



# Digital CX Services Client Feedback & Expectations Report

Abstract

November 2018

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34 pages

November 2018  
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## Who Is This Report For?

NelsonHall's "Digital Customer Experience Services Client Feedback and Expectations" analysis is an 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

Customer Experience processes are relatively mature in most organizations with high levels of satisfaction in areas such as customer care, technical support, and order and fulfillment management. Clients are mostly satisfied with the level of partnership with CX services vendors, the value for money, and the flexible approach, including scaling resources.

Major challenges experienced by CX services clients are the lack of proactive optimization initiatives from the vendors and staffing issues such as high attrition rates and reskilling agents to meet digital needs.

As the CX processes evolve with the introduction of new technology, improved operational practices, and advanced commercial models, clients' future selection criteria include a high level of service delivery such as high performance and effectiveness with the ability to deliver against targets. Key future criteria are also business expertise in understanding the specific process, client organization, industry, market, and customer base.

Innovation and creativity by vendors will be moderately important with organizations looking to the future to:

- Optimize the channel mix with digital channels, primarily chat
- Achieve cost optimization through automation
- Implement new digital CX process models underpinned by customer journey mapping and operational and customer insights, and best practice sharing from the wider vendor's client portfolio
- Gain knowledge about new technologies such as cloud-based platforms, analytics, and RPA
- Introduce new talent recruitment, management, and training tools and models.



## Background & Scope of the Report

As part of NelsonHall's 2018 Digital Customer Experience Services market analysis, in addition to interviewing over 25 of the leading CX services providers globally, our research extended to a survey of these vendors' clients. These clients represented a range of geographies, industries, size, scope of services, and various levels of maturity in their sourcing of CX.

Each interview was conducted to cover several focus areas, to gain a comprehensive understanding from the client perspective including their experience as a subscriber of CX services in the current marketplace. This analysis was specifically designed to understand, not only the perception of the vendor performance in meeting client needs currently, but also their ability to meet the clients' needs in the future. The survey focused on the following key areas:

- CX services usage
- Benefits derived directly from CX services
- Vendor approach to benefit delivery
- Client satisfaction
- Client future expectations and vendor ability to meet these future requirements.

For each of these focus areas, clients were asked to rate various attributes including services used, services satisfaction, benefits sought, benefits importance, vendor approach, and overall performance satisfaction.

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## Report Length

34 pages, consisting of 3 chapters

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