



# Digital Experience Consulting Services: Continuous UX/CX Innovation

Market Analysis  
Abstract

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## Who Is This Report For?

NelsonHall's "Digital Experience Consulting Services" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the use of vendors for Digital Experience Consulting Services
- Operational decision makers exploring the benefits and inhibitors of undergoing Digital Experience Consulting initiatives
- Vendor marketing, sales and business managers developing strategies to target Digital Experience Consulting opportunities
- Financial analysts and investors specializing in the IT services sector, including Digital Experience Consulting Services.

## Scope of the Report

This report analyzes the market for Digital Experience Consulting Services. It addresses the following questions:

- What is the current and future market for Digital Experience Consulting Services?
- What are the customer requirements Digital Experience Consulting Services?
- What are the benefits/results which vendors have been able to achieve for their clients?
- What Digital Experience Consulting Services are organizations buying from IT services vendors?
- What is the size and growth of the Digital Experience Consulting Services market?
- Who are the leading vendors within Digital Experience Consulting Services?
- What are the vendor selection criteria, challenges, and critical success factors for vendors targeting Digital Experience Consulting Services?

## Key Findings & Highlights

NelsonHall's market analysis of Digital Experience Consulting Services consists of 51 pages (plus detailed appendices).

~88% of IT service vendors built or formalized their experience consulting services between 2008 and 2017 as clients placed significant and growing focus on transforming digital properties to better meet client demands as mobile interactions rise among consumers.

In 2020, digital experience consulting continues to grow in importance as more interactions move to digital channels and expands to include greater focus on employee experience and design thinking becomes a default approach to initiate new engagements

Going forward, new and emerging interaction technologies such as conversational bots and voice UI will be increasingly incorporated in offerings while a focus on end to end service design across front-end systems, back-end systems, and business processes will become the default approach.

To deliver these services, IT service vendors are investing heavily in their Digital Experience Consulting capabilities. These investments are frequently focused in four main areas:

- Transforming the skillsets of their teams
- Expanding emerging technology offerings
- Better integrate capabilities across the organization
- Expand client base.



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## Report Length

51 pages

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