services provider
- Majorel introduced Majorel X in December 2022, a platform focused on CX transformation services. It offers a wide range of services, including CX consulting, technology solutions, and design and creative services. Furthermore, Majorel provides specialized assistance to start-ups through MajUp, ensuring the establishment and growth of CX processes in various markets, aligning with requirements of these hyperscalers
- Buyers emphasized that Majorel's CXM value proposition stands out due to its proactive approach in understanding business problems and providing solutions, team management expertise, industry knowledge insights, effective governance, and operational excellence

**Majorel** (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High




	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

- Limitations**
- Buyers seeking process/domain expertise in industries such as healthcare, retail, and travel and hospitality may be hesitant to engage with Majorel due to its relatively limited experience in serving clients within these segments
  - Buyers identified several key areas for improvement in Majorel, including innovation, pricing, enhancing agent quality, improving relationships with internal teams, and expansion in other geographies

Majorel (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender






Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• With a network of over 9,800 agents, Majorel has established a significant presence in the Americas. While it has a strong foothold in the US, Canada, and Mexico, its experience in serving clients from other countries in the Americas, particularly in Latin America, is relatively limited</li><li>• In order to serve its Americas clients, Majorel leverages offshore delivery centers in Africa, India, and the Philippines, in addition to its robust nearshore delivery capabilities. In 2022, Majorel expanded its delivery presence in Costa Rica, Suriname, Ecuador, Chile, and Argentina</li><li>• Majorel has robust capabilities in delivering in English, Canadian French, Portuguese, and Spanish, enabling efficient service delivery to end-clients across the Americas region</li></ul>
<div>EMEA</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• With over 51,000 CXM FTEs, Majorel maintains a strong presence in the EMEA region, catering to major markets such as the UK, France, Germany, Spain, Portugal, Italy, and the Middle East</li><li>• Majorel utilizes its strong delivery presence in Africa for nearshore support, along with delivery centers in Eastern Europe. Additionally, the company has established delivery presence in prominent onshore locations such as France, Germany, the UK, and the Netherlands, and leverages its strong offshore presence in India and the Philippines to provide comprehensive support. In 2022, Majorel established new centers in Greece, North Macedonia, and Ghana</li><li>• Majorel offers language coverage across a wide range of languages in the EMEA region, including English, Spanish, French, German, Italian, Eastern European, Middle Eastern, and various African languages</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Majorel serves a diverse set of clients in multiple APAC markets such as China, Japan, South Korea, Malaysia, Indonesia, and the Philippines, through its network of over 19,000 agents</li><li>• It has established delivery presence in key markets such as China, South Korea, and Japan, which is complemented by delivery centers located in India and the Philippines</li><li>• Alongside its robust capabilities in serving clients in English, Majorel also offers support for various Asian languages, including Japanese, Chinese, Thai, Korean, and Filipino</li></ul>

# MerchantsCX (page 1 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									









### Strengths

- MerchantsCX is a South Africa-based CXM service provider with 5,000+ FTEs that primarily serve the African and the UK & Ireland markets. It is now gearing up to expand into the Australian, the US, and Canadian markets
- With four delivery centers in South Africa, MerchantsCX has access to a cost-efficient talent pool with European language skills, allowing it to offer affordable delivery services that may appeal to clients seeking diversification, improved BCP, and cost optimization
- The company serves clients from a range of industries, such as telecom, banking, technology, retail, travel and hospitality, and manufacturing, with a client base that includes small, midsize, and large buyers
- It provides CX services to clients in English, French, and German languages, apart from African and Indian languages, which is an attractive proposition for clients seeking to leverage nearshore service delivery in the European market
- MerchantsCX leverages Ekhaya – office in a box, a remote working digital solution with employee monitoring, performance management, data security, and cloud connectivity, to ensure secure remote connectivity for its WAHA agents

# MerchantsCX (page 2 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									

### Limitations










- While MerchantsCX has a good presence in the South Africa and the UK markets, it has limited experience in catering to clients from Continental Europe
- MerchantsCX's delivery centers are all concentrated in South Africa, making them vulnerable to infrastructure and security issues reported in this delivery region, which could dissuade some European buyers
- MerchantsCX's ability to serve clients with their demand for CX consulting, technology transformation, and sales analytics is hindered by its limited range of services and expertise
- While it offers CX services to the telecom and media, banking, technology, retail, and manufacturing verticals, it lacks the knowledge to cater to clients from the healthcare, energy and utilities, public sector, and insurance verticals
- With the majority of its commercial constructs being input-based, buyers seeking outcome-oriented shared accountability in their engagements may feel dissuaded to partner with it



# Probe CX (page 1 of 2)

## Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									










### Strengths

- Probe CX employs more than 10,000 CXM agents in 32 delivery centers spread across Australia, New Zealand, the Philippines, and India. It caters to clients in the ANZ market across verticals such as the public sector, energy and utilities, retail, BFSI, and telecom
- Its consulting offerings include contact center optimization, customer journey mapping, CX strategy design, digital transformation, and predictive analytics to improve client operational efficiency. Its acquisition of Innovior in 2022 further solidified its consulting capabilities in the data analytics, AI, and automation domains
- Probe CX has enhanced its capabilities in omnichannel support, business intelligence, automation enablement, remote working, and analytics through its partnerships with leading technology service providers such as UiPath, Uniphore, Verint, Genesys, and Microsoft
- In partnership with Uniphore and Genesys, Probe CX has developed an AI self-service tool called Oration that leverages IVR and NLP technologies to provide identification, verification, and intelligent routing to improve contact center service delivery efficiency
- To enhance its agent recruitment and training program, Probe CX has a partnership with Datagamz for gamified learning, Livepro for performance management, and NICE for workforce optimization
- Buyers pointed out operational flexibility, process agility, openness to feedback, and ease of doing business as key strengths of Probe CX

# Probe CX (page 2 of 2)

## Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									




### Limitations

- Though Probe CX has established itself as a major service provider in Australia and New Zealand, it has a negligible presence in Japan, China, India, Southeast Asia, and other major APAC markets
- It has limited exposure to output and outcome-based pricing models, which may dissuade potential buyers who seek risk-sharing commercial constructs. Even though it has an omnichannel CX offering that includes chat, email, and social media channels, its channel mix is still skewed toward voice operations
- Probe CX’s ability to cater to healthcare, CPG, and media and entertainment remains untested
- Buyers cited digital tool development, innovative commercial constructs, service quality, talent recruitment efficiency, and proactive sharing of customer insights as areas of improvement for the provider

# Qualfon (page 1 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									


### Strengths

- Qualfon has over 16,000 FTEs spread across a well-balanced shoring mix with delivery centers in onshore, nearshore, and offshore locations to offer contact center and sales and marketing services to clients from various industry verticals including telecom, insurance, retail, BFSI, and healthcare
- It offers end-to-end, integrated sales and marketing solutions including customer insights, data analytics, campaign management, print and direct marketing, customer management, e-commerce solutions, and fulfillment solutions
- With the aid of its specialized innovation center, it has developed tools such as RPA@Qualfon, an automation tool; Qualfon@Anywhere, a remote working platform; IRIS, a coaching and performance management solution; Questa, a conversational AI application; and Snowfly, a gamification tool to enhance its CX offering and operational effectiveness
- Qualfon has also developed an interactive analytics solution that leverages Automatic Speech Recognition (ASR) and Natural Language Processing (NLP) to evaluate and transcribe interactions across multiple channels, surfacing areas such as compliance gaps, coaching opportunities, and displays of strong customer sentiment for optimizing contact center performance
- It has set up a wide partnership ecosystem with technology providers such as UiPath, Interact CRM, Verint, and Observe.AI to develop digital solutions in analytics, automation, omnichannel platforms, and conversational AI technology

# Qualfon (page 2 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									




### Limitations

- The majority of Qualfon’s clientele is centered in the US, while its capability to service clients from the LATAM region is unproven
- Though it offers end-to-end CX services, it may not be able to meet all of the outsourced needs of buyers due to its limited exposure in offering outbound sales, payment collection, and customer retention services
- It does not provide stand-alone digital CX consulting services such as digital transformation consulting, design thinking, process consulting, workforce optimization, and customer journey mapping

# RAYA CX (page 1 of 2)

## Everest Group assessment – Major Contender and Star Performer

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									








### Strengths

- RAYA CX is an Egypt-headquartered CXM provider with over 3,800 agents, primarily catering to the Middle Eastern market, notably to clients in the telecom, banking, retail, manufacturing, government, and travel and hospitality verticals. In 2022, it opened new sites in the UAE and KSA to expand its delivery footprint
- Its CX services, offered in Arabic, English, and French, includes inbound and outbound sales services, order fulfillment and transaction processing, payment collection, social media management, and customer care solutions, allowing it to meet the varied CX outsourcing needs of its clients
- RAYA CX has developed proprietary solutions such as RCX Connect, an omnichannel CRM platform; RCX Pulse, a cloud-based agent performance dashboard; RCX ERP solutions; and data warehouse automation tools to digitize its CX service offering and provide better visibility on agent performance
- It has established strategic partnerships with technology providers such as LivePerson, Five 9, Ziwo, Odoo, and Uniphore to enrich its digital tools and technology solutions portfolio with enhanced automation/RPA, AI, and advanced analytics capabilities
- Buyers underlined proactive problem solving, pricing structure, operational efficiency, and relational management as key strength points for RAYA CX

# RAYA CX (page 2 of 2)

## Everest Group assessment – Major Contender and Star Performer

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									










### Limitations

- Although RAYA CX is well-established in the Middle Eastern market, it has little experience in serving customers in Continental Europe, which may hinder its ability to serve large, EMEA-based clients
- While it offers omnichannel services, it has limited experience in catering non-voice services. This could pose a challenge in serving international clients with significant non-voice delivery needs
- Despite having a comprehensive services portfolio, it lacks experience in providing services such as customer retention, customer analytics, and tech support, which may ward off clients looking for providers with a proven track record in offering these services
- Most of its clientele is concentrated in the small and mid-sized buyer segments with revenue less than US\$10 billion, which may act as a deterrent for large buyers from engaging with it
- Buyers noted talent availability, training efficiency, and innovation in digital offerings as areas of improvement for the provider

# Results CX (page 1 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									










### Strengths

- ResultsCX caters predominantly to clients from the US with over 16,000 agents with a verticalized and digital-first-focused service offering to cater to healthcare, media and entertainment, retail, telecom, and BFSI industries
- Its acquisition of Bulgaria-based 60k has provided its global US customers an option to leverage delivery from the region. It has recently launched a new site in Honduras to expand its nearshore delivery capability
- Its healthcare-specific service offering includes sales and member acquisition, care gaps, scheduling, payment collections, and billing services, enabling it to be one of the largest regulated healthcare CX service providers in the region
- Its CX360® architecture ensures consistent service delivery across all global sites, enabled with performance standards, process guides, role-specific tools, and SupportPredict agent AI solutions
- It offers end-to-end CX services such as customer journey management, technical support, back-office processing, payment collection, lead generation, content moderation, social experience management, and verticalized digital transformation solutions
- It has formed a wide network of partnerships with technology providers such as NICE inContact, AWS, UiPath, Uniphore, Callminer, and Heydaynow to develop digital CX solutions in conversational AI, analytics, automation, and agent enablement technology
- Buyers highlighted data security, proactive error correction, change management, and account management as key strengths of ResultsCX

# Results CX (page 2 of 2)

## Everest Group Americas assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

### Limitations

- Most of the clients of ResultsCX are US-based, which could deter clients from Latin and Central American markets to engage with it
- Its client portfolio is skewed toward buyers with revenue over US\$1 billion, which might deter small clients looking to outsource their CXM services
- Due to its limited experience in catering outcome- and output-based pricing solutions, clients seeking to establish strategic partnerships through risk-sharing and creative commercial frameworks may be discouraged
- Buyers emphasized the talent availability, BCP practices, and decision-making support by offering behavioral analysis as its areas of improvement



# Sigma Connected (page 1 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									




### Strengths

- Sigma Connected, is a UK headquartered BPO service provider, which offers digital and CX services, as well as business process solutions to customers within the UK region
- It caters to clients by leveraging its network of over 2,800 agents with onshore operations in the UK and nearshore presence in South Africa. It has strong focus on recruitment through impact sourcing with over half of the agents being impact-sourced across its onshore and nearshore delivery centers
- While Sigma Connected has strong presence in the energy and utilities vertical, it also caters to clients within telecom, BFSI, and retail industries. In addition to its traditional payment collection engagements, it also provides sales services, customer service, and transaction processing support
- Sigma Connected engages in commercial partnerships using different pricing models, with a significant number of its clients adopting outcome-based pricing structures. This highlights its capability to partake in risk-based collaborative arrangements
- Sigma Connected offers a confidential and specialist service called ReachOut for treating vulnerable customers. Additionally, Sigma Connected also provides cost-effective and regulatory compliant third-party debt collection solutions with the aid of multiple digital tools, advanced analytics, and automation support
- Buyers highlighted Sigma Connected's strengths as flexibility, strong domain expertise, forthcoming relationship management, ease of doing business, and the leadership team's competence

# Sigma Connected (page 2 of 2)

## Everest Group EMEA assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
EMEA									

### Limitations





































- While it has planned for expansion into other regions and countries, Sigma Connected’s UK-centricity might deter global clients from engaging with it
- Sigma Connected’s current delivery capabilities are limited to the UK and South Africa, which may hinder its ability to cater to clients seeking more diverse offshore delivery options such as India and the Philippines
- A vast majority of its clients are enterprises with more than US\$1 billion in revenue, which limits its exposure to small and midsize buyers and hinders its capability to cater to a diversified client base
- Though strong in the energy and utilities vertical, it lacks experience in serving clients in some key industries such as healthcare, media, technology, manufacturing, travel and hospitality, and government sectors, which might act as a deterrent for buyers looking for domain expertise in these areas
- Sigma Connected specializes in providing customer service and payment collection services in EMEA. However, clients seeking a partner with expertise in other CX processes such as technical support, customer retention, and channel management may not find its experience to be a good fit for these processes
- Buyers identified bringing expertise and knowledge transfer from other processes, realistic performance improvement, and enhanced contact center operations management as areas where improvement is needed for Sigma Connected

Startek® (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									





































Strengths

- Startek® is a global CXM provider with a strength of over 40,000 FTEs primarily catering to telecom and media, BFSI, travel and hospitality, and retail sectors across English, Spanish, Chinese, Japanese, Hindi, and other Indian languages at scale
- It has a robust set of cloud-based offerings including Unified-Communications-as-a-Service (UCaaS) and Contact Center-as-a-service (CCaaS) solutions. It has recently partnered with Avaya to offer Customer Experience (CX) in a box solutions focused on the Small and Midsize Businesses (SMB) segment, as well as establish an industry-specific platform catering to the BFSI segment
- To strengthen its talent and employee management capabilities, it has established partnerships with recruitment service provider, SHL for virtual hiring and boarding experience, Zenerate for virtual training and coaching via conversation simulations and real-time feedback, and Datagamz for advanced gamified training
- It has been successful in driving outcome-based pricing constructs for clients seeking strategic partnerships through gainsharing models while it continues to offer a diverse range of flexible commercial constructs such as output-based, and login hour- / productive hour-based pricing models
- A large proportion of its revenue is attributed to non-voice and asynchronous channels of communication including email, chat, and self-service, thereby helping clients drive a digital first-proposition
- Its client base is diverse, encompassing Small and Midsize enterprises (SMEs) as well as large corporations with revenue exceeding US\$10 billion. Its client revenue concentration risk is also mitigated by having a sizable number of clients and low revenue dependence on the top five and ten clients
- Buyers highlighted leadership capability, proactive issue remediation, and cost efficiency as key strength areas for Startek®

Startek® (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High




	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Limitations

- Although Startek® provides comprehensive end-to-end CXM processes, its capabilities in serving clients in areas such as order fulfillment, transaction processing, and payment collections are still limited
- Its experience in providing stand-alone CX advisory services is limited, despite a growing demand for these services among clients
- It has limited capabilities in catering to clients from the technology, retail, CPG, energy and utilities, and manufacturing verticals
- Buyers cited talent management capabilities, in-house technology, and innovation areas as improvement areas for Startek®

Startek® (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender





































Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>Startek®'s operations in the Americas are predominately present in the US and Argentina, served via a network of 10,000+ agents. Its ability to serve other countries in the Americas including Canada, Mexico, Brazil, Mexico, Argentina, and Chile remains largely untested</li><li>To deliver cost efficiencies to its clients, it has recently expanded in nearshore and offshore locations, particularly Honduras, Jamaica, and the Philippines</li><li>While it offers services in English at scale, it has limited capabilities across the Spanish language, which might act as a deterrent for buyers looking to support end-customers in this region across multiple languages</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>Startek®'s operations in EMEA are concentrated in the Middle East countries, served via its footprint of 7,500+ agents. It has limited experience serving the UK and Ireland, Continental Europe, and the Africa regions</li><li>Its delivery footprint is restricted to onshore support in the Middle East and African countries, which may act as a deterrent for expansion in Europe with clients that are looking for onshore support</li><li>The inability to provide multilingual support across European languages including German, French, Spanish, and Portuguese can potentially deter international buyers that are looking to scale their operations in the EMEA region from engaging with Startek®</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>With a strong network of 30,000+ agents, Startek® supports multiple countries in the APAC region including Japan, Australia &amp; New Zealand, India, Singapore, and Malaysia</li><li>It possesses strong language capabilities across Asian languages including Japanese, Sinhalese, Chinese, Hindi, and other Indian regional languages, and can support them at scale</li></ul>

Sutherland (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									





































Strengths

- With a vast network of 45,000 agents, Sutherland is a global provider of CXM services that focuses on driving transformation. It primarily caters to clients across the telecom and media, technology, BFSI, retail, travel and hospitality, and healthcare verticals
- It offers end-to-end customer interaction solutions based on a four-pillared methodology. This methodology includes customer journey mapping to identify pain points in the customer experience, data-driven analysis for personalized solutions, proactive customer support across multiple channels, and improved agent productivity through real-time insights and feedback
- Sutherland Labs provides a wide range of capabilities to assist clients in experience-led transformation. These capabilities encompass insights and design, analytics and AI, content services, customer channel strategy, transformation engineering, as well as market engineering, and research
- Sutherland has developed a robust portfolio of in-house solutions, including the Sutherland Cognitive Knowledge Engine, which combines Enterprise Search and AI to provide real-time prescriptive insights; Sutherland Translate.AI for automated translation capabilities; and Sutherland Agent Success, a tool that offers real-time assistance and guidance to agents operating in digital channels
- It has a well-diversified buyer mix ranging from small and midsize companies to large companies with revenue of more than US\$10 billion
- With a significant portion of its CX portfolio serviced through non-voice channels such as email, website, chat, and mobile, it has a proven pedigree of implementing digital-first solutions to augment client satisfaction
- It has been successful in driving outcome-based pricing constructs for several clients, which highlights its ability to adopt a co-innovation approach within its engagements
- It offers a outcome-based pricing model to a significant number of its clients, showcasing its risk-sharing appetite and the ability to leverage digital CX solutions to drive cost efficiencies
- Buyers highlighted talent acquisition and management, operational excellence, and digital CX capabilities as key strength areas for Sutherland

Sutherland (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

- Sutherland has limited capabilities in catering to clients from the CPG, energy and utilities, manufacturing, and government verticals
- While Sutherland is a global CXM provider with significant presence in Americas, EMEA, and APAC, its experience is catering to clients across Latin and Central America, UKI, as well as Africa remains limited
- Buyers noted operational consistency between geographies, reporting, as well as delivery across flexible and hybrid models as Sutherland’s improvement areas

Sutherland (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender



















Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Sutherland's operations in the Americas are primarily concentrated in the North American region, where it serves clients through its network of approximately 40,000 agents</li><li>• Sutherland maintains a well-diversified shoring mix utilizing onshore, nearshore, and offshore locations to serve the North American region. Its North American locations are focused on delivering more sophisticated services, such as complex healthcare services, account management, and enterprise technical support</li><li>• It possesses robust English and Spanish language capabilities to effectively serve its end-customers in the Americas region</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Sutherland serves the EMEA region by leveraging a network of over 3,500 agents, including its recent expansion of operations in Egypt through a new delivery location in Cairo</li><li>• Its current delivery mix is skewed toward nearshore/offshore locations such as India and Egypt, which may deter buyers seeking a greater onshore presence in Europe</li><li>• It possesses strong language capabilities in English, Spanish, French, German, and Italian to effectively serve its end-customers in this region</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Sutherland serves the APAC region by leveraging a network of over 2,000 agents with delivery locations in China, India, the Philippines, and Malaysia</li><li>• While it possesses strong capabilities to serve clients in English, it does not provide extensive support for other Asian languages such as Hindi, Japanese, Chinese, and Malay at scale</li></ul>



**TaskUs** (page 1 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High



















	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths

- TaskUs serves clients across the US and EMEA with a robust delivery network of 49,500+ employees spread across 27 sites in 13 countries and offers end-to-end CX and consulting services
- It specializes in serving the FGT segment such as social media, rideshare, gaming, FinTech, hi-tech, e-commerce, and other platform-based businesses
- TaskUs has developed a collection of digital tools, such as EmulateUs, AutomateUs, and ConnectUs, to improve productivity, quality assurance, fraud detection, and workflow design. It also launched a Risk and Impact Analysis (RIA) tool to assist business leaders in decision-making by predicting the impact on KPIs from changes in policies, technology, strategy, and workforce movement
- TaskUs leverages its digital solutions such as CirrusTM, a remote working platform, and TaskVerse, a global freelance platform for rapid scalability and flexibility to accommodate dynamic customer demand. It launched TaskVerse in India to tap into a large pool of low-cost skilled professionals and offer affordable deals to global clients
- Its global operating model, PowerUs, tracks best operational practices and equips front-line leaders with tools such as data gathering, analyzing, solution designing, courseware, and training deployments to support its clients' transformation journeys
- TaskUs Launch is a CXM service tailored specifically for start-ups and hypergrowth companies. It offers customized features such as smaller team sizes, flexible month-to-month agreements, and the convenience of credit card payment. The aim is to assist start-ups in their transformation and facilitate their growth
- It has partnered with Workday ATS, Harver, Talkpush, ACE, Salesforce, and Dojo to improve recruitment and learning experiences. It also launched a predictive performance model to manage cost performance and partnered with ASAPP to leverage AI for better agent efficiency
- Buyers underlined flexible service delivery, market expertise, ability to adapt to fluctuations, and ease of doing business as key strengths of TaskUs

**TaskUs** (page 2 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									



Limitations

- TaskUs has limited experience in catering to clients from industries such as insurance, energy and utilities, manufacturing, healthcare, and the public sector, which may dissuade buyers having requirements for domain experience in these industries
- Though it has established its mark as an expert in catering to FGT clients, its experience in catering to traditional enterprises is untested. As a result, clients with legacy systems and processes may find TaskUs less experienced to work within their contact center environment
- The lion's share of its existing customer base leverages an input-based pricing model, which may discourage potential clients from seeking a collaborative responsibility with the outcome or output-based pricing arrangements
- Buyers identified talent pool, proactive issue remediation, consumer analytics, and the development of digital tools as areas of improvement for TaskUs

**TaskUs** (page 3 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender





































Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• TaskUs caters to its US clients through 35,000+ FTEs across a diverse industry mix with end-to-end CX services, digital CXM, sales, customer analytics, customer retention, performance management, and technical support services</li><li>• Though it has the requisite language and delivery capabilities, its customer base is concentrated in the US and it lacks the expertise to cater to clients in Canada, Latin America, and the Caribbean markets, which may be a deterrent for clients from these regions to engage with TaskUs</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• TaskUs' EMEA operations saw significant revenue and FTE growth in 2022. It supports clients from Germany, France, UKI, and the Nordics with 4,500+ FTEs in 30+ languages</li><li>• It acquired Heloo, a Croatia-based CXM service provider, which has expanded its delivery capabilities with remote sites in Bosnia and Herzegovina, Hungary, Slovenia, Suriname, Montenegro, North Macedonia, Bulgaria, and physical sites in Croatia, and Serbia. This acquisition also helped increase its language diversity in European languages</li><li>• It has a nearshore/offshore-heavy delivery model, which may prove to be a deterrent for Western European clients looking for onshore delivery support</li></ul>

TCS (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths





































- TCS is a multinational IT-BPO service provider that offers customized end-to-end CX services to clients in different industries such as telecom and media, technology, BFSI, retail, and energy and utilities through its network of over 40,000 agents
- A significant portion of TCS' CX portfolio is driven by non-voice channels such as email, IVR, messaging, chat, and self-service. This is facilitated by an integrated omnichannel technology suite consisting of both proprietary and partner-driven solutions
- TCS has robust delivery capabilities across the globe and is further expanding its nearshore capabilities by setting up delivery centers in Eastern Europe and the LATAM region. It provides support for a variety of languages, including English, major European languages, Chinese, Japanese, and regional Indian languages
- It has developed TCS COGNIX™, a proprietary plug and play suite of solutions, which includes design-thinking-led consulting, operational maturity assessments, real-time language translation, conversational AI, mobile assistance, predictive and sentiment analysis, as well as workforce optimization and training
- TCS has experience across various pricing models and offers flexible commercial structures such as outcome-based, output-based, and FTE/hourly pricing models, emphasizing its customer-centric approach. TCS also engages with clients on Experience Level Agreements (XLA) models, incorporating measures such as customer satisfaction, ease of use, and overall service quality in its pricing constructs
- TCS has established co-innovation and research hubs called PacePort™ centers in Toronto, Pittsburgh, New York, Amsterdam, and Tokyo, through which it is driving customer-centric solutions. These centers bring together an ecosystem of partners, ranging from start-ups and developers to design thinkers and academia to accelerate R&D efforts on latest CX technologies

TCS (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

- While TCS has experience in catering to enterprises with revenue below US\$250 million and those with revenue exceeding US\$1 billion, its experience in serving midsize enterprises is relatively limited
- It has limited experience in catering to clients in the travel and hospitality, healthcare, and public sector industries

TCS (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender










Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• In addition to significant onshore presence in the US and Canada, TCS also possesses robust nearshore and offshore delivery capabilities through centers in Mexico, Uruguay, Brazil, India, and the Philippines, allowing its clients the flexibility to optimize their shoring mix</li><li>• While TCS has established a strong presence in the US, it has expanded its focus to serving clients in other countries in the Americas region, notably in Latin America, including Mexico, Chile, Peru, and Brazil</li><li>• TCS possesses strong language skills in English, French Canadian, Portuguese, and Spanish, enabling it to efficiently serve its end- clients throughout the Americas region</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• TCS has a significant presence in the EMEA region, with over 10,000 CXM FTEs primarily serving the UK &amp; Ireland market. Within the UK market, TCS's services are the most prominent in the BFSI and energy and utilities verticals</li><li>• TCS has an established delivery presence in onshore locations including France, Netherlands, and the UK. Additionally, it provides support through its nearshore delivery centers in Hungary, while also leveraging its robust offshore presence in India and the Philippines</li><li>• TCS has language coverage across various languages in the EMEA region, including English, Spanish, French, German, Italian, Eastern European, Middle Eastern, and African languages</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• With over 14,000 agents, TCS primarily focuses on serving the Australian market, followed by other APAC markets including China, Japan, Malaysia, and the Philippines, which it supports through offshore delivery centers located in India and the Philippines</li><li>• In addition to its strong capabilities for serving clients in English and regional Indian languages, it also provides support for other Asian languages including Japanese, Chinese, Thai, and Filipino</li></ul>

TDCX (page 1 of 2)

Everest Group APAC assessment – Major Contender and Star Performer

Measure of capability:  Low  High










	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

Strengths

- TDCX caters to clients across Asia such as Singapore, Malaysia, China, and Japan through its delivery network spread across countries including Singapore, Malaysia, Thailand, China, Japan, Korea, Vietnam, the Philippines, and India
- The majority of its clients are disruptive brands from technology, gaming, FinTech, and travel and hospitality sectors, and are served through its customized omnichannel digital CX solutions. Its service offering includes outbound sales, customer services, digital marketing, and product support
- TDCX's Digital Lab is its technology innovation arm, supported by technology professionals and data scientists, which enables it to offer digital services including CX consulting, advanced analytics, and automation/RPA enablement. Recently, it has also launched a digital CoE in Singapore, through which it plans to develop and pilot secure customer engagements in the metaverse
- Its proprietary FLASH suite includes solutions such as FLASH Hire for recruitment, FLASH Coach for training, FLASH Pulse for employee feedback, FLASH Connect for talent sourcing automation, and FLASH Claim for the claim management portal
- It has also developed products such as FalconEye for remote working, Stealth for no-code web parsing, PeopleQX for customer analytics, Springboard for idea management, LiveView for contactless technical assistance, AI translation, and an IoT predictive maintenance tool
- Buyers highlighted operational rigor, proactiveness in sharing customer insights, agile service, domain expertise, and ease of doing business as the key differentiators of its CXM service delivery

TDCX (page 2 of 2)  
Everest Group APAC assessment – Major Contender and Star Performer

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

Limitations

- Although TDCX offers services to diverse markets in the APAC region, it still has a limited client base in Australia, New Zealand, India, South Korea, and the Philippines market
- While its offering covers a wide range of services, its ability to cater to order fulfillment and transaction monitoring and payment collection is relatively untested
- The majority of its clientele is concentrated among mid-sized and large buyers with revenue over US\$1 billion, which may restrict its ability to effectively meet the distinct CX outsourcing needs of small buyers with less than US\$1 billion in revenue
- Its expertise in catering to the telecom, insurance, retail, and healthcare sectors is limited, which may dissuade buyers from these industries from availing its services
- Buyer questioned the consistency of service quality with ramp up hiring, and identified global footprint and agent retention as areas of improvement for TDCX







































Tech Mahindra (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									





































Strengths

- Tech Mahindra is a multinational IT-BPO service provider with a wide network of over 44,000 agents spread across the world. It offers CX solutions to clients operating in a range of verticals such as telecom and media, technology, BFSI, retail, healthcare, manufacturing, and energy and utilities
- Tech Mahindra provides support to its clients in several CX processes, including customer service, order fulfillment, technical support, sales support, payment collections, and a wide range of value-added services
- Tech Mahindra’s CX utilizes both voice and non-voice channels, such as email, chat, and social media, to cater to clients. Its collaboration with NICE has resulted in Contact Center in a Box, a fully integrated cloud-based platform for omnichannel support
- Tech Mahindra’s CareXa customer management framework enhances CX, reduces cost-to-serve, and increases revenue by offering modular solutions for customer acquisition, retention, and win-back. It provides flexibility, consulting-led process improvement, omni-channel reach, process automation, actionable analytics, and operational excellence for faster business decisions
- Tech Mahindra’s M.ai.a is an omnichannel virtual assistant designed to provide customer support, combining a virtual voice assistant for natural conversations, 24x7 online chatbots on websites, and social media support through SocialBot. Using platforms such as Google CCAI and Amazon Lex, M.ai.a engages in human-like conversations, providing information, taking actions, and performing transactions while being adaptable to various industries and applications
- Tech Mahindra has successfully utilized outcome-based pricing models in its collaborations, promoting a culture of co-innovation and shared responsibility with its clients. Moreover, it offers a range of flexible commercial structures, such as output-based and FTE / hourly pricing models, to suit the needs of its clients
- Tech Mahindra has created a strong suite of in-house tools to support agent training, monitoring, and upskilling. These tools include X-Perio, an experiential learning platform that improves agent accuracy; N-gage, a performance management tool for agent management; and Genie, an agent training tool that helps newly hired agents quickly adapt through simulated call and chat environments
- Tech Mahindra has introduced SeeR, a self-service platform, designed to meet the specific analytics needs of contact centers. SeeR utilizes diverse data sources to generate actionable insights. Additionally, Tech Mahindra’s in-house RPA Platform, UNO, enhances the effective and efficient management of operations in both front and back-office operations

Tech Mahindra (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

- While Tech Mahindra possesses extensive expertise in delivering CXM services to various important verticals, its capacity to cater to clients in sectors such as CPG, energy & and utilities, and government is comparatively limited
- Tech Mahindra's client base predominantly comprises large and mid-sized enterprises that generate over US\$1 billion in revenue. However, the company has limited experience in serving small buyers

Tech Mahindra (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Major Contender





































Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Tech Mahindra has experienced substantial expansion in the Americas region, where it currently leverages over 11,000 agents to cater to the market. However, the company's experience in serving clients from Central and Latin America is relatively limited</li><li>• While Tech Mahindra predominantly operates with an offshore-heavy model to serve clients in the Americas region, it has established delivery centers in the US and Mexico to accommodate clients seeking onshore and nearshore support</li><li>• In addition to its strong capabilities in serving English-speaking clients, Tech Mahindra provides language support in various non-English languages, such as Spanish, Canadian French, and Portuguese</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Tech Mahindra has a notable presence in the EMEA region, employing over 10,000 agents, primarily serving the UK region, while also catering to markets including Germany, the Nordics, the Middle East, and Africa in telecom and media, healthcare, and manufacturing verticals</li><li>• Tech Mahindra possesses a robust nearshore and offshore presence in EMEA to provide support for its European clients. It maintains delivery centers in Romania, the Netherlands, and the UK to cater to clients requiring onshore and nearshore support and has signed a MoU to set up a new delivery center in Egypt to support both EMEA-based and global clients</li><li>• Tech Mahindra provides language coverage for a wide range of languages, including English, Spanish, French, German, Portuguese, Russian, and Dutch. However, its ability to support Italian, Eastern European languages, Middle Eastern languages, and other African languages is limited</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Tech Mahindra holds a prominent position in the APAC market with a workforce of over 22,000 agents. It focuses on serving clients located in Australia &amp; New Zealand, India, and the Philippines. Its experience in other key markets such as Japan, China, and Korea is limited</li><li>• Tech Mahindra has established presence in key markets such as Australia, Malaysia, and China, complemented by delivery centers in India and the Philippines to support its operations</li><li>• In addition to its strong capabilities in serving clients in English and regional Indian languages, Tech Mahindra also provides support for a variety of Asian languages, including Bahasa and Mandarin</li></ul>

Teleperformance (page 1 of 3)

Everest Group global assessment – Leader | Everest Group Americas assessment – Leader  
Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Leader

Measure of capability:  Low  High





































	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths

- Teleperformance is one of the biggest global CXM service providers with over 400,000+ agents that services almost all major industries such as telecom, BFSI, healthcare, retail, technology, public sector, and travel and hospitality among others in more than 300+ languages and dialects
- It offers various as-a-service models for hiring and onboarding, operations efficiency, and productivity improvement for clients. For example, its Analytics-as-as-Service (AaaS) offering provides AI-/ML-driven solutions such as predictive modelling, recommendation engines, and dynamic reporting with interactive dashboards
- Teleperformance has developed its own API-based, generative AI platform called TP GenAI, which is integrated with OpenAI's GPT-4, as well as AWS and Google's generative AI offerings. Using this technology, it created StoryfAI, an AI-powered language translation service that can handle over 100 languages. It has further developed use cases such as mail and call summarization, interaction analytics, and knowledge base management
- In 2023, it announced the acquisition of Majorel, in order to bolster its presence in the European, African, and APAC markets as well as deepening its presence in major verticals such as the technology, BFSI, travel and hospitality, retail, and automotive verticals
- To cater to the CX outsourcing market demands, it has adopted a TP Cube strategy that involves coordination between regional sales teams in conjunction with operational and industry domain experts, across the cube dimensions, i.e. services, verticals, and client geographies
- Teleperformance has invested heavily in its impact sourcing initiatives, with 20% of its employees coming from minority groups or disadvantaged communities and over 7,200 people with disabilities hired in 2022. It is also actively working on reducing its carbon emissions through the greater leverage of its WFH solution TP Cloud Campus
- According to its buyers, the key strengths of Teleperformance includes its flexibility and scalability, strong governance practices, effective talent management, commitment to operational excellence, and its data analytics capabilities

**Teleperformance** (page 2 of 3)  
Everest Group global assessment – Leader | Everest Group Americas assessment – Leader  
Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

Buyers identified certain areas of improvement for Teleperformance, which include competitive pricing and the ability to bring in fresh ideas to improve processes

# Teleperformance (page 3 of 3)

## Everest Group global assessment – Leader | Everest Group Americas assessment – Leader

## Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Leader





































Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• Teleperformance has wide presence in the Americas including the US, Canada, Brazil, Mexico, Colombia, and the Caribbean which it serves through its expansive network of over 230,000+ agents. Its agents can cover languages such as English, Spanish, and Portuguese to meet the language requirements of the region</li><li>• It offers multiple onshore, nearshore, and offshore delivery destinations to serve its clients. In 2022, it further enhanced its nearshore delivery by setting up operations in Belize and Trinidad &amp; Tobago</li></ul>
<div>EMEA</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• It serves major EMEA markets such as Germany, France, Spain, Portugal, the UK &amp; Ireland, Benelux, Eastern Europe, and the MEA regions through its 100,000+ associates that are spread across multiple sites in continental Europe, Africa, and in the APAC region</li><li>• It possesses strong capabilities in major continental European languages such as French, Spanish, Italian, and Dutch as well as some MEA-spoken languages such as Turkish and Arabic. The acquisition of Majorel is expected to further bolster its capabilities to serve this region</li></ul>
<div>APAC</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• In the APAC region, Teleperformance has over 70,000 agents that cater to markets such as India, China, the Philippines, Australia &amp; New Zealand, Japan, and Malaysia primarily through its delivery centers in India, the Philippines, and multilingual hubs in Europe</li><li>• To cater to the varied language requirements of clients in the APAC region, Teleperformance provides support in multiple languages, including Chinese, Hindi, regional Indian languages, and Bahasa among others</li></ul>

TELUS International (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths





































- TELUS International is a global service provider offering end-to-end CXM services to clients with over 59,000 FTEs spread across the globe. It provides services to industries including telecom and media, travel and hospitality, e-commerce, technology, financial services and FinTech, games, healthcare, and automotive
- Through its acquisition of WillowTree, a digital products consultancy company with 13 studios across Americas and Europe, it has added service capabilities in areas such as UI/UX design, growth marketing, full stack app development, data science, and engineering to its digital CX portfolio
- To enable the digital CX transformation journey for its clients, it provides advisory services such as digital strategy, CX process consulting, customer analytics, workforce management, learning excellence solutions, and business and process transformation
- By leveraging its integrated suite of proprietary solutions such as the intelligent TELUS International Assistant (iTIA), Intelligent Insights, and Visual IVR, it is able to offer AI-driven personalized experiences for its end-customers
- It has formed strategic partnerships with technology providers such as Five9, Verint, Genesys, Automation Anywhere, UiPath, and Blue Prism to further develop its digital CX offerings, including RPAaaS, CCaaS, advanced analytics, and process transformation
- TELUS International leverages the metaverse technology to provide an immersive digital onboarding experience and gamified recruitment platform, as well as a facial recognition solution to avoid malpractice and accurately identify candidates
- Buyers noted proactive issue remediation, customer relationship management, output-oriented approach, and flexible service delivery as key strength areas for TELUS International

**TELUS International** (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Limitations




- It has limited experience in catering to clients from manufacturing, public sector, healthcare and life sciences verticals
- While TELUS International has a significant presence in North America, EMEA, and APAC, its experience in catering to clients across Latin and Central America and Africa remains relatively untested
- It has limited experience in serving mid-sized buyers due to its client portfolio being concentrated at the two extremes, with the majority having over US\$1 billion or less than US\$250 million in revenue
- Buyers noted that it can improve on its talent pool quality, employee training efficiency, leadership attrition, and customer analytics



TELUS International (page 3 of 3)






Everest Group global assessment – Major Contender | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• TELUS International caters to the CX outsourcing needs of its clientele in the US and Canada spread across verticals, including telecom and media, BFSI, travel and hospitality, and technology, as well as FGT clients from gaming, FinTech, and HealthTech</li><li>• It employs a balanced shoring strategy with a network of delivery centers spread across onshore, nearshore, and offshore countries such as El Salvador, Guatemala, and India to serve its clients in the North American region</li><li>• It has strong English and Spanish language skills that allows it to service its end-clients in the North American region effectively</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• TELUS International caters to clients from the EMEA region by leveraging a network of over 13,000 FTEs spread across onshore, nearshore, and offshore delivery locations, such as Slovakia, Turkey, Poland, Bosnia and Herzegovina, and the Philippines</li><li>• Its onshore capabilities are limited to Germany, France, and Ireland, and it lacks delivery capabilities in the rest of Western Europe, which may hinder its ability to serve clients with diverse shoring requirements</li><li>• Its strong language capabilities in English, Spanish, French, German, and Italian enable it to effectively serve its end-customers in this region</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• TELUS International is growing its presence in the APAC region by leveraging its delivery locations in China, India, and the Philippines</li><li>• While it has strong capabilities in serving clients in English, at present it has limited support for other commonly used Asian languages such as Hindi, Japanese, Chinese, and Malay</li></ul>

TMJ (page 1 of 2)  
Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									







Strengths

- TMJ primarily serves clients in Japan, with a network of 14,000+ agents delivering sales, customer service, back-office services, and technical support
- It serves clients across multiple industries, including telecom and media, BFSI, manufacturing, technology, retail, and government / public sector enterprises
- It offers CX design services and helps clients transform their operations by understanding their current state of CX operations, performing gap analysis, and designing an improvement plan. It also offers AI text classification, chat support, interactive chatbots, messaging, FAQs management, RPA, flexible staffing, and translation services
- TMJ offers customer journey mapping services by capturing user behavior across multiple channels and devices. It uses a cloud analysis system called usergram, which leverages information obtained from VoC data to devise the most optimal customer journey
- It offers multi-language capabilities and can support clients in English, Japanese, and Chinese languages. It leverages its Philippines subsidiary, TMJP, to provide bilingual Japanese services over phone, email, and chat channels

# TMJ (page 2 of 2)

## Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High



















	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

### Limitations

- While it has operational presence in Japan, the Philippines, and China, its experience in catering to other APAC countries such as Australia, New Zealand, India, China, and Singapore is largely untested
- It lacks experience in providing services such as payment collections, order fulfillment, and other value-added services such as channel management, customer analytics, and customer retention management

Transcom (page 1 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Strengths



















- Transcom primarily caters to clients in the EMEA and North American region across verticals such as telecom, banking and financial services, technology, and retail
- It has a strong network of 30,000+ agents that allows it to offer a multilingual proposition and serve end-customers in over 30 languages including English, German, Spanish, Italian, Dutch, French, and Swedish
- With the acquisition of Forcontact, a luxury fashion, e-commerce, and retail CX specialist, Transcom has strengthened its footprint across Turkey and Madagascar and is looking to further expand delivery capabilities in the Philippines and Egypt in the near future
- Transcom is now launching a new brand, Awesome CX, in 2023, to further capitalize on its 2018 acquisition of Awesome OS, a specialized BPO provider that catered to the unique needs of startup companies and expand its offerings to small and midsize companies, both domestically in the US market and globally. It also has extensive experience in serving clients at various stages of growth and scale, including small and midsize companies, as well as large companies with revenue exceeding US\$10 billion
- To support clients in their digital transformation journey, it offers CX advisory services, as well as a full suite of third-party and proprietary solutions named T: Universe, with coverage across areas such as speech and text analytics, gamification, employee engagement, and omnichannel automation. Transcom's T: Labs is a co-innovation hub intended to push innovative ideas into the development of proof of value
- With almost half of its interactions served through non-voice channels such as email, chat, and social media, it is driving omnichannel solutions to augment customer satisfaction
- Buyers highlighted Altius Linkbilty and agility in operations as key strength areas for Transcom

Transcom (page 2 of 3)

Everest Group Americas assessment – Major Contender

Everest Group EMEA assessment – Major Contender



Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
EMEA									

Limitations










- Transcom's lacking presence in the APAC region may not fulfill the requirements of global clients seeking a strategic service provider with comprehensive geographic coverage to serve their needs
- Transcom's limited track record in serving clients in industries such as healthcare and insurance may discourage buyers seeking process/domain expertise in these sectors
- Despite its strengths in sales services, customer service, technical support, and value-added services, Transcom's coverage of processes such as order fulfillment, transaction processing, and payment collections is relatively limited
- Enterprises that prioritize diversification and prefer to partner with providers offering minimal risk of client concentration, may be deterred by Transcom's heavy Altius Linknce on a limited number of clients for a significant share of its revenue
- Buyers noted digital tools and technology, quality assurance, and cost optimization as areas for Transcom to improve on

**Transcom** (page 3 of 3)  
Everest Group Americas assessment – Major Contender  
Everest Group EMEA assessment – Major Contender

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Transcom does not have experience in serving clients in countries such as Mexico, Brazil, Argentina, Colombia, and the Caribbean, which might impede buyers in these regions from engaging with it</li><li>• A substantial portion of Transcom's revenue in this region is generated from technical support services, underscoring its robust capabilities and compelling value proposition in delivering these services</li><li>• The existing delivery footprint of Transcom to serve this region is skewed toward offshore locations in the Philippines, which might inhibit its ability to serve clients looking for a balanced shoring mix</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• Transcom has a robust scale of operations and operational presence across EMEA including Germany, France, UKI, Spain, Benelux, the Nordics, Italy, Eastern European, and African countries</li><li>• It provides a comprehensive multilingual offering, boasting proficient language capabilities in English, Spanish, French, German, Italian, Dutch, and Swedish</li><li>• It offers a well-diversified shoring mix with strong delivery capabilities in Spain. It has also opened multiple new sites and site expansions for onshore and nearshore support including sites in Bosnia, Croatia, Spain, and Poland</li></ul>

transcosmos (page 1 of 2)  
Everest Group APAC assessment – Leader

Measure of capability:  Low  High










	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

Strengths

- transcosmos, with a vast network of more than 28,000 agents, offers CXM services to clients across various industries, including telecom and media, BFSI, retail and CPG, manufacturing, and public sector, primarily in Japan, China, and South Korea
- Its TCI-DX services cater to businesses looking to enhance their CX through digital solutions such as website development, digital marketing, and CX analytics. It has recently added an Insight BI feature that integrates and visualizes all customer data for end-to-end optimization of the customer journey
- transcosmos has strong capabilities to support clients across non-voice channels and has also recently launched a Voice of Customers (VoC) marketing solution that centrally manages all VoC data accumulated across channels
- In 2022, it collaborated with NTT Communications Corporation to launch a demonstration test of a virtual communication service in the metaverse to enhance online customer service
- It has extensive experience in catering to clients of various sizes, ranging from small to mid-sized businesses to large enterprises
- It provides comprehensive coverage of APAC languages, boasting of proficient language capabilities in Japanese, Korean, Chinese, English, Thai, and Vietnamese
- It provides a range of pricing models to its clients including, outcome-based, output-based, and hybrid, showcasing its willingness to share risks with clients, and the ability to use digital CX solutions to increase cost efficiencies
- Buyers cited the ability to achieve KPI indicators, operational stability, and extensive business knowledge as areas of excellence for transcosmos

transcosmos (page 2 of 2)  
Everest Group APAC assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

Limitations

- While transcosmos is a major provider in Japan, China, and South Korea, it does not cater to buyers in other parts of APAC including ANZ, India, Singapore, Taiwan, the Philippines, and Malaysia
- transcosmos primarily focuses on partnerships with Japanese service providers, and its global partnerships are relatively limited. This could potentially discourage global buyers who are seeking strategic service providers covering multiple regions
- Buyer noted that transcosmos can enhance its talent reserve in tier-2 cities as well as the turnover rates of management or team lead roles to enhance its delivery capabilities







































TTEC (page 1 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									

Strengths





































- TTEC is a global provider of CXM services, with a network of over 65,000 FTEs that caters to various industries such as telecom and media, BFSI, technology, retail, manufacturing, and travel and hospitality. It has further strengthened its global delivery presence by adding new sites in Colombia and South Africa in 2022
- TTEC Engage, its CX solution, offers a comprehensive range of CX services, including customer care, sales support, tech support, AI operations, and trust and safety services while TTEC DIGITAL, its technology arm, follows a managed service model to assist clients in their digital transformation journey. It also offers CX consulting and advanced analytics services to its clients
- To rise to the challenge of supporting highly variable customer needs, such as those in the gaming industry, it offers TTEC Flex CX, which is a CX solution that offers a combination of traditional and flexible scheduling models, allowing for optimal staffing and scalability to meet the varying customer volume demands
- TTEC offers a robust lineup of agent assist solutions, such as associate assist, dynamic workforce optimization, RDA/RPA automation, and analytics solutions. These solutions elevate the employee experience by providing proactive assistance, optimizing workflows, automating tasks, and generating actionable insights from customer interactions
- It prioritizes learning and development for its agents through the implementation of RealPlay™ learning methodology. This approach incorporates various elements such as custom content design, AI bots, sandbox environments, learning platforms, digital libraries, and knowledge management to optimize training effectiveness and offer practical applications for learners
- It has undertaken a range of ESG initiatives, including investing in South African schools to improve pass rates, leveraging impact sourcing to drive youth inclusion through partnerships with organizations such as Harambee and SAYouth, providing work readiness and technical training programs for excluded youth, and offering upskilling opportunities for sustainable careers in the Global Business Services (GBS) sector
- Non-voice channels form a significant portion of the CXM revenue for TTEC, illustrating its strong capabilities to support clients across chat, email, social media, and other messaging platforms
- Buyers highlighted ease of doing business, transition management capabilities, and compliance management as TTEC’s key areas of excellence

TTEC (page 2 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




Limitations

- While TTEC offers end-to-end CX services, it has limited experience in serving clients across order fulfilment and transaction processing, payment collections, and technical support services
- For clients expecting pay-for-performance commercial models, TTEC has limited experience in pure outcome-based pricing constructs
- Buyers noted proactiveness, leadership practices, cost structure, and talent management and retention as improvement areas for the provider

TTEC (page 3 of 3)

Everest Group global assessment – Major Contender | Everest Group Americas assessment – Leader

Everest Group EMEA assessment – Major Contender | Everest Group APAC assessment – Major Contender



















Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• TTEC's extensive network of over 60,000 agents caters to the US and the Canada markets within the Americas. Its ability to serve other markets in the Americas region is largely untested</li><li>• TTEC serves the Americas market with delivery centers located across multiple regions including the US, Canada, Mexico, Colombia, the Philippines, and India, ensuring comprehensive coverage and support for clients in the region</li><li>• It has strong English and Spanish language delivery capabilities that allow it to service its end-clients in the North American region efficiently</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• TTEC serves prominent EMEA markets, including Germany, France, Spain, Portugal, the UK, Ireland, Benelux, Eastern Europe, and the Africa region with 4,000+ associates across sites in continental Europe, the UK, the Philippines, Bulgaria, and India</li><li>• It has strong multilingual capabilities in languages such as French, Spanish, Bulgarian, Portuguese, Polish, German, and Greek to meet the diverse language requirements in the region</li></ul>
<div>APAC</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• TTEC primarily operates in the Australia and New Zealand market within the APAC region, utilizing a network of over 3,500 FTEs located in Australia, India, and the Philippines. While it has opened a new site in Mumbai to support more Asian languages, its capacity to serve other regions within APAC still remains largely untested</li><li>• It does not have experience in serving clients in BFSI, healthcare, and government verticals in this region which may act as a deterrent for buys looking to work with providers having market-specific domain capabilities in these industries</li></ul>

VXI (page 1 of 3)

Everest Group Americas assessment – Major Contender

Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
APAC									

Strengths



















- VXI, with a strong network of 40,000 FTEs, serves clients in the US and China. It specializes in fast-growth technology verticals, particularly in subsectors such as streaming, gaming, InsurTech, and HealthTech
- It provides comprehensive CX advisory services such as channel design and strategy, journey mapping, and business health assessment, along with Workforce Management (WFM) advisory services. It has also developed its proprietary solutions for agent training, assistance, and performance management, including the VXI Training Simulator™, VXI WFM™ Command Center, and VXI Performance Pro 360
- It offers end-to-end CX services and has significant experience in serving clients across CX processes including sales services, customer and technical support, as well as value-added services such as channel and customer retention management
- It has delivery sites located in various regions including the US, Central America, the Caribbean, Finland, China, and the Philippines. In 2023, it plans to expand its presence by launching new delivery sites in Egypt and India, thereby broadening its geographical reach. It is also expanding its delivery model to GigCX via its partnership with Limitless
- It has experience in serving clients at different stages of growth and scale including blue chips, unicorns, and start-ups, and has a well-diversified buyer mix ranging from small and midsize companies to large enterprises with revenues of more than US\$10 billion
- Buyers highlighted the ease of doing business, operational excellence, and transparency as key strength areas for VXI

VXI (page 2 of 3)

Everest Group Americas assessment – Major Contender

Everest Group APAC assessment – Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									
APAC									



Limitations

- VXI lacks experience in employing outcome-based pricing constructs, which can be a limitation for buyers wishing to build a risk-sharing and strategic partnership with it
- While VXI aims to distinguish itself in the market via its digital transformation projects, its current proportion of revenue attributed to digital CXM including conversational AI and advanced analytics remains limited
- Although it provides a multi-channel experience to its customers through messaging platforms, chat, and email, its current channel mix is skewed toward voice operations
- Buyers noted an understanding of customer pain points, scalability, and ability to execute its vision as VXI’s prominent improvement areas

VXI (page 3 of 3)

Everest Group Americas assessment – Major Contender



Everest Group APAC assessment – Major Contender





































Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• VXI serves the US market within the Americas through a network of ~30,000 FTEs. Its experience in catering to other regions in the Americas remains largely untested</li><li>• It has established a digital Center of Excellence (CoE) in Austin that provides a cross-functional and cross-geographical sandbox environment for aligning people experiences, refining business processes, and testing emerging technology solutions</li><li>• VXI's delivery model for its operations in the Americas is currently focused on nearshore and offshore locations such as the Philippines, Jamaica, and Guatemala, with limited onshore support available. However, the company is actively developing its work-from-home capabilities to provide more onshore support options for clients</li><li>• It has recently acquired Chime Solutions, a US-based, minority-owned business with a focus on impact sourcing and community development. This acquisition further strengthens VXI's presence in the financial services and healthcare space</li></ul>
<div>EMEA</div> <div></div>	Major Contender	<ul style="list-style-type: none"><li>• VXI's operations in the APAC region are mainly concentrated in mainland China and Taiwan, where it has a workforce of 10,000 FTEs operating across 15+ delivery centers. However, the company's ability to provide services to other APAC markets remains untested</li><li>• It recently launched a delivery center in Hyderabad, India, with a focus to provide chat support and back-office services, as well as leverage the area's vast talent pool for application development and testing</li></ul>

Webhelp (page 1 of 3)

Everest Group global assessment – Leader | Everest Group Americas assessment – Major Contender and Star Performer

Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender and Star Performer

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									



Strengths





































- Webhelp, a leading global CXM provider, serves clients in over 60 countries, offering support to a wide range of industries such as telecommunications, media, technology, retail, travel and hospitality, and BFSI in more than 90 languages
- In order to meet the varied requirements of enterprises, Webhelp leverages its portfolio of brands including Go Beyond, its CX Consulting brand as well as Webhelp Nest, especially designed to assist rapidly growing organizations in optimizing their customer experience processes
- In 2022, Webhelp made additional investments with Gobeyond Partners, with the creation of a Nudge practice – a strategic unit that leverages behavioral economics to help organizations drive the best possible outcomes by using a proprietary COGNITION framework to influence customer behaviors
- Webhelp's WoW operating system is a comprehensive talent management framework that includes WoW Talent, an integrated approach to sourcing, developing, and retaining top talent; as well as WoW Perform, a hybrid-cloud platform that leverages data in real-time to measure and enhance performance
- It has established a suite of proprietary digital app called GoApps, comprising solutions such as GoConnect, GoAutomate, GoBoost, and GoLearn that utilize AI and digital technology to enhance both operational workflow and end-user experience
- It is piloting a stand-alone wellbeing employee proposition that utilizes ML and data analysis to assess and address factors affecting employee wellbeing. This includes analyzing HR and operational data, conducting staff wellbeing surveys, and implementing interventions such as counseling programs and wellbeing activities to improve overall staff wellbeing and reduce sickness and attrition rates
- According to its buyers, the key strengths of Webhelp include its scale of operations, pricing model flexibility, and ease of doing business

**Webhelp** (page 2 of 3)

Everest Group global assessment – Leader | Everest Group Americas assessment – Major Contender and Star Performer

Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender and Star Performer

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Global									
Americas									
EMEA									
APAC									




- Limitations**
- Enterprises must proceed with caution during Concentrix's acquisition of Webhelp, as challenges in integrating technology systems, service models, training programs, and HR/payroll systems could impact service quality and delivery temporarily
  - Despite possessing expertise across various key sectors, Webhelp currently lacks service experience in industries such as healthcare, CPG, and manufacturing
  - For clients that expect pay-for-performance based commercial engagements, Webhelp has limited experience in executing such outcome-based and risk-sharing pricing constructs
  - Buyers cited proactiveness and risk mitigation strategies as Webhelp's main areas of improvement



Webhelp (page 3 of 3)

Everest Group global assessment – Leader | Everest Group Americas assessment – Major Contender and Star Performer







Everest Group EMEA assessment – Leader | Everest Group APAC assessment – Major Contender and Star Performer

Region	Assessment	Regional nuances
<div>Americas</div> <div></div>	Major Contender*	<ul style="list-style-type: none"><li>• Webhelp serves major American markets such as the US, Canada, Argentina, Mexico, Chile, and Columbia by leveraging its network of 35,000+ associates</li><li>• In 2022, it acquired Grupo Services to expand its solutions portfolio and establish a stronger presence in the Americas. The acquisition enables Webhelp to offer its global clients access to the Brazilian market, while also supporting local clients. It has also set up a new regional headquarters in El Salvador by setting up a facility that supports more 1,400 bilingual agents</li><li>• Its delivery mix in the Americas region is skewed toward nearshore locations, which might limit its ability to serve North American buyers that are looking for substantial onshore or offshore presence</li></ul>
<div>EMEA</div> <div></div>	Leader	<ul style="list-style-type: none"><li>• In the EMEA region, Webhelp has a robust network of over 80,000 agents that cater to markets such as Germany, France, UKI, Spain, Portugal, Benelux, and Middle Eastern countries. In order to strengthen its position in the Dutch market, it has partnered with Uitblinqers, a marketing agency, to create innovative and digital-first customer journeys</li><li>• It is a viable partner for clients looking for pan-EMEA customer service support due to its notable language delivery capabilities in multiple languages including Spanish, Portuguese, Turkish, Russian, Arabic, and Romanian</li></ul>
<div>APAC</div> <div></div>	Major Contender*	<ul style="list-style-type: none"><li>• Webhelp serves multiple countries in the APAC region including Japan, China, Singapore, South Korea, and Malaysia, leveraging a network of 4,000+ FTEs. In 2022, it gained its license to operate in China and has opened additional sites in Thailand and the Philippines to support its APAC-based clients</li><li>• It offers customer support services in a wide range of languages to meet the diverse language needs of clients in the APAC region including Chinese, Japanese, various regional Indian languages, and Thai</li></ul>

\* Star Performer in the region

Welsend (page 1 of 2)  
Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High









	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

Strengths

- Welsend, a China-headquartered CXM provider with more than 12,000 agents, primarily serves the local Chinese market, especially in the media and entertainment, banking, retail, manufacturing, government, and travel and hospitality sectors
- In 2022, while also strengthening its Chinese delivery footprint, Welsend established its first overseas delivery center in Manila to grow further in the APAC region
- During 2022, Welsend significantly bolstered its digital capabilities through internal investments and strategic partnerships. It developed the Welsend New Generation CX Management Platform, which offers cloud-based solutions, and introduced an AI-based outbound call bot and call-back bot in its range of offerings
- Welsend employs hybrid, fully remote, and GigCX models based on client requirements while effectively optimizing operations by leveraging resources from non-metropolitan cities of China such as Jining, Rizhao, and Dongying
- Welsend has made considerable investments in HR technology and systems such as e-learning, EHR, performance management, workforce management, and talent assessment, along with its proprietary platforms for scheduling and adherence and recruitment management
- Buyers have identified several key differentiators of Welsend's CXM service delivery, such as well-trained staff, domain expertise, effective risk management, innovative tools and technologies, diverse pricing models, and proactive business approach

Welsend (page 2 of 2)  
Everest Group APAC assessment – Aspirant

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
APAC									

Limitations

- While Welsend recently opened its first delivery center outside China in Manila, it primarily remains a China-centric service provider with limited experience in serving global clients outside of China. This could potentially hinder buyers seeking a balanced delivery footprint with multilingual capabilities
- The majority of its clients in the region are large buyers exceeding US\$1 billion revenue, which could be a deterrent for small buyers with distinct CX outsourcing needs to engage with Welsend
- While Welsend is particularly strong in areas such as customer service, technical support, and order fulfillment and transaction processing, buyers seeking support for their sales operations, payment collections, and value-added services such as customer analytics and customer retention management may find its experience to be lacking in these areas
- While a significant portion of its revenue is generated from chat-based channels, Welsend lacks experience in delivering support through other non-voice channels such as email and social media platforms
- Despite serving various key sectors, Welsend currently lacks experience in industry domains such as healthcare, CPG, insurance, and energy and utilities
- Buyers highlighted several areas of improvement, which include unavailability of global service presence, lack of skilled talent pool, and proactiveness

# 08

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## Appendix

- Glossary
- Research calendar

## Glossary of key terms used in this report

ACV	Annualized Contract Value is calculated by dividing the Total Contract Value (TCV) by the term of the contract
Accent Neutralization	Accent neutralization refers to techniques or processes used to minimize the impact of different accents in customer interactions, ensuring clear and effective communication between customers and service representatives. This can enhance customer satisfaction and improve overall customer experience
Agent assist	A type of assistive technology that assists the agents during calls through features such as real transcriptions, displaying customer profiles, and suggesting the next-best reply
BPO	Business Process Outsourcing refers to the purchase of one or more processes or functions from a company in the business of providing such services at large or as a third-party provider
Buyer	The company/entity that purchases outsourcing services from a service provider of such services
Contract term	The duration of the outsourcing contract. It drives the schedule over which the buyer or service provider amortizes capitalized costs or the period over which Net Present Value (NPV) / Internal Rate of Return (IRR) is calculated
FTEs	Full-time Employees on the rolls of the company
Gamification	Refers to the use of game-like elements and mechanics, such as points, badges, and leaderboards, to motivate and engage contact center agents and improve their performance
LLM	Large Language Model (LLM) is a type of artificial intelligence model that has been trained on a vast amount of textual data and can generate human-like text, answer questions, perform language-related tasks, and demonstrate a certain level of understanding and context in natural language. GPT-3, based on the GPT-3.5 architecture, is an example of a Large Language Model developed by OpenAI
NLP	Natural Language Processing is a cognitive intelligence-based methodology to interpret human languages
Offshoring	Transferring activities or ownership of a complete business process to a different country from the country (or countries) where the company receiving the services is located. This is primarily to access a lower cost labor market but may also be to access additional skilled labor or establish a business presence in a foreign country. Providers may utilize offshoring either through an outsourcing arrangement with a third party or by establishing their own Global In-house Center (GIC) presence in the offshore location, among other business structures
Service provider	A company/entity that provides outsourcing services to another company/entity
TCV	Total Contract Value is the potential revenue associated with the contract and estimated at the commencement of the contract (e.g., sum total of revenue accrued to the service provider from the contract over the entire contract term, usually measured in millions of dollars)

# Research calendar

## Customer Experience Management (CXM) Services

Published

Planned

Current release

Reports title	Release date
Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023	January 2023
The Contact Center for Rapidly Scaling Organizations: Leveraging Service Providers to Unleash Growth	January 2023
Delivering Extraordinary Customer Experiences Using Conversational AI	January 2023
Africa on the Rise: The Next Frontier in Customer Experience Management (CXM)	March 2023
Engaging with Customers in the Metaverse – Turning Fantasy into Reality	April 2023
Impact Sourcing Adoption in the CXM Industry	April 2023
Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2023	May 2023
Contact Center-as-a-Service (CCaaS) – Provider Compendium 2023	May 2023
<b>Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2023</b>	<b>September 2023</b>
Customer Experience Management (CXM) – Provider Compendium 2023	Q3 2023
Driving Data-Led Digital Customer Experience Management	Q3 2023
Conversational AI (CAI) Technology Service Provider Landscape with Products PEAK Matrix® Assessment 2023	Q3 2023
Conversational AI (CAI) Technology Service Provider Landscape with Products – Provider Compendium 2023	Q3 2023
Customer Experience Management (CXM) State of the Market 2023	Q3 2023
Customer Experience Management (CXM) State of the Market 2023 – Digital CXM Trends	Q3 2023

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