



Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2026 – Americas

Focus on TTEC
September 2026

Introduction

The CXM market across the Americas, APAC, and EMEA is entering a more execution-focused phase, as enterprises move beyond stand-alone generative AI tools toward integrated human-AI operating models and early agentic workflows. Investment is shifting toward AI-enabled operations, with greater emphasis on governance, adoption, integration, and measurable returns. Proprietary platforms are increasingly being combined with hyperscaler, CCaaS, and specialist AI ecosystems, alongside stronger consulting and implementation capabilities. At the same time, buyers continue to value delivery fundamentals such as domain expertise, talent quality, operational resilience, multilingual support, and commercial flexibility. Provider differentiation is therefore increasingly shaped by implementation maturity, the ability to embed technology into existing operations, and the delivery of measurable CX, productivity, and business outcomes.

In the report, we present an assessment and detailed profiles of 63 CXM service providers featured on the [Customer Experience Management \(CXM\) Services PEAK Matrix® Assessment 2026](#). Each provider profile provides a comprehensive picture of its service focus, key

Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2026, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM services market.

The full report includes the profiles of the following 63 leading CXM services providers featured on the CXM services PEAK Matrix:

Almaviva Experience, Alorica, Altius Link, Arise, Atain, Atento, ATM Group, BELLSYSTEM24, CCI, Cognizant, Concentrix, Conduent, Conectys, DATAMARK, Datamatics, Daythree, Digitide, eClerx, ellio, Etech Global Services, EXL, Firstsource, FiveS Digital, Foundever®, Fusion CX, Genpact, HCLTech, HGS, ibex, Infosys, Intelcia, IntouchCX, iQor, iSON Xperiences, Konecta, ModSquad, Nutun, PentaFon, Probe CX, Qualfon, RAYA CX, RedialBPO, ResultsCX, SixEleven Center, SourceCX, Sutherland, Symbos, TaskUs, TCS, TDCX, Tech Mahindra, TELUS Digital, The DDC Group, TMJ, TP, Transcom, transcosmos, TTEC, Ubiquity, UnifyCX, VXi, Welsend, yoummday

Scope of this report

Geography: global

Industry: all

Services: CXM services

Scope of the evaluation

The evaluation spans all these layers, assessing provider maturity and capabilities across strategy, operations, and value-added layers, and enabling technology integration

Focus of research



Operational services

- Customer service
- Technical support
- Sales services
- Order fulfillment and transaction processing
- Payment collections



Value-added CXM services

- Social media management
- Talent management
- Knowledge management
- Customer retention management
- Analytics and insights services
- Compliance and security management



CX consulting and process optimization

- Operational assessment
- CX strategy and planning
- Customer journey design
- Technology advisory
- Workforce planning
- Digital transformation design



Technology

- CX orchestration
- Automation and AI
- Insights and analytics
- Security and compliance
- Implementation

Scope boundaries

Included in scope:



End-to-end outsourced CXM services



Technology-enabled service delivery



Consulting and transformation capabilities as tied to CX operations



Industry-specific CXM offerings

Excluded from scope:



Pureplay technology platforms or CRM tools without managed service



In-house CX functions without external provider involvement



Back-end functions enabling CX, such as F&A, HR, and supply chain operations

We break down each element into subprocesses of the customer interaction value chain



CXM services Americas PEAK Matrix® characteristics

Leaders

Alorica, Concentrix, EXL, Foundever®, IntouchCX, Konecta, TELUS Digital, and TP

- Leaders have sustained their market position through strong client retention and expansion, broad industry coverage, and continued investments in technology and transformation capabilities
- Leaders differentiate through enterprise-grade technology execution, combining proprietary AI and automation assets with broad CCaaS, CRM, hyperscaler, and data ecosystems to redesign workflows, integrate solutions into client environments, and move use cases from pilot to governed, production-scale deployment with measurable outcomes
- They increasingly take broader transformation accountability, combining CX strategy and journey redesign with technology implementation, change management, and ongoing managed operations
- Leaders combine strong North American client coverage with diversified onshore, nearshore, and offshore delivery footprints across LATAM, EMEA, and APAC, enabling bilingual support, business continuity, cost flexibility, and access to specialized talent

Major Contenders

Almaviva Experience, Arise, Atento, CCI, Cognizant, Conduent, DATAMARK, Datamatics, Digitide, eClerx, Etech Global Services, Firstsource, Fusion CX, Genpact, HCLTech, HGS, ibex, Atain, Infosys, iQor, Probe CX, Qualfon, ResultsCX, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, TTEC, Ubiquity, UnifyCX, and VXI

- Major Contenders have established strong positions in selected industries, client segments, processes, or delivery markets and are expanding through LATAM hubs, partnerships, and targeted investments
- Technology maturity varies across Major Contenders: some have developed proprietary accelerators, while others rely more heavily on partners
- They are adding consulting, process redesign, analytics, and technology implementation capabilities, but these are generally more account-specific and uneven across the segment
- They differentiate through domain expertise, client intimacy, agility, flexible delivery, and specialization in areas such as collections, technical support, sales, and digital-native CX. Some are piloting usage- or outcome-linked models, while input-based pricing remains dominant

Aspirants

Intelcia, ModSquad, Nutun, Pentafon, RedialBPO, SixEleven Center, SourceCX, and Welsend

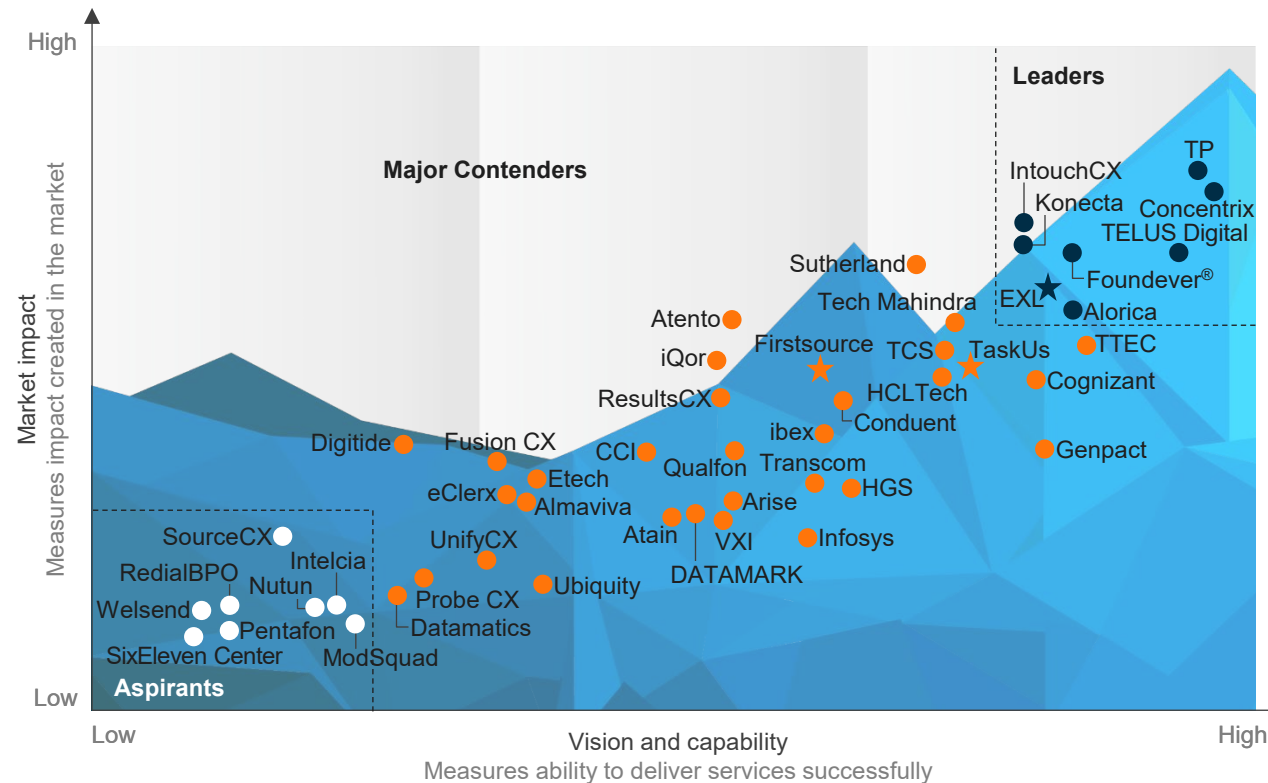
- Aspirants remain focused on specific countries, locations, client segments, languages, or processes and typically operate at smaller scale with a more limited range of CXM services
- They typically differentiate through cost competitiveness, bilingual or local-market capabilities, high-touch relationships, flexible operating models, and the ability to rapidly support smaller or specialized programs
- They are investing in targeted AI and automation, alternative workforce models, and technology partnerships; however, capabilities are generally less integrated and less proven across complex, multi-site transformation engagements

Everest Group PEAK Matrix®

Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2026 – Americas | TTEC is positioned as a Major Contender

Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2026 – Americas^{1,2,3}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessment for Almayiva Experience excludes provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with CXM services buyers

² Analysis for CCI Global is based on its capabilities before its merger with Startek

³ IGT Solutions has been rebranded to Atain

Source: Everest Group (2026)

TTEC (page 1 of 2)

Everest Group Americas assessment – Major Contender | Everest Group APAC assessment – Major Contender | Everest Group EMEA assessment – Major Contender and Star Performer

Measure of capability:  Low  High

	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

Strengths

- TTEC serves B2B and B2C clients across the globe with the US and Canada as its core market along with clients in the UK and Ireland, Eastern Europe, Latin America, and ANZ
- TTEC combines CX delivery with system integration and implementation capabilities through TTEC Digital, which supports clients across CX consulting and process optimization, cloud-based solutions, and broader digital transformation programs
- Its digital proposition is supported by proprietary solutions such as TTEC Let Me Know for agent knowledge support and TTEC Perform for AI-enabled coaching and performance management, alongside investments in multimodal bot capabilities for web and customer-assistance use cases
- TTEC also brings a broad partner ecosystem across key digital solutions such as advanced analytics, automation, conversational AI and self-service, CCaaS, gen and agentic AI, workforce management, and knowledge management. Key partners include Databricks, Automation Anywhere, ServiceNow, Google Cloud, Microsoft, AWS, Genesys, Cisco, NICE, Five9, Talkdesk, Salesforce, Shelf, Kore.ai, Omilia, Verint, Calabrio, and Krisp
- It provides white-glove services across VIP customer support, executive and critical-incident escalation management, high-touch onboarding and implementation support, customer success for premium segments, proactive care and experience assurance, and digital concierge and journey orchestration
- It has experience serving clients across industries such as telecom, banking and financial services, insurance, software and platforms, public sector, manufacturing, travel and hospitality, healthcare, and e-commerce, retail, and distribution
- It provides services across most processes with depth in customer service, sales services, CX consulting and process optimization, technical support, order fulfillment and transaction processing, talent management, knowledge management, and customer retention management
- It has a well-diversified buyer mix, with experience across small, mid-sized, and large enterprises ranging from less than US\$500 million to above US\$20 billion
- Buyers highlighted TTEC’s relationship management, flexibility, and implementation support as key strengths, and also appreciated its domain understanding, innovation, and ability to support large-scale, multi-market programs

TTEC (page 2 of 2)

Everest Group Americas assessment – Major Contender | Everest Group APAC assessment – Major Contender | Everest Group EMEA assessment – Major Contender and Star Performer

Measure of capability:  Low  High

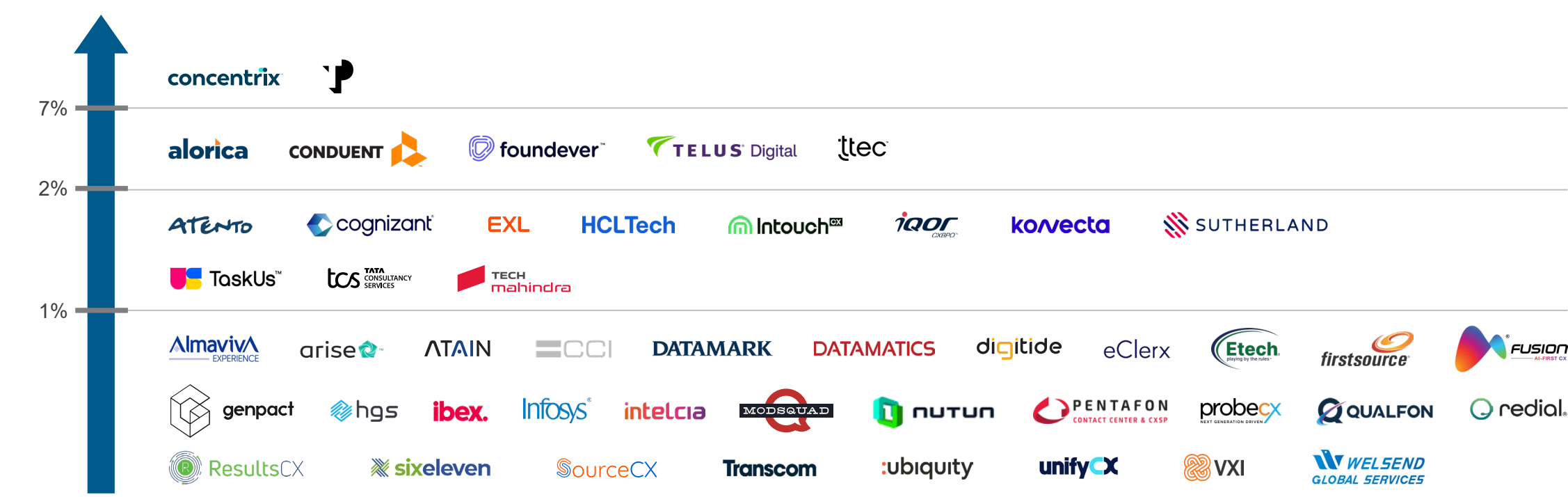
	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Americas									

Limitations

- TTEC has limited experience serving clients in the Middle East and Africa, Western Europe, the Nordics, and most APAC countries outside Australia and New Zealand
 - It has limited experience in deploying language translation, accent neutralization, and quality assurance solutions at scale
- Buyers pointed to opportunities to improve talent continuity and service consistency in some engagements, while also seeking stronger commercial competitiveness and more proactive value creation in areas such as cost optimization and transformation recommendations

Provider landscape analysis – Americas

Market share analysis of the providers¹
2026; percentage of regional market of CXM services



¹ Providers are listed alphabetically within each range

Provider landscape analysis – Americas

Provider YoY growth¹
2024-25; YoY revenue growth in Americas

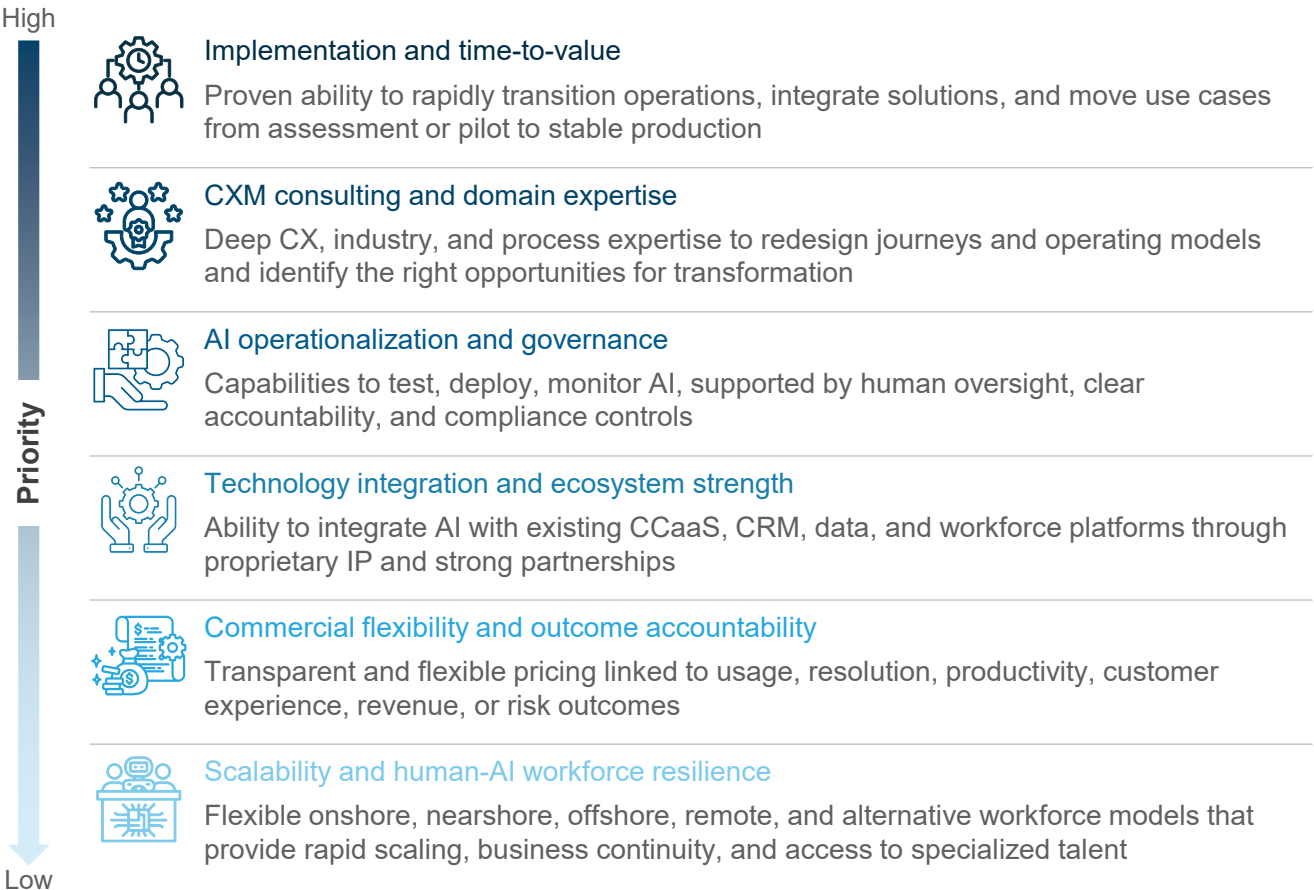


¹ Providers are listed alphabetically within each range

Key buyer considerations

Enterprise buyers increasingly favor providers that can combine consulting-led transformation, production-ready AI, and outcome accountability to accelerate value realization

Key sourcing criteria



Summary analysis

Buyers increasingly assess whether providers can take accountability across the full transformation lifecycle, from strategy and journey design to technology implementation, workforce adoption, and ongoing operations. Speed remains important, but rapid deployment must also demonstrate reliable integration, operational stability, and minimal disruption to customer experience.

AI maturity is now assessed through production adoption and measurable impact, rather than the number of tools available. Providers must demonstrate integration with existing systems, effective human-AI handoffs, continuous monitoring and optimization, security, governance, and clear operational outcomes. Industry and process expertise remain critical to automate complex journeys, regulatory requirements, and exceptions effectively.

Scale and cost are also being evaluated differently. Scale now reflects the ability to flex capacity across locations, channels, talent models, and AI-enabled delivery, rather than only headcount or geographic presence. Cost is increasingly assessed through business value, with buyers favoring transparent and outcome-linked commercial models over the lowest rate alone.

Key takeaways for buyers

CXM providers have been expanding beyond core service delivery by embedding AI, automation, analytics, and digital orchestration into their offerings. However, capability maturity varies significantly across providers, and broad solution portfolios do not always translate into scaled implementation or measurable business impact.

Buyers should assess providers on proven execution, strength of operating fundamentals, and their ability to combine technology, domain expertise, and delivery resilience within a coherent transformation model



Validate scaled AI deployment and measurable impact

Assess live implementations across agent assist, self-service, quality assurance, analytics, and automation. Require evidence of production scale, governance, adoption, and measurable CX and operational outcomes.



Align commercials with use-case maturity

Avoid applying one pricing model across all technology-led initiatives. Use project- or milestone-based pricing for implementation, subscription or consumption models for platforms and usage, and outcome-linked or hybrid constructs where performance baselines, attribution methods, and governance are sufficiently mature and measurable.



Prioritize talent stability and proactive value creation

Evaluate workforce quality, leadership continuity, operational resilience, and the ability to provide proactive recommendations. Assess whether providers can convert operational data into actionable insights and sustained improvements.

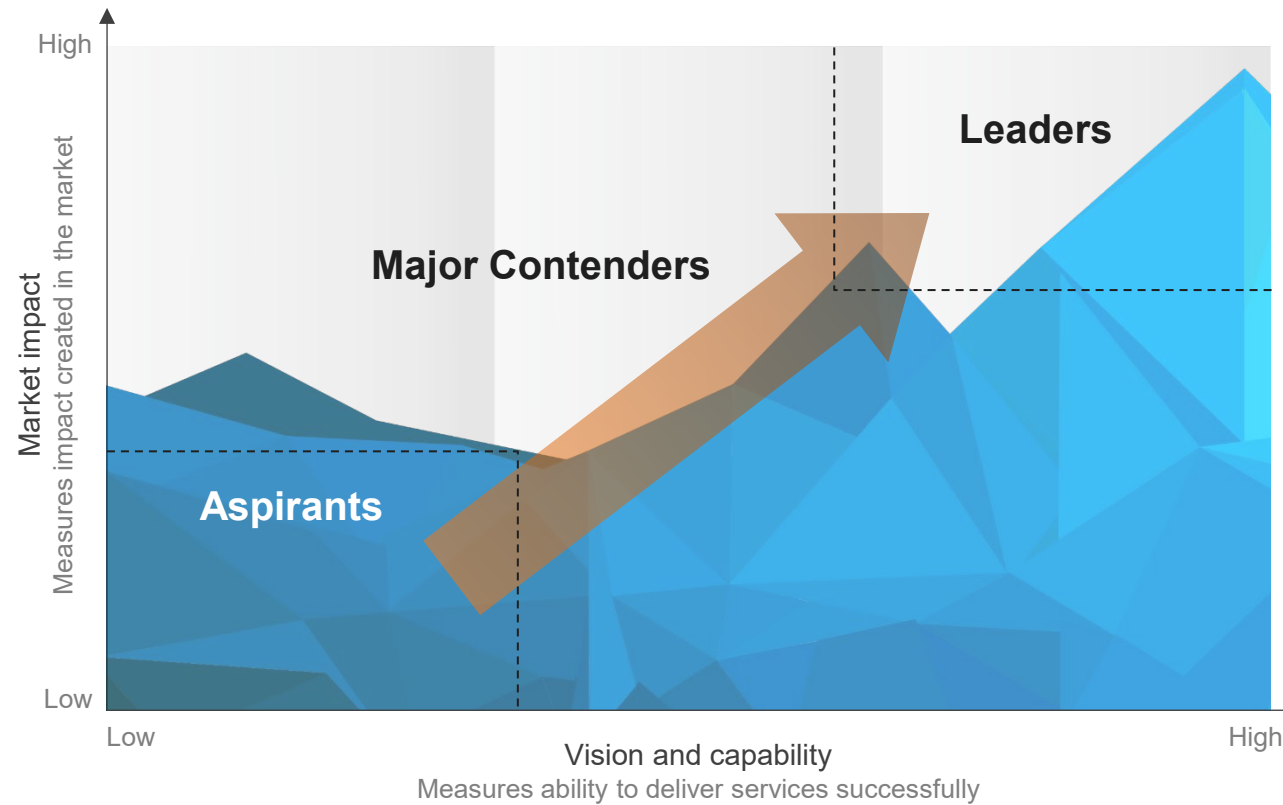
Appendix

PEAK Matrix® framework

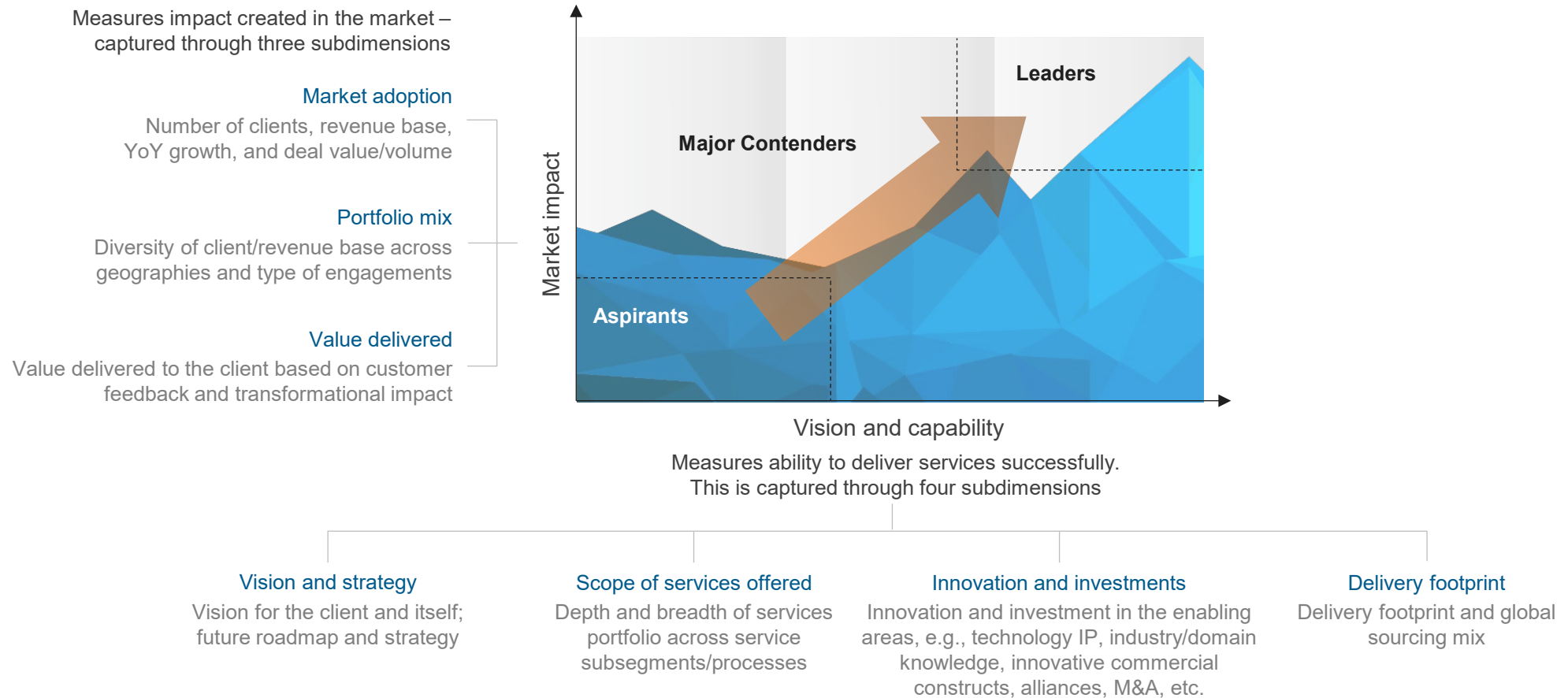
FAQs

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

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: 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.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: 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.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: 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.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: 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 included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: 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

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: 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.

Stay connected

Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto

canada@everestgrp.com
+1-214-451-3000

Website

everestgrp.com

Blog

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