Everest Group®

Everest Group PEAK Matrix® for Customer Experience Management (CXM) Service Provider in the Americas 2022

Focus on Webhelp
September 2022

Everest Group PEAK MATRIX®

Background and scope of the research

The Customer Experience Management (CXM) market in the Americas region has shown significant resilience throughout the post-pandemic phase in 2021, as enterprises across the board continued their investments in this space to retain existing customers and attract new ones. These investments were primarily driven by digital CX implementations in areas such as automation, analytics, conversational AI/chatbots, agent-assist solutions, omnichannel delivery, and cloud-based contact center platforms to modernize their contact centers and provide the frictionless experience that modern-age customers expect from brands. There has been an increased demand for the Work at Home Agent (WAHA) service delivery model from enterprises that are especially looking for onshore support for their end customers. Also noticeable was a strong demand for transformation consulting services such as customer journey mapping and design thinking by enterprises to accelerate their digital transformation initiatives and achieve business continuity leading to a scope expansion within existing CXM contracts. The LATAM market grew slightly faster than the North American market, albeit on a smaller base.

In this research, we present detailed assessments of 37 CXM service providers in the Americas featured on the Customer Experience Management (CXM) in the Americas – Service Provider Landscape with PEAK Matrix® Assessment 2022. Each assessment provides a comprehensive picture of the service provider's market success, vision and strategy, service focus and capabilities, digital and technological solutions, domain investments, and buyer feedback. The assessment is based on Everest Group's annual RFI process for the calendar year 2022, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM services market.

In this study, we analyze the CXM service provider landscape across various dimensions:

- Everest Group's PEAK Matrix evaluation, a comparative assessment of 37 leading CXM service providers
- Competitive landscape in the CXM service provider market
- Remarks on key strengths and limitations for each CXM service provider

Scope of this report

Geography
Americas

Providers
37

Services
Customer Experience
Management (CXM)

CXM services PEAK Matrix® characteristics

Leaders:

Alorica, Concentrix, Sitel Group®, Teleperformance, TELUS International, and TTEC

- Leaders have been consistent in the delivery of CXM services and grew their client portfolio further in 2021 through expansion by organic or inorganic means, entering or strengthening presence in new geographies, languages, and verticals, and serving smaller buyer sizes and start-ups through specific SMB offerings. They reported high client satisfaction scores due to greater domain expertise, access to a skilled talent pool, and better innovation and transition management in their engagements

- They are also enhancing their technological capabilities through proprietary solutions, partnerships, or acquisitions in the areas of AI, intelligent automation, omnichannel, cloud contact centers, and remote working (both WAHA and GigCX models). Beyond technology, they are investing in innovation and design thinking labs to test and create new offerings such as CX in the metaverse, while also contributing significantly to society through their ESG initiatives

Major Contenders:

[24]7.ai, Arise, Atento, Cognizant, Comdata Group, Conduent, EXL, Genpact, HGS, IBM, Infosys, Majorel, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, VXI, Webhelp, and Working Solutions

- Major Contenders are building capabilities in serving different industry segments and process types through both traditional and digital channels. They have been able to expand their delivery centers across the region to offer onshore as well as nearshore support for enterprises in this region

- They have been able to develop sophisticated digital solutions and have been successful in their implementation across their client base in the Americas, with some providers relying on third-party vendors to fill capability gaps. They are establishing experience centers, research labs, and outcome-based commercial constructs for co-innovation and risk-sharing with clients, while also investing significantly in agent training and engagement through partnerships or in-house AI-based learning platforms

Aspirants:

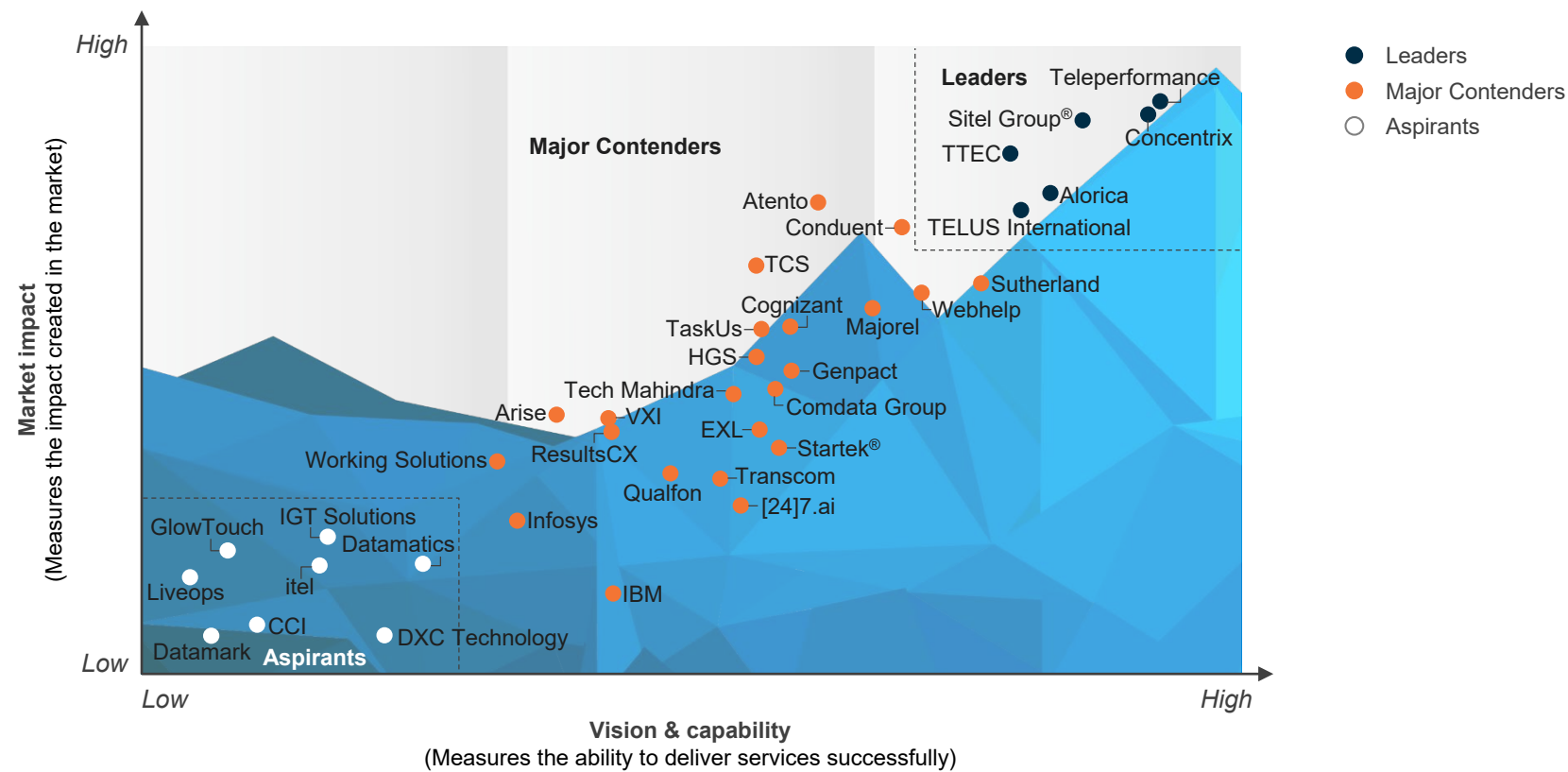CCI, Datamark, Datamatics, DXC Technology, GlowTouch, IGT Solutions, itel, and Liveops

- Aspirants are focused on particular region(s), vertical(s), or buyers, and have relatively smaller scale CXM operations, lower number of agents, and a skewed shoring mix

- They also have digital capabilities and offer innovative models of delivery; however, they currently have limited digital and traditional capabilities to cater to large buyers in this region with more complex requirements

Everest Group PEAK Matrix®

Customer Experience Management (CXM) in the Americas – Service Provider Landscape with PEAK Matrix® Assessment 2022 | Webhelp positioned as Major Contender

Everest Group Customer Experience Management (CXM) in the Americas – Service Provider Landscape with PEAK Matrix® Assessment 2022[1]

Legend:
- Leaders
- Major Contenders
- Aspirants

Axes:
- Market impact (Measures the impact created in the market) — Low / High
- Vision & capability (Measures the ability to deliver services successfully) — Low / High

Plotted providers:
Leaders — Teleperformance, Sitel Group®, Concentrix, TTEC, Alorica, TELUS International

Major Contenders — Atento, Conduent, TCS, Sutherland, Cognizant, Webhelp, TaskUs, Majorel, HGS, Genpact, Tech Mahindra, Comdata Group, Arise, VXI, EXL, ResultsCX, Startek®, Working Solutions, Transcom, Qualfon, [24]7.ai, Infosys, IBM

Aspirants — GlowTouch, IGT Solutions, Datamatics, Liveops, itel, CCI, Datamark, DXC Technology

1 Assessment for Sutherland excludes provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2022)

Webhelp | Americas CXM profile (page 1 of 6)
Overview

Company mission/vision statement

Webhelp is a global BPO that designs, builds, and scales customer journeys. The company's mission is to manage the customer experience for leading organizations across all major sectors. The company has a vision of working with its clients as an end-to-end, 360º partner for all B2B and B2C customer journey needs. It strives to do so by leveraging sector expertise, technology enablement, and AI capabilities, to design tailor-made solutions and transformation to deliver better customer experiences, drive value for clients, and futureproof their business success.

Headquarters: Paris, France   **Website:** www.webhelp.com

Key leaders

- **Oliver Duha:** Co-Founder & CEO
- **Eduardo Salazar:** CEO, Americas
- **Matthieu Bouin:** Group Managing Director Sales, Marketing & Solutions
- **Sandrine Asseraf:** Group Managing Director, Legal & Compliance

- **Bruno Vaffier:** Group Managing Director, Finance & IT
- **Eduardo Salazar:** CEO, Americas
- **Jean-Baptiste Decaix:** Group Managing Director and Chief Client Officer
- **Yan Noblot:** Group Chief Technology Officer

- **David Turner:** Group Managing Director, UK People & Business Development
- **Vincent Bernard:** Group Managing Director and COO
- **Vincent Tachet:** Group Chief Information Officer

Recent developments

- **2022:** expanded operations in Mason, Ohio, to provide career opportunities to the local community
- **2021:** expanded Webhelp Americas via Onelink and Dynamicall acquisitions
- **2021:** appointed Paul Danter as Co-CEO of Digital Marketing & Content Services to lead expansion in the Americas
- **2021:** expanded multilingual operation in Mexico
- **2021:** appointed Amar Akatrai as Global Business Unit Executive Director to support growing the hi-tech client base from California

ESG Initiatives

- Webhelp launched a group-level initiative called Greenhelp and adopted it within its entire business
- Webhelp initiated a roadmap aligned with the Paris Agreement (COP21) and is in the process of aligning this roadmap with the SBTi with the ambition of reducing the carbon footprint by 55% by 2030 on all scopes and in absolute value and becoming carbon-neutral by no later than 2050

Americas CXM revenue
In US$ million

297	534
2020	2021

Scale of Americas CXM
Number of agents

1,100	20,534
2020	2021
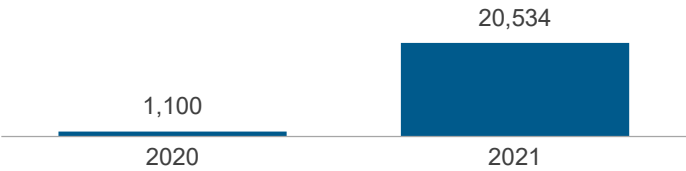
Americas CXM client base
Number of clients

5	126
2020	2021

Webhelp | Americas CXM profile (page 2 of 6)
Capabilities

Split of Americas CXM FTEs
Number of FTEs

By location

High cost — 4%
Low cost — 10%
Medium cost — 86%
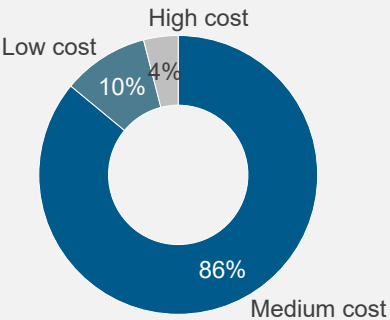
Split of Americas CXM FTEs
Number of FTEs

By language

Others — 4%
English — 43%
Spanish — 53%
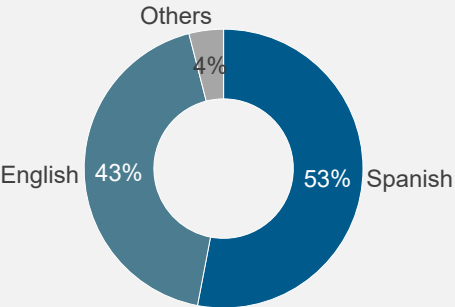
Americas CXM revenue mix
Revenue in US$ million

By process

Channel management (1%)
Customer analytics (1%)
Payment collections (1%)
Outbound sales services
Others — 7%
Inbound sales services — 7%
Technical support — 9%
Customer service — 51%
23%

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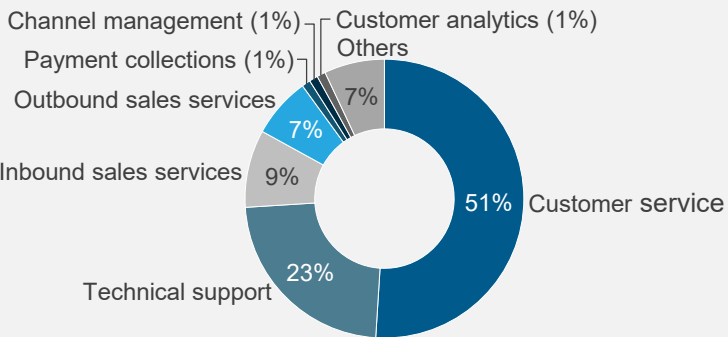
1   Includes channel management, customer analytics, customer retention management, and performance management & reporting
Note: High cost regions include the US and Canada; medium cost regions are Latin America, Eastern Europe, and Middle East and Africa, and low cost regions include India, the Philippines, and Rest of Asia

Webhelp | Americas CXM profile (page 3 of 6)
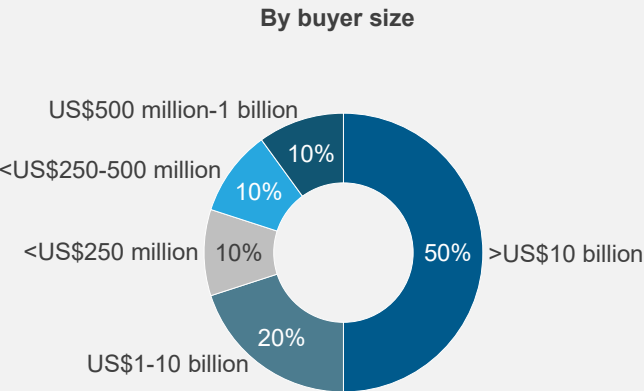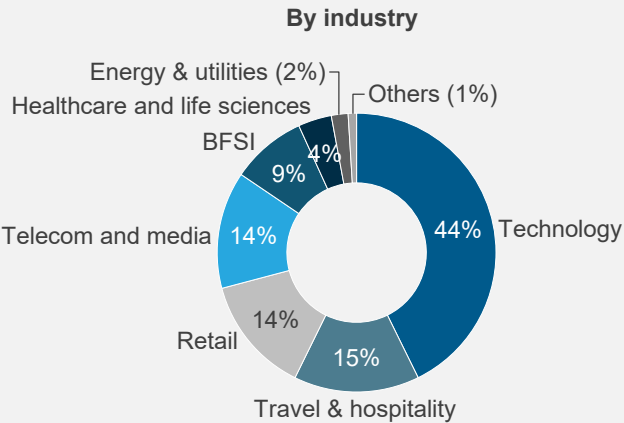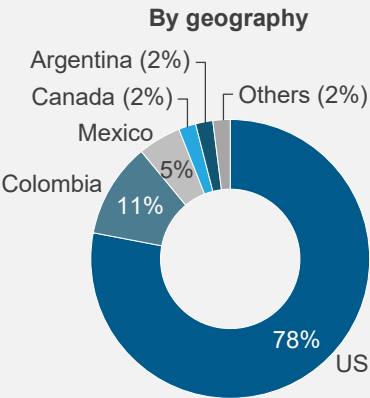## Key CXM investments | proprietary solutions and partnerships

Key partnerships
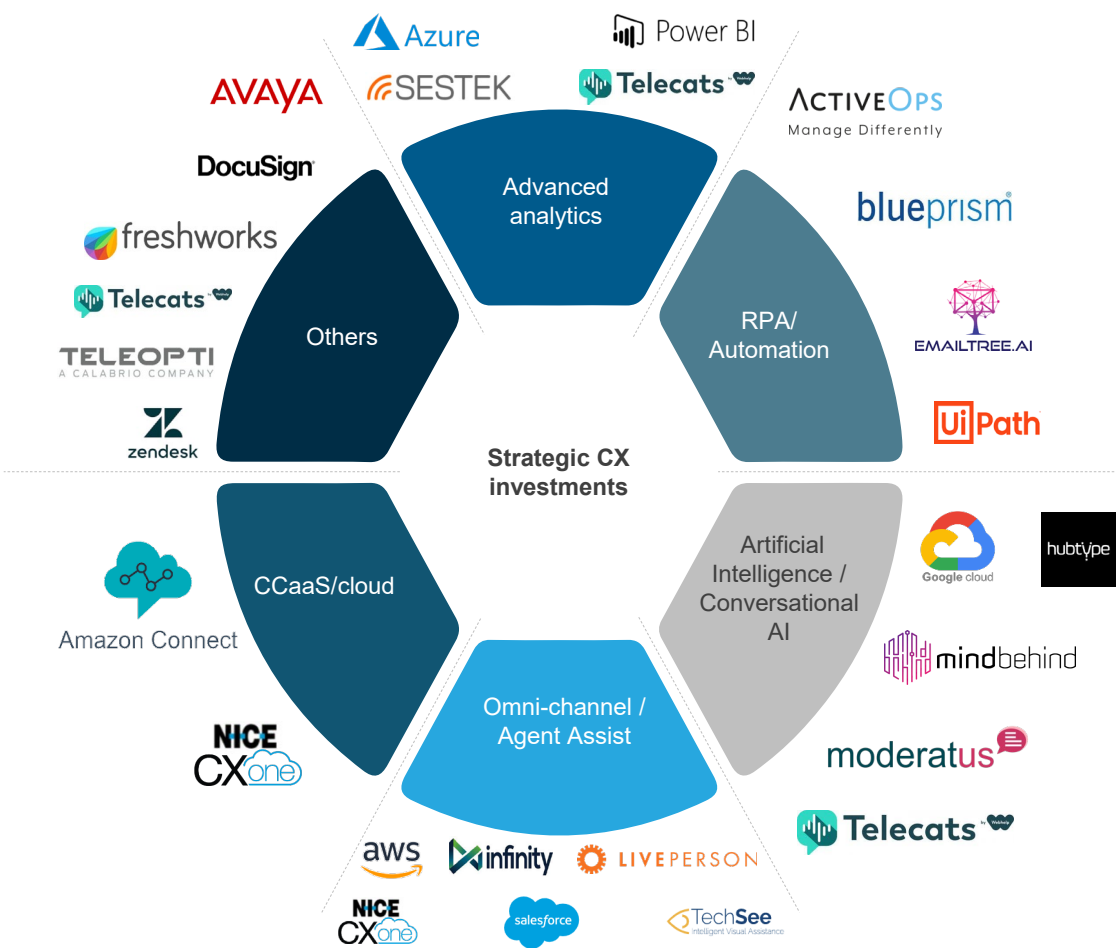
Key proprietary solutions

VoC dashboard	It is a customer dashboard that visualizes both customer interactions and customer feedback (post-interaction surveys).
Predictive operational performance	It is an operational performance model forecasting the performance based on contract types, production data, and quality information.
Predictive attrition model	It is deployed in the Americas to forecast and minimize attrition among agents and supervisors.
Wellbeing analytics	It supports Webhelp's content moderation teams. This pilot in India for 1,500 employees is now being rolled out across multiple geographies.
Polyglot	It is an omnichannel solution that combines translation engines and AI-powered ML algorithms with human expertise. It covers languages that are difficult to staff and focuses on improving NPS and response times while decreasing the cost to serve.
Self-augmented agent	It is an assistant that in real-time helps advisors process the call and ask the right questions at the right time to carry out the conversation so that they can focus on the aspect of emotional intelligence.
CX Leader development program	It is a program that provides training and best practices to clients, enabling them to create sustainable CX excellence in their frontline operations.
Webhelp Anywhere	It is a holistic client solution, combining location with delivery models (onsite/hybrid/virtual) – augmented by AI and automation.
Voice automation services	It is a proprietary smart IVR platform providing natural language understanding and self-service capability.

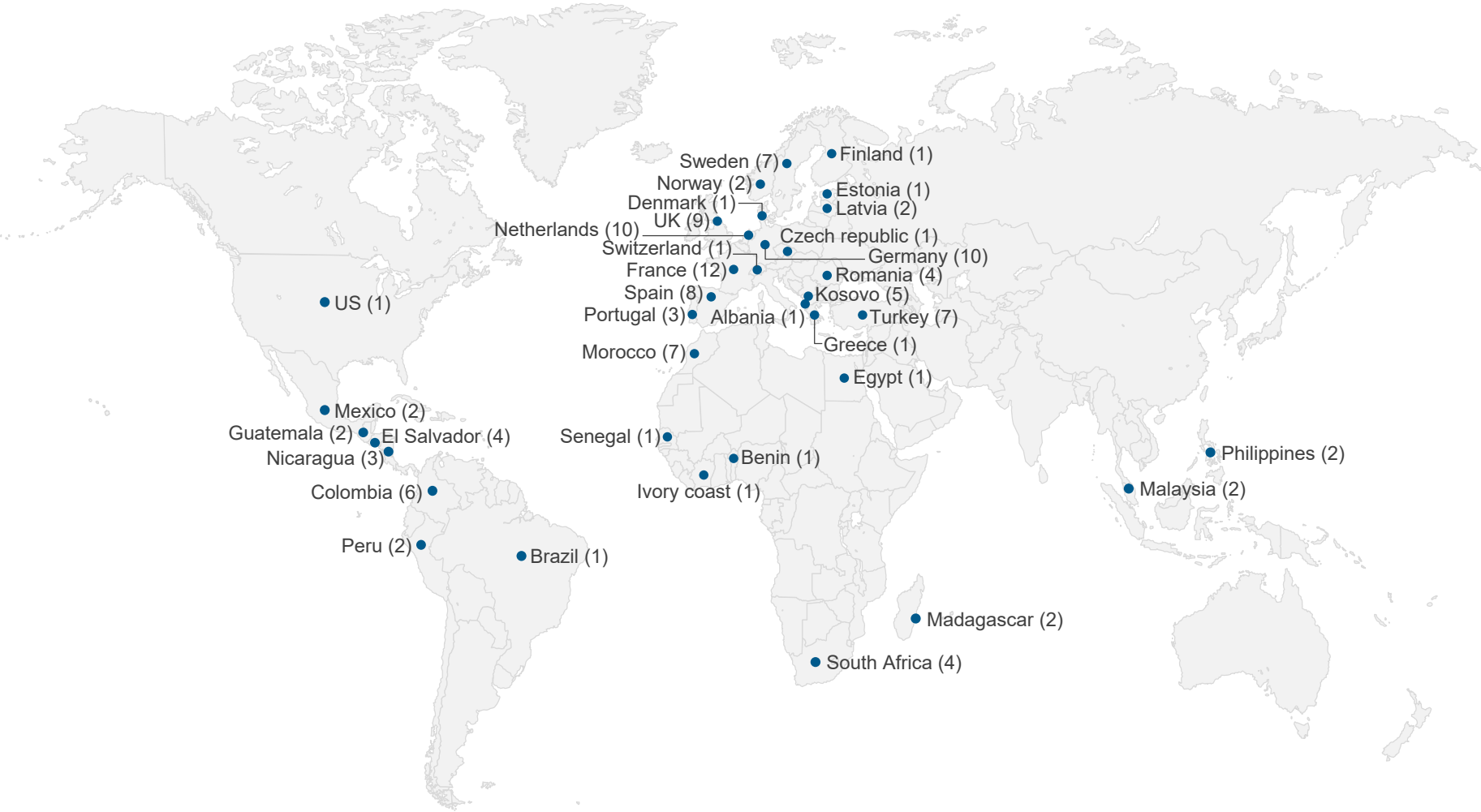# Webhelp | Americas CXM profile (page 4 of 6)
Client portfolio

Americas CXM revenue mix
US$ million

By geography

- Argentina (2%)
- Others (2%)
- Canada (2%)
- Mexico
- Colombia
- 5%
- 11%
- 78% US

By industry

- Energy & utilities (2%)
- Healthcare and life sciences
- Others (1%)
- BFSI
- 4%
- 9%
- Technology 44%
- Telecom and media 14%
- Retail 14%
- Travel & hospitality 15%

By buyer size

- US$500 million-1 billion
- <US$250-500 million
- <US$250 million
- US$1-10 billion
- 10%
- 10%
- 10%
- 50% >US$10 billion
- 20%

Key customer experience engagements		
Client name	**Region**	**Client since**
The world's leading mobile transportation platform	Global – Multiple regions	2021
A major pan-regional Latin American multinational airline	Americas	2020
One of the most downloaded peer-to-peer mobile payment service	Americas	2020
A multinational furniture retailer	Global – Multiple regions	2020
One of the largest sportswear manufacturers in the world	Global – Multiple regions	2012
A multinational information technology service and consulting company	Global – Multiple regions	2008

Webhelp | Americas CXM profile (page 5 of 6)
Location landscape

Sweden (7)
Finland (1)
Norway (2)
Estonia (1)
Denmark (1)
Latvia (2)
UK (9)
Netherlands (10)
Czech republic (1)
Switzerland (1)
Germany (10)
France (12)
Romania (4)
Spain (8)
Kosovo (5)
Portugal (3)
Albania (1)
Turkey (7)
Greece (1)
Morocco (7)
Egypt (1)
US (1)
Mexico (2)
Guatemala (2)
El Salvador (4)
Senegal (1)
Nicaragua (3)
Benin (1)
Philippines (2)
Colombia (6)
Ivory coast (1)
Malaysia (2)
Peru (2)
Brazil (1)
Madagascar (2)
South Africa (4)

Webhelp | Americas CXM profile (page 6 of 6)
Everest Group assessment – Major Contender

Measure of capability: ◔ Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Technology and innovation	Delivery footprint	Overall
◕	◕	◑	◔	◔	◔	●	◔	◔

Strengths

- Webhelp has become one of the rapidly growing CXM providers in the Americas with the acquisitions of DynamiCall and OneLink BPO in 2021, and Grupo Services in 2022. It has partnered with local governments in Colombia and Nicaragua for the local population to be trained in English language fluency to drive economic inclusion
- It provides customer service, sales service, and technical support services to clients through 20,000+ agents. Almost half of its portfolio is serviced through non-voice channels such as email, chat, and social media. It caters to clients from industries such as telecom & media, technology, travel & hospitality, and retail
- Webhelp's consulting brand, Gobeyond Partners has plans in place to open a location in the Americas in the near future
- It has experience in serving clients at different stages of growth and scale, ranging from small and midsize companies to large companies with revenue more than US$10 billion. It is driving digital-first thinking and deeper partnerships with technology vendors for hyper-personalized CX. It is also co-creating innovative solutions with clients, offering value-added consulting services such as design thinking, customer journey mapping, Voice of the Customer (VoC), operational excellence, and business design
- To strengthen the value proposition of its B2B sales capability and offer end-to-end capabilities across the customer journey, Webhelp developed Lead Factory, which leverages API & RPA solutions to generate or enrich databases in the B2B space to support lead generation. It also offers as a service solutions for workforce management, quality assurance, and knowledge management
- It is leading the shift to outcome-based and hybrid pricing structures, with a considerable segment of its client portfolio engaged in these commercial models. This allows it to incubate an environment of co-innovation for its clients

Limitations

- Most of Webhelp's CXM delivery centers are in Latin America, which may not meet the requirements of clients looking for partners with extensive onshore presence in North America
- It has relatively limited experience in catering to buyers from domains such as insurance, manufacturing, government, and healthcare
- There is limited evidence in delivering services for other processes such as order fulfillment & transaction processing, payment collections, and other value-added services, which might be a deterrent for buyers

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

Everest Group PEAK Matrix
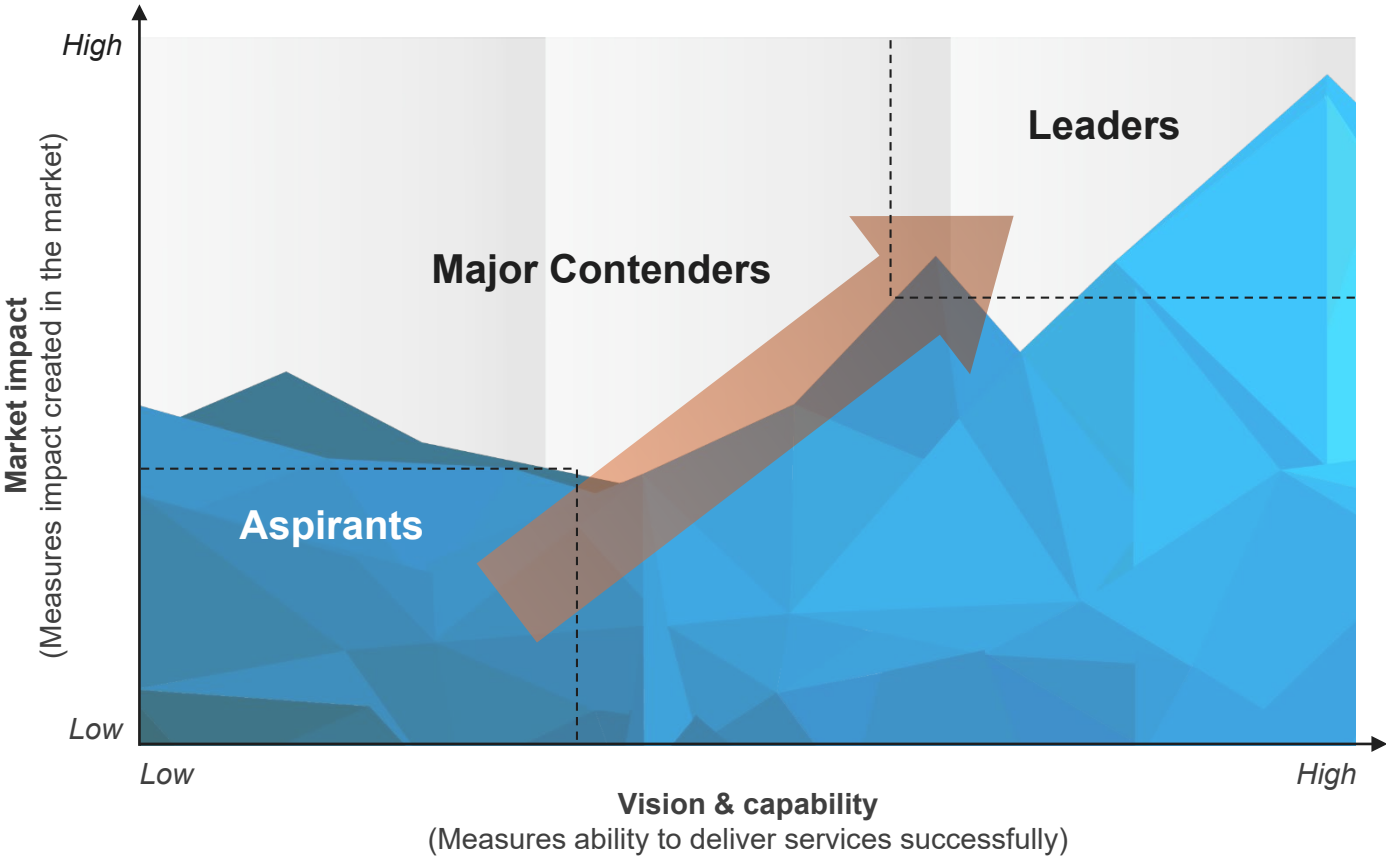
Services PEAK Matrix® evaluation dimensions

Measures the impact created in the market – captured through three subdimensions
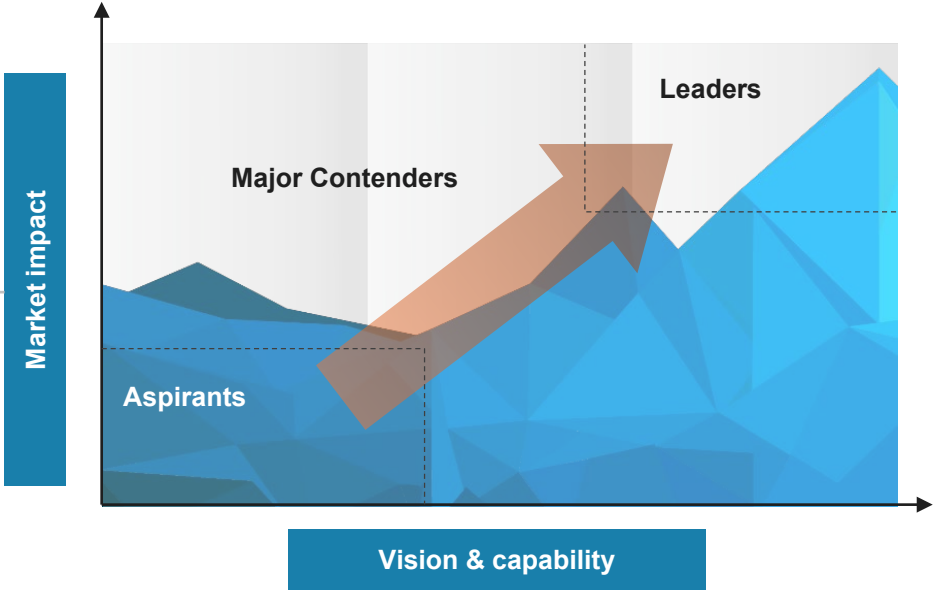
Market adoption

Number of clients, revenue base, YoY growth, and deal value/volume

Portfolio mix

Diversity of client/revenue base across geographies and type of engagements

Value delivered

Value delivered to the client based on customer feedback and transformational impact

Market impact

Leaders

Major Contenders

Aspirants

Vision & capability

Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Scope of services offered

Depth and breadth of services portfolio across service subsegments/processes

Technology and innovation

Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, and M&A

Delivery footprint

Delivery footprint and global sourcing mix

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?
No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?
A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
  - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
  - In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?
- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
  - Issue a press release declaring positioning; see our citation policies
  - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
  - Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

Everest Group®

With you on the journey

Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our research also covers the technologies that power those processes and functions and the related talent trends and strategies. Our clients include leading global companies, service and technology providers, and investors. Clients use our services to guide their journeys to maximize operational and financial performance, transform experiences, and realize high-impact business outcomes. Details and in-depth content are available at **www.everestgrp.com**.

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