



Everest Group PEAK Matrix[®] for Customer Experience Management (CXM) Service Provider in APAC 2022

Focus on Probe CX
September 2022



Background and scope of the research

The Customer Experience Management (CXM) market in APAC has shown significant resilience throughout the post-pandemic phase in 2021. The region has seen increased digitization and greater use of digital transactions in developing countries such as India, China, Malaysia, and Indonesia. The pandemic has disrupted buyer mindsets and altered their priorities with heightened awareness around the importance of superior CX to drive customer acquisition and retention as well as create market differentiation. There is also an increased emphasis on Business Continuity Planning (BCP), for which partnerships with service providers are being leveraged. Buyer demographics in the APAC region are skewed toward small and mid-size enterprises that require a combination of digital tools such as advanced analytics, intelligent automation, conversational AI, omnichannel, and agent-assist tools to cater to the surging demand for personalization by end customers across industries. There is also 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 scope expansion within the existing CXM contracts.

In this research, we present detailed assessments of 20 CXM service providers in APAC featured on the [Customer Experience Management \(CXM\) in APAC – 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 20 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
APAC



Providers
20



Services
Customer Experience
Management (CXM)

CXM services in APAC PEAK Matrix® characteristics

Leaders:

Concentrix, Probe CX, Teleperformance, and transcocosmos

- 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:

Bell System24, EXL, Genpact, Relia, Sitel Group®, Startek®, TCS, TDCX, Tech Mahindra, TMJ, TTEC, VXI, and Webhelp

- 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 APAC, 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:

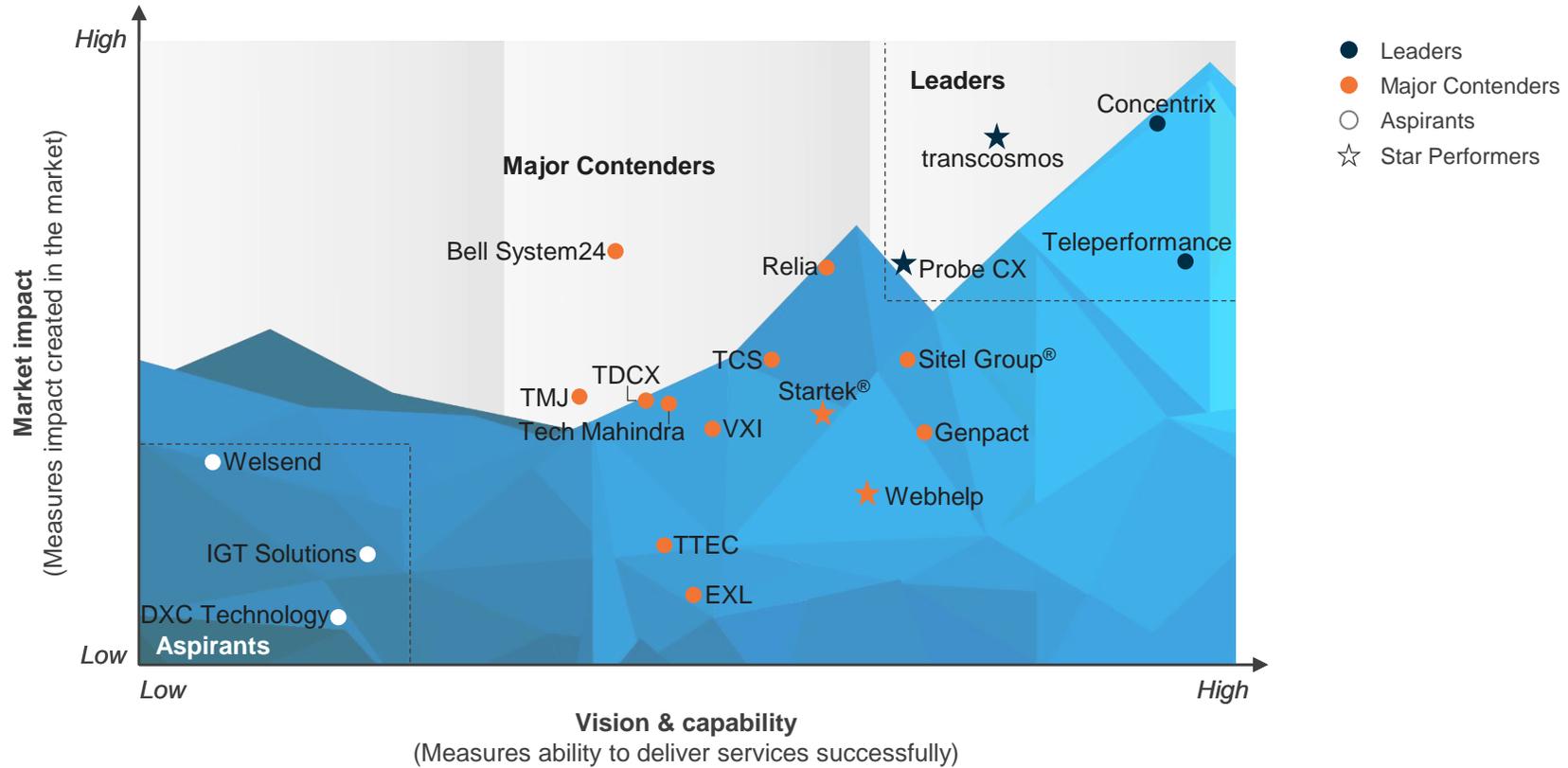
DXC Technology, IGT Solutions, and Welsend

- 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 but 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 APAC PEAK Matrix® Assessment 2022 | Probe CX positioned as Leader and Star Performer

Everest Group Customer Experience Management (CXM) in APAC PEAK Matrix® Assessment 2022¹



¹ Assessments for Bell System24, Relia, and TMJ exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2022)

Probe CX | APAC CXM profile (page 1 of 6)

Overview

Company mission/vision statement

Probe CX is a Customer Experience (CX) organization that designs and deploys solutions to improve and optimize client contact and CX operations. Its vision is to assist clients in selling, serving, and solving issues for their customers. The company's mission is to deliver customer experiences through its capabilities in contact centers, customer management, digital consulting, and intelligent automation and analytics.

Headquarters: Melbourne, Australia

Website: www.probegroup.com

Key leaders

- **Andrew Hume:** Chief Executive Officer
- **Avik Choudhuri:** Chief Digital Officer
- **Rohan Khanna:** Chief Technology Officer
- **Jarrold Kagan:** Chief Customer Officer
- **Daniel Edwards:** Chief Operating Officer
- **Elisha Parks:** Head of People & Culture

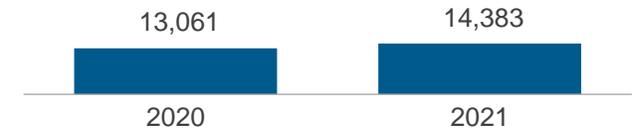
Recent developments

- **2020:** acquired Stellar, a CXM organization, to create Australia's largest CX provider group. The partnership combines the experience of both companies and employs 16,500 people globally to provide outsourcing of business process services for customers across 13 countries
- **2020:** acquired Philippines-based managed services agency, MicroSourcing, offering offshore managed business solutions including contact center services, back-office processes, and digital creative and development services
- **2019:** acquired Salmat's contact business to create a market-leading Australasian BPO provider with extensive service capabilities

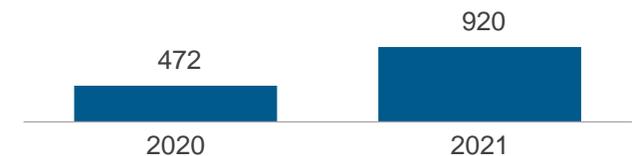
APAC CXM revenue
In US\$ million



Scale of APAC CXM
Number of agents



APAC CXM client base
Number of clients



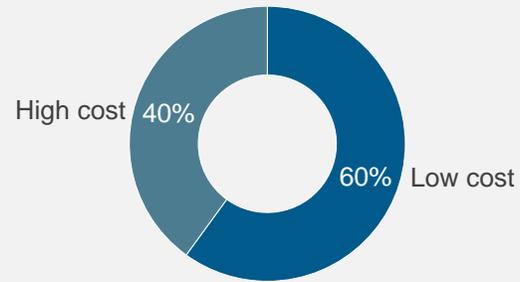
Probe CX | APAC CXM profile (page 2 of 6)

Capabilities

Split of APAC CXM FTEs

Number of FTEs

By location



Split of APAC CXM FTEs

Number of FTEs

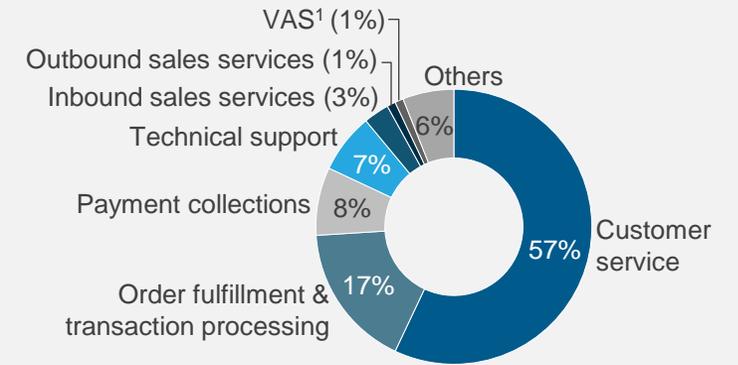
By language



APAC CXM revenue mix

Revenue in US\$ million

By process



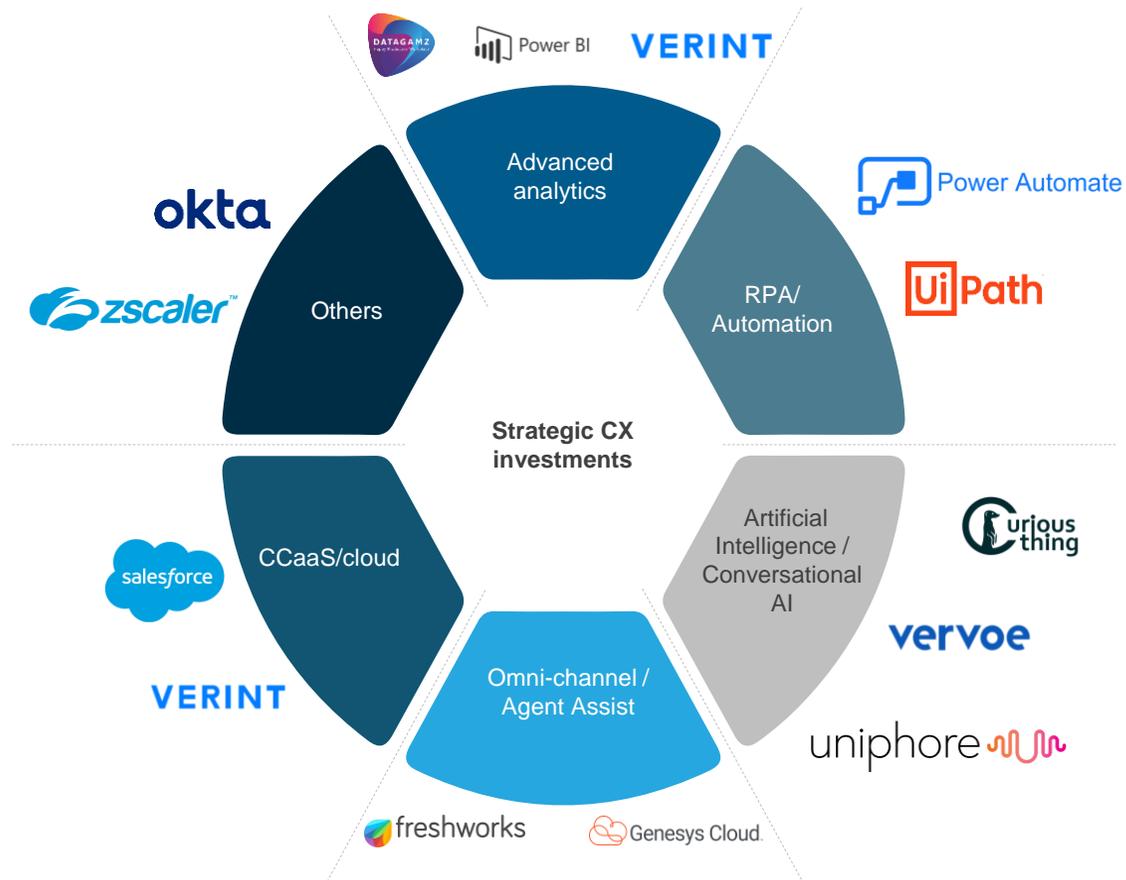
1 Includes channel management, customer analytics, customer retention management, and performance management & reporting

2 High-cost includes: Japan, ANZ, Taiwan, South Korea, and Singapore and low-cost includes: India, the Philippines, Malaysia, China, and the Rest of World (ROW)

Probe CX | APAC CXM profile (page 3 of 6)

Key CXM investments | proprietary solutions and partnerships

Key partnerships



Key proprietary solutions

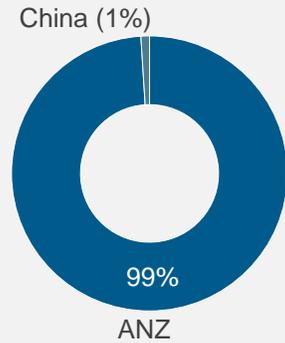
Convai	It is a proprietary natural language interactive voice response platform that transforms the way contact centers define and control the caller experience. It removes the need for complex or bespoke IVR solutions. It is used by Probe CX clients and sold externally.
Campaign Star	It is an internally developed system for workflow management with light CRM capabilities.
Physical Property Measurement System (PPMS)	It is an internal, custom-built solution for workflow management with integrated trust, accounting, and letter design capabilities.

Probe CX | APAC CXM profile (page 4 of 6)

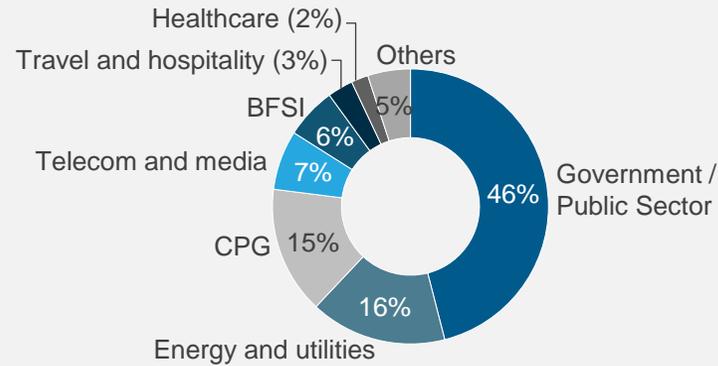
Client portfolio

APAC CXM revenue mix
US\$ million

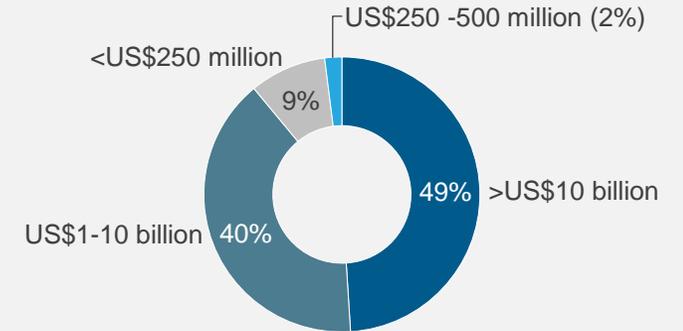
By geography



By industry



By buyer size



Key customer experience engagements

Client name	Region	Client since
A state government agency	APAC	2020
A FinTech company	APAC	2020
A telecommunications provider	APAC	2019
A federal government agency	APAC	2018
A FinTech company	APAC	2015
A technology provider	APAC	2014
A global airline	APAC	2010

Probe CX | APAC CXM profile (page 5 of 6)

Location landscape

APAC CXM delivery locations

(XX) – Number of centers in each location



Probe CX | APAC CXM profile (page 6 of 6)

Everest Group assessment – Leader and Star Performer

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

- Probe CX, one of the leading service providers in Australia and New Zealand, offers customized end-to-end services to its clients across industries such as telecom & media, technology, BFS, retail, energy & utilities, travel & hospitality, healthcare, and public sector verticals through a network of more than 14,000 CXM associates
- Probe CX conducts consulting-led engagements such as operations optimization, CX re-imagination, and future proofing of operations to deliver on the digital transformation objectives of its clients. It also offers as-a-service models such as contact center technology-as-a-service and managed CX shared services
- Probe CX offers outcome-based, output-based, and hybrid pricing models to a significant number of its clients, exhibiting its strong market expertise, risk-sharing appetite, and ability to leverage its digital CX solutions to drive cost efficiencies
- It offers a structured career program with a focus on AI-assisted accelerated learning right from the induction and preparation to the progression and leadership phase. It also works in partnership with Workday for recruitment, onboarding, performance, and compliance; Datagamz for gamification; livepro for knowledge management; and NICE for workforce management
- It enhanced its transformative capabilities through several partnerships such as Genesys, Convai, Uniphore, Verint, call journey, and cStar to provide an immersive omnichannel experience, business intelligence and analytics, and intelligent automation solutions, which include augmented agents, intent-based routing, conversational AI, and virtual agents while maintaining stringent data security and compliance standards

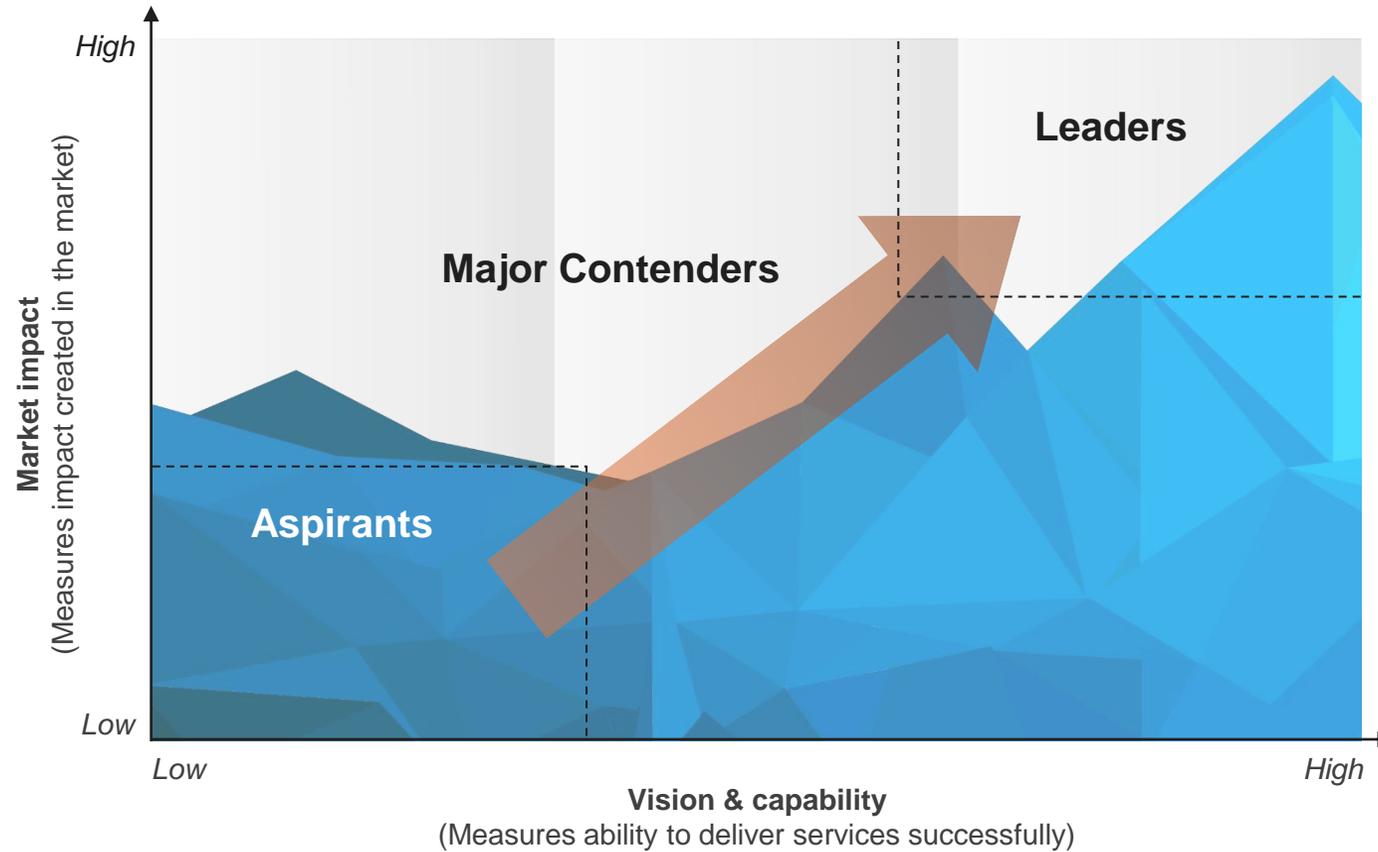
Limitations

- While Probe CX is a major provider in Australia and New Zealand, it does not cater to buyers in Japan, China, India, Singapore, and other parts of the APAC region
- A majority of its clients are companies with more than US\$1 billion or less than US\$250 million in revenue. It has limited experience in serving mid-size buyers
- Though it offers an omnichannel environment to its clients across messaging platforms, chat, and emails, its current channel mix is voice-heavy

Appendix

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

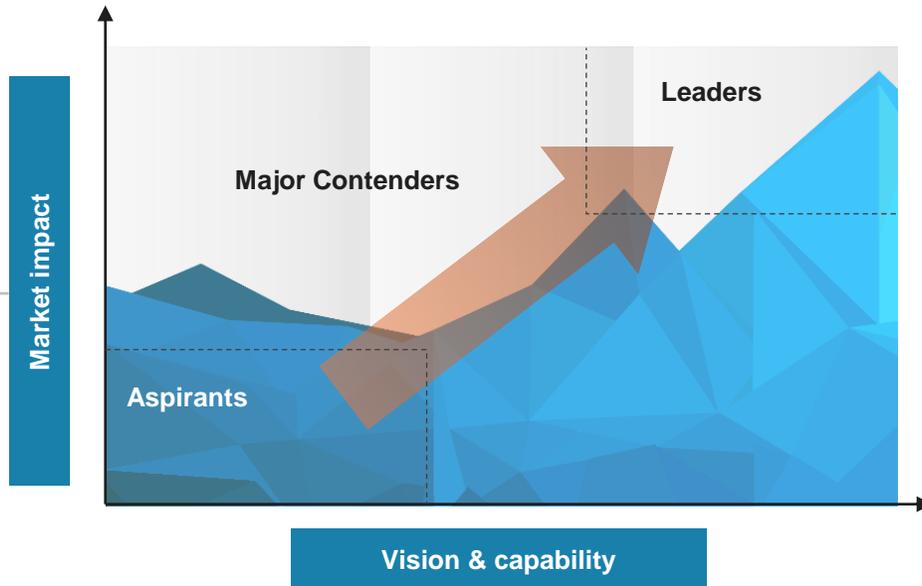
Everest Group PEAK Matrix



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



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 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.



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everestgrp.com/blog

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
+1-647-557-3475

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