



Everest Group Customer Experience Management (CXM) Services PEAK Matrix[®] Assessment 2024 – Americas

Focus on Foundever[®]

September 2024



Background and scope of research

The Customer Experience Management (CXM) market has grown moderately in the Americas, buoyed by bullish sentiments due to stronger-than-expected economic conditions, particularly in the United States. This environment has prompted service providers to increase investments in their Americas operations. Enterprises in the region are advancing digital transformation, leading service providers to offer a wide range of digital CX solutions, including automation, analytics, conversational AI, chatbots, self-service, omnichannel delivery, and cloud-based contact center solutions.

To support the ideation, development, and implementation of various digital CX tools including gen AI solutions, a considerable number of service providers have established Centers of Excellence (CoEs). Many gen AI solutions are being deployed including knowledge-as-a-service tools, learner co-pilots, QA & QC co-pilots, conversational gen AI chatbots, and agent assist tools. Additionally, almost all service providers are partnering with hyperscalers and AI start-ups to deliver gen AI-centric offerings, further enriching their service portfolios.

In this report, we present an assessment and detailed profiles of 43 CXM service providers featured on the CXM

Services in the Americas PEAK Matrix® Assessment 2024. 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 2024, interactions with leading CXM service providers, client reference checks, and an ongoing analysis of the CXM services market.

This report includes the profiles of the following 43 leading CXM providers featured on the CXM Services in the Americas PEAK Matrix®:

- **Leaders:** Alorica, Concentrix, Foundever®, Teleperformance, TELUS Digital, and TTEC
- **Major Contenders:** Arise, Atento, CCI, Cognizant, Conduent, Datamatics, eClerx, Etech, EXL, Firstsource, Genpact, GlowTouch, HCLTech, HGS, ibex, IGT Solutions, Infosys, Intelcia, IntouchCX, Konecna, Probe CX, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, and VXI
- **Aspirants:** Auxis, Centro, Conectys, Ignition CX, MerchantsCX, Pentafoam, and Welsend

Scope of this report

Geography: Americas

Industry: All

Services: Customer Experience Management (CXM)

CXM services in Americas PEAK Matrix® characteristics

Leaders

Alorica, Concentrix, Foundever®, Teleperformance, TELUS Digital, and TTEC

- Leaders in CXM services expanded their client portfolios in 2023 through both organic and inorganic growth, enhancing their presence in new geographies, languages, and verticals. These Leaders boast strong language capabilities, including English, Spanish, Portuguese, and French Canadian, and operate an extensive network of delivery locations across North America, LATAM, and Asia
- Quick to adopt gen AI, Leaders have formed partnerships with a variety of technology providers to deliver targeted solutions and proprietary tools, including advanced analytics, automation, and cloud-based solutions. They have also established Centers of Excellence to enhance their digital tool library and proprietary offerings. Their focus on digital transformation, process innovation, talent management, and customer relationships underpins their overall strength

Major Contenders

Arise, Atento, CCI, Cognizant, Conduent, Datamatics, eClerx, Etech, EXL, Firstsource, Genpact, GlowTouch, HCLTech, HGS, ibex, IGT Solutions, Infosys, Intelcia, IntouchCX, Konecra, Probe CX, Qualfon, ResultsCX, Startek®, Sutherland, TaskUs, TCS, Tech Mahindra, Transcom, and VXI

- Major Contenders, proficient in English, Spanish, Portuguese, and Canadian French, serve clients across the Americas with delivery locations in the US, Canada, Honduras, Jamaica, Nicaragua, Guatemala, South Africa, India, and the Philippines, providing a diverse shoring mix
- They have developed proprietary tools such as gen AI-powered chatbots, agent assist tools, advanced analytics, talent management frameworks, and automation solutions. They have established extensive networks of partnerships with leading technology providers to enhance their digital capabilities and omnichannel solutions. Buyers recognize their strengths in service delivery, digital transformation, talent management, pricing flexibility, performance management, and customer relationships

Aspirants

Auxis, Centro, Conectys, Ignition CX, MerchantsCX, Pentafon, and Welsend

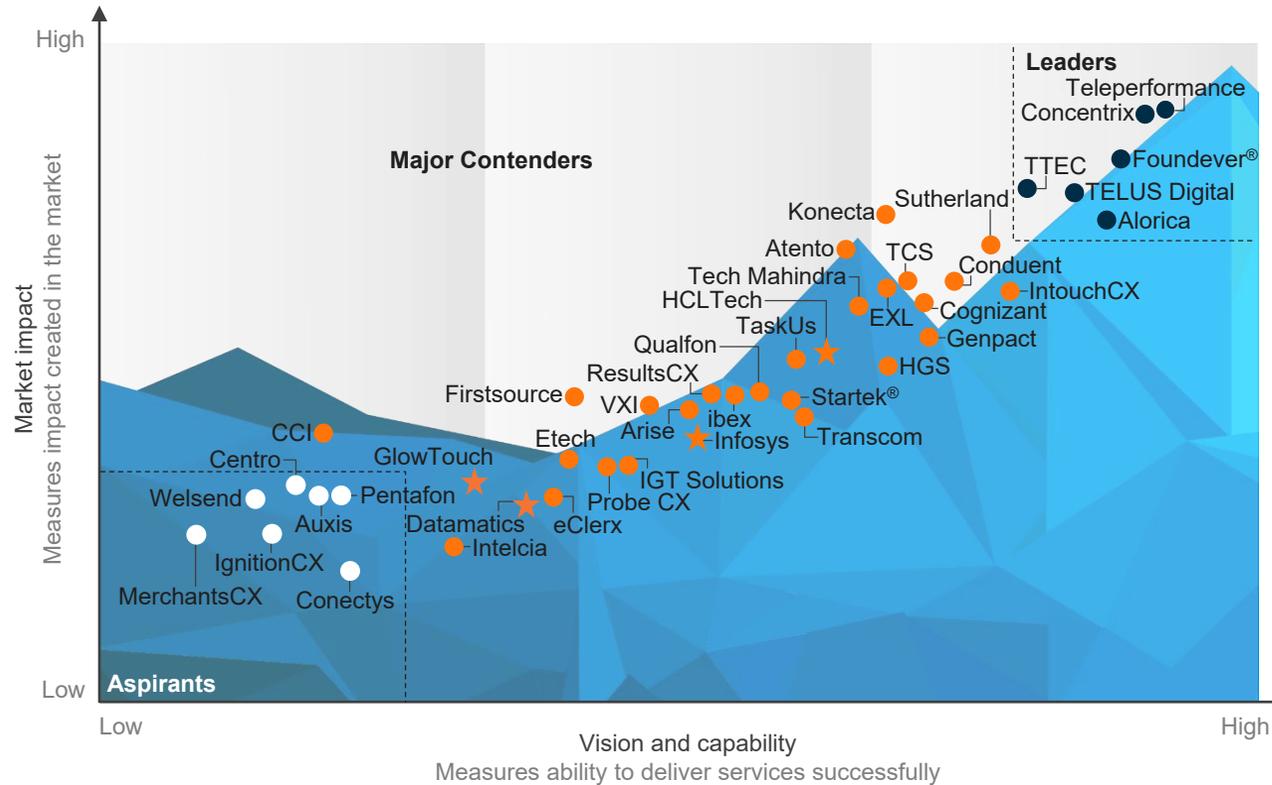
- Aspirants are focused on specific regions, verticals, or buyers and have smaller CXM operations, fewer agents, and a skewed shoring mix
- They are developing digital CX solutions such as gen AI-powered chatbots, analytics platforms, automation, virtual assistance, and use case-specific digital CX solutions such as recruitment bots and QA and QC bots. They are partnering with technology providers to further enhance their gen AI services. Buyers recognize their strengths in scalability, domain expertise, responsiveness, and relationship management. While they offer innovative digital capabilities, they currently have limited capacity to serve large buyers with complex needs

Everest Group PEAK Matrix®

Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas | Foundever® is positioned as a Leader

Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessment for Intelcia excludes service 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 (2024)

Foundever® profile (page 1 of 8)

Overview

Company profile

Foundever® is an international innovator in the CX services market. It serves over 800 of the world's leading and digital-first brands, employing over 170,000 people worldwide. It provides creative CX solutions and expertise to meet its clients' operational demands. It serves 45 countries and supports over 60 languages.

Headquarters: Miami, Florida

Website: www.foundever.com

Key leaders

- Laurent Uberti, Founder, President, and Chief Executive Officer
- Olivier Camino, Founder and Chief Operating Officer
- Nordine Benbekhti, Chief Financial Officer
- Martin Wilkinson-Brown, Chief Marketing Officer
- David Slaviero, Chief Technology Officer

Recent deals and announcements (excluding Environmental, Social, and Governance (ESG) initiatives)

- **2024:** announced the opening of its first facility in Malaysia, as well as Southeast Asia's first bilingual center
- **2023:** partnered with Zenarate, an AI simulation training solution for customer-facing agents, in which the two businesses aim to use cutting-edge technology to change employee training in the customer experience industry
- **2023:** Sitel Group® announced its rebranding as Foundever
- **2023:** partnered with Cognigy, an industry leader in conversational AI, to create next-generation customer service experiences
- **2022:** invested in virtual delivery platforms and technology including OneTeam – a private collaboration platform, security and compliance tools and solutions, and EverConnect – its global communication and engagement platform
- **2022:** partnered with vendors such as Genesys, Sprinklr, and KMS Lighthouse to improve the digital CX tool set
- **2021:** acquired Sykes Enterprises, Inc. to become one of the largest worldwide CXM service providers
- **2021:** Established its first hybrid-working hub in Barranquilla, Colombia, designed in partnership with operations to enhance the employee experience in a CX everywhere model

Americas CXM revenue (in US\$ million)

Not disclosed

Scale of Americas CXM (number of agents)

Not disclosed

CXM client base (number of clients)

Not disclosed

Foundever® profile (page 2 of 8)

Capabilities

Americas CXM revenue mix

US\$ million

By geography

United States	NA
Canada	NA
Brazil	NA
Mexico	NA
Colombia	NA
Caribbean ⁴	NA
Others	NA

By buyer size

>US\$10 billion	NA
US\$1-10 billion	NA
<US\$250 million	NA
US\$500 million-US\$1 billion	NA
US\$250-500 million	NA

By industry

BFSI	36%
Telecom and media	22%
Healthcare	15%
Retail and CPG	8%
Technology	7%
Travel and hospitality	4%
Energy and utilities	1%
Government	1%
Manufacturing	1%

By process

Customer service	60%
Value-added services ¹	17%
Technical support	9%
Payment collection	5%
Order fulfillment and transaction processing	3%
Outbound sales	3%
Inbound sales	2%
Others ²	1%

By channel

Voice	70%
Chat	13%
Email	8%
Video	6%
Social media	2%
Others	1%

Split of Americas CXM FTEs

Number of FTEs

By location³

Medium cost	52%
Low cost	34%
High cost	14%

By percentage of FTEs supporting a specific language

English	77%
Spanish	15%
Portuguese	7%
Others	1%

¹ Includes channel management, customer analytics, customer retention management, and performance management and reporting

² Includes CX consulting, Customer Journey Mapping (CJM) etc.

³ High-cost regions include the UK, the US, and Western Europe; medium-cost regions include Eastern Europe, Middle East and Africa, and Latin America, and low-cost locations include India, the Philippines, and Rest of Asia

⁴ Include Cuba, Dominican Republic, Puerto Rico, Jamaica, Trinidad & Tobago, Bahamas

Foundever® profile (page 3 of 8)

Key CXM investments | partnerships

Key partnerships
Strategic CX investments

	Advanced analytics	           
	RPA/Automation	         
	Conversational AI	         
	Gen AI	          
	Omnichannel / Agent Assist	      
	Cloud/Hosting	      
	Others	          

Foundever® profile (page 4 of 8)

Key CXM investments | proprietary solutions

Key proprietary solutions

Product	Details
OneTeam	It is a comprehensive cloud-based team collaboration platform created and developed exclusively for contact centers. It enables managers and agents to collaborate through individual and group conversations, audio and video calls and conferencing, screensharing and remote support, and queue management.
Qelp	It is a content management system that allows for the effective and rapid delivery of self-service content via a JavaScript widget embedded in a customer's help website and providing detailed instructions in an interactive and visual format.
iCoach	Proprietary performance coaching and management platform / performance dashboards / data tools
Triboo	It is a learning management system that provides Foundever staff with the knowledge and skills needed.
OneSource	It is a Gen AI- driven platform that facilitates the centralization of various knowledge repositories and conversational knowledge search, offering associates an easy way to request information and have difficult knowledge condensed into digestible and useful content.
EverGPT	It is a GPT-powered internal solution that is fully containerized in Foundever's Azure environment, delivering ChatGPT capabilities to all Foundever team managers and above throughout the organization.
EverConnect	It is a global intranet solution intended to bring all of its staff together into a single digital community. It serves as a source of news, connection, and insight. It also includes a community-based model, allowing teams to interact and engage on a global basis.

Foundever® profile (page 5 of 8)

Client portfolio and Environmental, Social, and Governance (ESG) initiatives

Key CXM clients

Client name	Region	Client since
A digital infrastructures and connected equipment company	EMEA	2019
A software company	Global	2018
A brand of flip-flop sandals	LATAM and EMEA	2016
An insurance company	EMEA	2015
An operating unit of the Nestlé Group	US	2013

Environmental initiatives

- Foundever is dedicated to achieving the 1.5 celsius target set by the Science Based Target Initiative (SBTi) by 2050. A near-term target of 25% worldwide emissions reduction from scope 2 by 2030 was established by Foundever in 2023. Its teams utilizes the Global Reporting Initiative (GRI) standards and Greenhouse Gas (GHG) protocol to drastically cut greenhouse gas emissions from its supply chain and operations
- It worked on 80 environmental projects worldwide and implemented green programs in all its regions. It uses eco-friendly products and has site-specific recycling initiatives throughout North America
- It implemented smart parking systems, solar panel systems, site-specific recycling initiatives, reforestation initiatives, eco-friendly product consumption, and carbon reduction programs in Latin America

Social initiatives

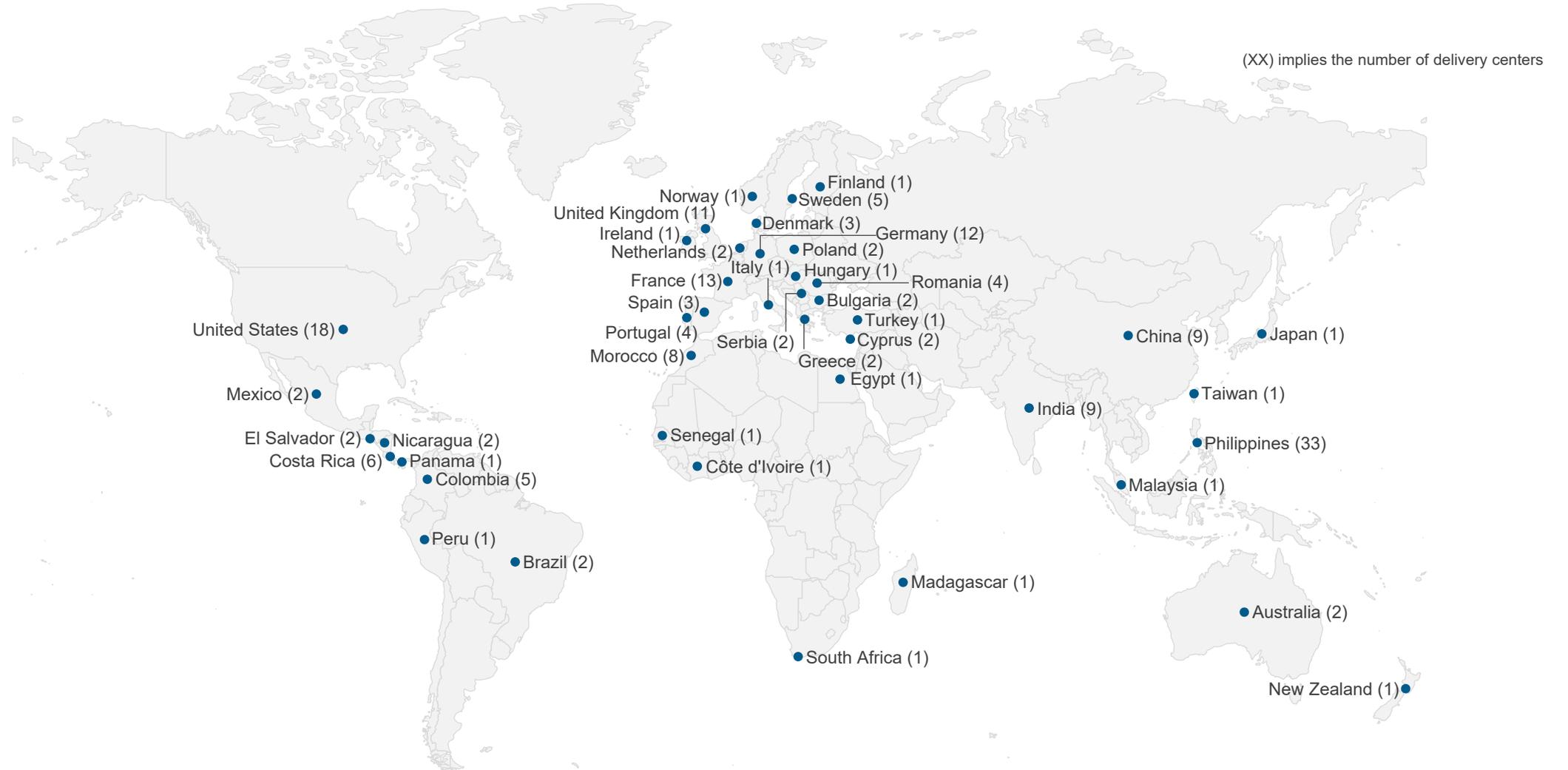
- Foundever's commitment to Corporate Social Responsibility (CSR) is based on transparency, honesty, and ethics in all of its operations and business practices. CSR continues to shape its corporate philosophy and decision-making processes
- It has an impact through employment. It gives global access to educational, financial, and social resources through partnerships with education, government, and impact-sourcing groups, and further provides opportunity for individuals to join its teams as full-time employees
- It invests in programs and activities that help people gain skills for jobs in their communities such as access to e-learning platforms, charity donations, and technical engineering training

Governance initiatives

- Foundever is dedicated in establishing a culture of integrity, transparency, and good governance wherever it does business and establishes clear guidelines that encourage its employees including directors and officers inside the firm. It communicates these guidelines to its supply chain, which it expects to follow in accordance with its beliefs and principles including rigorous compliance with applicable laws
- It attempts to do business with suppliers and partners who share similar ESG values and principles. Its supplier code of conduct assures that it is contributing to the development of an ethical and sustainable supply chain, as well as re-inforcing its commitments to the worldwide communities in which it operates on issues such as fair competition, human rights, and the prohibition of bribery and corruption

Foundever® profile (page 6 of 8)

Location landscape



Foundever® profile (page 7 of 8)

Everest Group assessment – Leader

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
								

Strengths

- Foundever® is a leading CXM services provider in the Americas with a workforce of over 100,000 FTEs, primarily serving the US and Canada markets across various verticals, including telecom and media, BFSI, technology, retail and CPG, healthcare, and travel and hospitality
- It offers services in English, Spanish, and Portuguese languages by leveraging a well-diversified shoring mix spread across the US, Mexico, El Salvador, Nicaragua, Costa Rica, Panama, Colombia, Brazil, India, and the Philippines. It further plans to expand to Peru in 2024
- It offers a comprehensive range of solutions across customer life cycle, encompassing marketing and sales services, technical support, payment collections, customer support, and other value-added services through voice and non-voice channels such as email, chat, messaging, video, social media, and metaverse
- Foundever® has established a global network of CoEs and experience labs in key digital CX areas such as RPA, analytics, data science, as well as agent training. Located across the world, these centers employ nearly 4,000 professionals, including process experts, data specialists, digital consultants, learning advisors, and application engineers, to develop and deliver innovative digital tools and solutions
- Foundever® has developed an integrated approach in offering its CX solution called Foundever® PeakOS, which leverages AI for intelligent hiring, training, and coaching processes, and employs agile global sourcing strategies across 45 countries. Additionally, it integrates a robust technology ecosystem and provides deep CX insights
- It has developed proprietary CX operational tools and gen AI solutions, including OneSource, an AI-powered knowledge management tool; EverGPT, an agent assist LLM tool; EverConnect, a digital community for agents worldwide; and FoundeverCareers, a digital recruitment ecosystem
- Foundever® has formed partnerships with UiPath, Cognigy, Avaya, Salesforce, Genesys, Nice, Meta, OpenAI, Zendesk, Twilio, Amazon Connect, and other key technology providers to offer advanced digital tools that utilize gen AI, voice LLMs, conversational AI, CRM, CCaaS, advanced analytics, intelligent automation, and automated translation capabilities
- It has launched several initiatives under the #CXforGood banner, designed to generate opportunities through proactive educational programs. These include mentorships for students, educational support for refugees, and language training for individuals from underprivileged communities globally. Additionally, Foundever® has established impact hubs, termed Prosperity Hubs, which are part of its CX Everywhere model. These hubs aim to create employment opportunities for individuals in distressed communities around the world
- Foundever® has experience in serving clients at different stages of growth and scale including blue chip companies, unicorns, and start-ups, and has a well-diversified buyer mix ranging from small and midsize companies to large enterprises with revenues of more than US\$10 billion
- Buyers highlighted relationship management, ease of doing business, client focus, strong multilingual capabilities, and consistency in delivery as Foundever®'s strengths

Foundever® profile (page 8 of 8)

Everest Group assessment – Leader

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
								

Limitations

- Foundever®'s presence in Mexico, Argentina, Chile, Colombia, Peru, the Caribbean, and other LATAM markets remains limited
- While Foundever® serves a wide range of verticals, it has relatively limited experience in handling clients within the energy and utilities, manufacturing, and public sector verticals
- Buyers identified proactive communication and lack of skilled workforce in some locations as areas of improvement

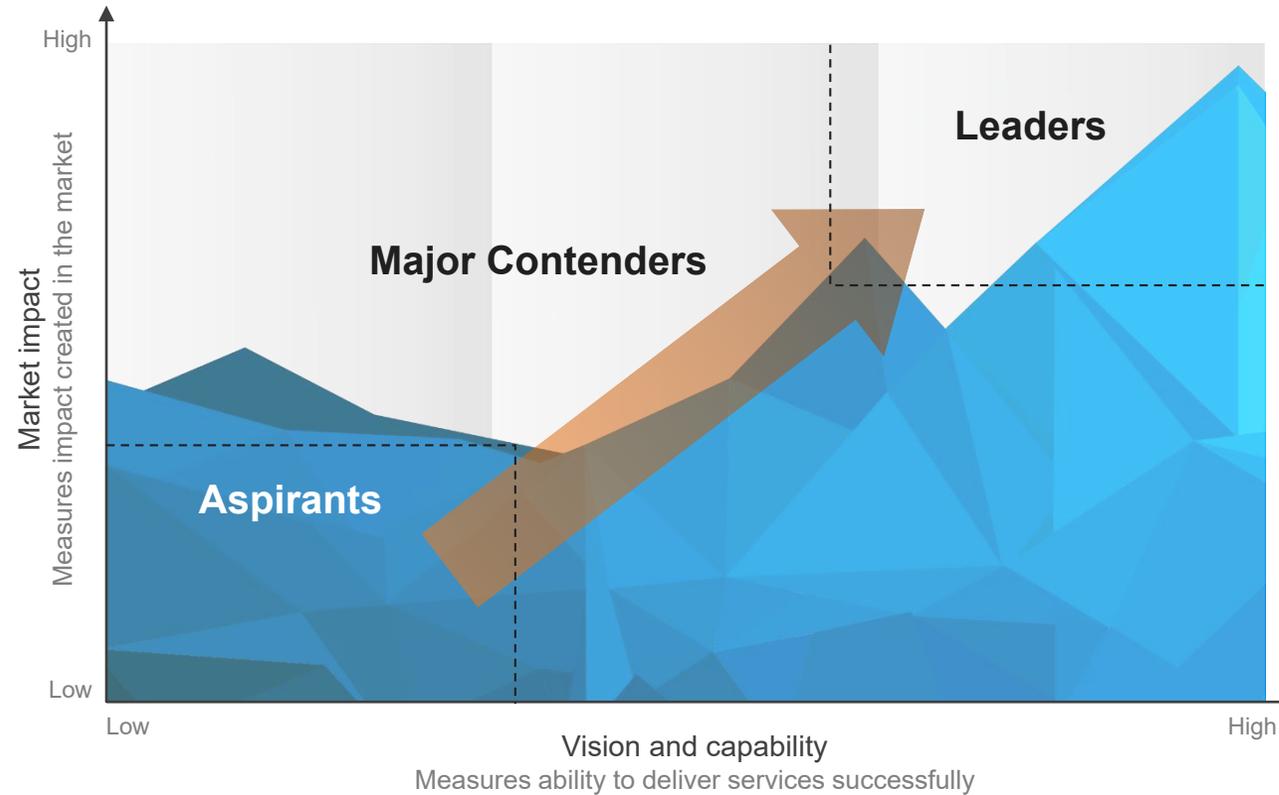
Appendix

PEAK Matrix® framework

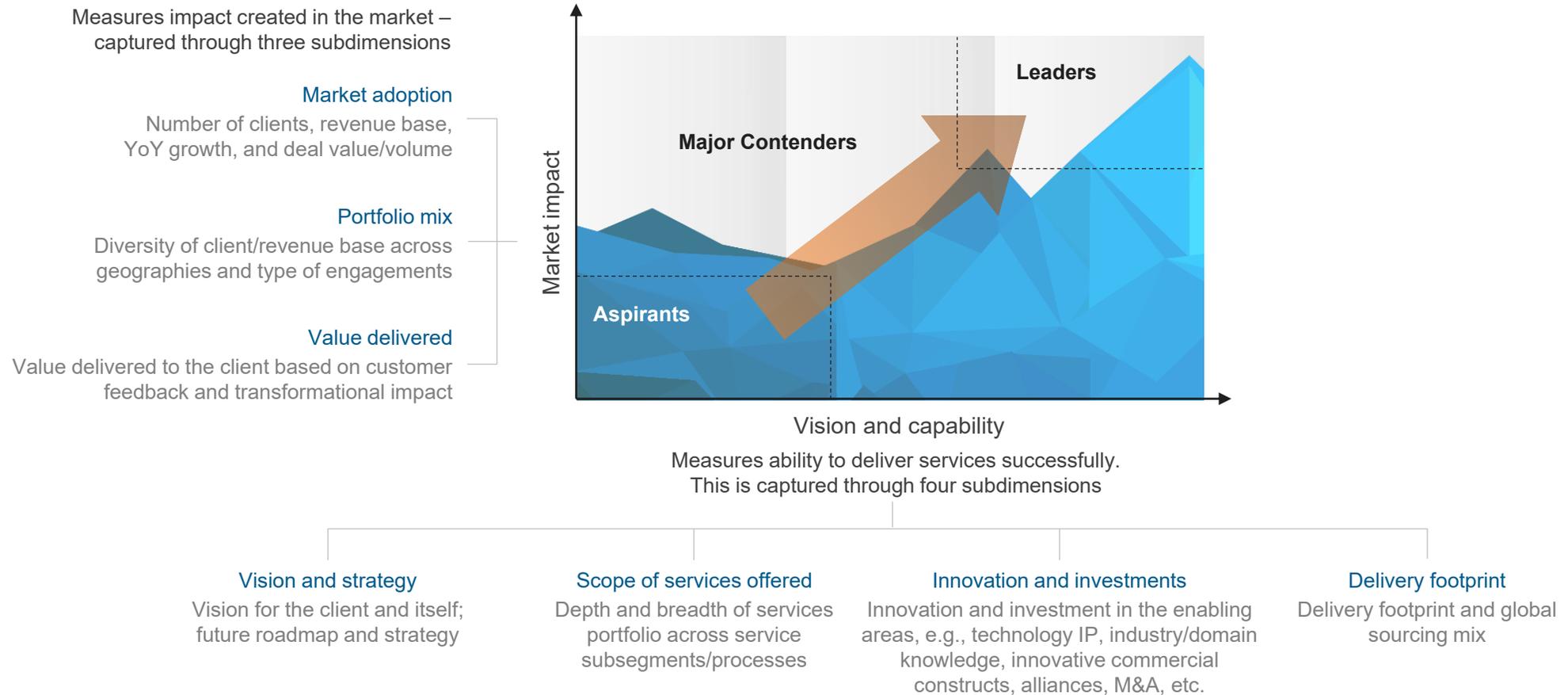
FAQs

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.

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