



# Vendor Profile

## Customer Experience Services Transformation IntouchCX

### Report Abstract

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By Ivan Kotzev

Lead CX Services Analyst

NelsonHall

18 pages

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## Who is this Vendor Assessment for?

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NelsonHall's CX Services Transformation profile on IntouchCX is a comprehensive assessment of IntouchCX's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

## Key Findings & Highlights

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IntouchCX was rebranded in 2023 as part of a GTM strategy to position itself as an innovation-led CX services provider. It uses a "productive disruption" approach, leveraging proprietary technology and domain expertise in its seven target ecosystems. This in-depth understanding of the client industry translates into the knowledge of the client's end customers and the keys to success.

Outsourcing clients looking for a provider with a strong innovation framework using a bottom-up approach and an ecosystem of partners for employee well-being, trust and safety, and AI development, should especially consider this profile on IntouchCX.

## Scope of the Report

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The report provides a comprehensive and objective analysis of IntouchCX's CX Services Transformation offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the location of delivery centers.

## CX Services Transformation Vendor Assessments also available for:

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Alorica  
ArvatoConnect  
Atento  
Concentrix + Webhelp  
Conduent  
Firstsource  
Foundever  
HGS  
Infosys BPM  
Movate  
ResultsCX  
Sigma Connected  
TaskUs  
Tech Mahindra  
Teleperformance  
Transcom  
WNS.

## 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.

Ivan can be contacted at:

- Email: [ivan.kotzev@nelson-hall.com](mailto:ivan.kotzev@nelson-hall.com)
- X (Twitter): [@IvanK\\_NH](https://twitter.com/IvanK_NH)



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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

29 Rose Hill  
Binfield,  
Bracknell,  
RG42 5LH  
Phone: +44 (0)203 514 7522

### Paris

115 rue de Reuilly,  
75020 Paris  
Phone: +33 (0)6 23 81 17 54

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