



## CX Services Transformation

# CX Services Transformation 2024

### Report Abstract

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## Who is This Market Analysis For?

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NelsonHall's Market Analysis on CX Services Transformation 2024 is a comprehensive assessment of the market, designed for:

- Sourcing managers investigating “the art of the possible” and the perspectives of their peers towards next generation customer service
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within customer experience
- Financial analysts and investors specializing in the IT services and BPS sector.

## Key Findings & Highlights

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The CX services market (excl. collections) is ~\$104bn in 2024, growing at 4% CAAGR through 2028.

The CX services market is led by Teleperformance, followed by Concentrix, and Foundever, closing the top 3.

Application of customer-facing bots and intelligent IVRs is on top of mind for CX services clients. Buy-side requirements to support adoption of CX Service transformation include needs for CXaaS, GenAI integration, and co-innovation partnerships.

The main challenges for the adoption of CXS transformation are the need to infuse innovation across the entire client organization and customer journeys outside the remit of the CX function.

## Scope of the Report

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The report is based on interviews with trust and safety providers and clients. It analyzes the worldwide market for CX Services Transformation and addresses the following questions:

- What is the current and future market for CX services?
- What is the market size and projected growth for the CX services?
- What is the market size and projected growth for the CX services by geography?
- What is the market size and projected growth for the CX services market by client industry?
- What is the current market structure and vendor market shares, and how are these changing?
- What are the top drivers for the adoption of the CX services?
- What are the benefits currently achieved by clients of the CX services?
- What factors are inhibiting client adoption of the sector CX services?
- What are the main CX transformation offerings and services provided by vendors?

- What is the current pattern of delivery mix, and how is this changing?
- What are the current pricing mechanisms, KPIs, and contract duration patterns, and how are these changing?
- What tools and frameworks are used by CX services vendors for transformation delivery, and how are these changing?
- What are the main external partnerships used by CX services vendors, and how are these changing?
- What are the selection criteria, challenges, and critical success factors for CX services?

## About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.



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NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the relationship managers shown opposite.

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