



CX Services Transformation

CX Operations Transformation

Report Abstract

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By Ivan Kotzev

CX Services Analyst

NelsonHall

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Who is This Market Analysis For?

NelsonHall's "CX Operations Transformation" report is a market assessment report 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

The overall CX services market, excluding collections and content moderation, is ~\$82.3bn, posting a stable growth of around 5% CAAGR through 2025 to reach ~\$100bn and will include embedded consulting, operational transformation, contact center technology services, cloud migration, automation, and analytics as an integral part of CXS delivery.

The global CX services market is led by Teleperformance, followed by Concentrix, Sitel, TTEC, and Alorica.

The key buy-side drivers for the adoption of CX operations transformation include requirements for improved customer satisfaction, deflection to digital channels, and improved self-service level.

The main challenges to CX operations transformation are applying innovation across the entire CX estate and change management for consistent results. Key success factors for sector organizations looking to outsource CX services are at the sub-segment level.

Scope of the Report

The report is based on interviews with CX services providers and clients. It analyzes the worldwide market for CX Operations 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 are the top drivers for the adoption of the CX services?
- What is the current market structure and vendor market shares and how are these changing?
- 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 location and how is this changing?
- What are the current pricing mechanisms, KPI, and contract duration pattern and how are these changing?
- What are the tools and frameworks 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.

Ivan can be contacted at:

- Email: ivan.kotzev@nelson-hall.com
- Twitter: @IvanK_NH



About NelsonHall

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., and Continental Europe, 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. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on 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 following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

Boston

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

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: + 44(0) 203 514 7522

Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris
Phone: + 33 1 86266 766

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