



CX Services by Industry

CX Services in High Tech and Automotive

Report Abstract

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Who is This Market Analysis For?

NelsonHall’s Market Analysis on CX Services in High Tech and Automotive 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

This CX Services in High Tech & Automotive market assessment covers the impacts of external factors on the market development in the short-term, medium-term, and long-term, as well as the market’s changing shape. The report analyzes the current and evolving client requirements and the current satisfaction with outsourced services, target benefits, and requirements from suppliers.

This deep dive into the sectors’ CX services also provides details on the market size by subsector, service line, end-user geography, vendor market shares, and an overview of vendor dynamics.

The assessment highlights the featured vendor capabilities and offerings, with dedicated summaries for each, and features detailed case studies describing business challenges, provided CX transformation, and achieved results.

The research also includes the vendors’ client targeting and delivery formats, contractual terms, and unique selling points. A separate section highlights vendors’ IP and technology partnerships.

The CX Services in High Tech & Automotive market assessment looks at the selection criteria, challenges, and success factors for optimizing outsourced CX services for the sectors. It provides an outlook on potential market, customer, and technology developments that could transform sector CX services.

Scope of the Report

The report is based on interviews with CX services providers and high tech, manufacturing, and automotive clients. It analyzes the worldwide market for CX Services in High Tech & Automotive and addresses the following questions:

- What is the current and future market for CX services in High Tech & Automotive sectors?
- What is the market size and projected growth for the CX services for the sectors?
- What is the market size and projected growth for the CX services by geography for the sectors?
- What is the market size and projected growth for the CX services market by sub-sector?
- What is the current market structure and vendor market shares?
- What are the top drivers for the adoption of the CX services in High Tech & Automotive sectors?
- What are the benefits currently achieved by clients of the CX services in High Tech & Automotive sectors?
- What factors are inhibiting client adoption of the sector CX services in High Tech & Automotive sectors?
- What are the main CX sector 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 in High Tech & Automotive sectors?

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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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., 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 following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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