



# Everest Group Customer Experience Management (CXM) Services PEAK Matrix<sup>®</sup> Assessment 2024 – Americas

Focus on Alorica  
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, Pentafon, 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

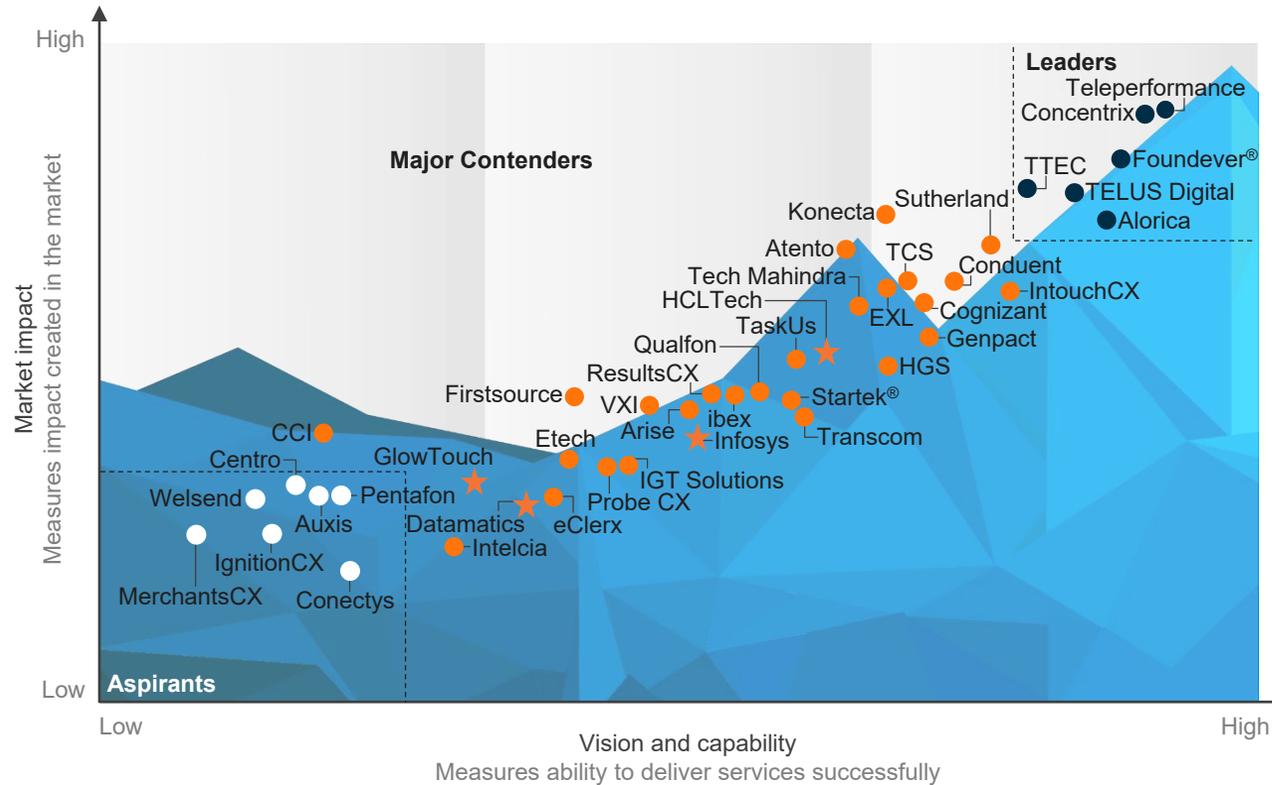
- Aspirants are focused on specific regions, verticals, or buyers and have smaller CXM operations, fewer agents, and a skewed shoring mix
- They are developing digital CX solutions such as gen AI-powered chatbots, analytics platforms, automation, virtual assistance, and use case-specific digital CX solutions 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 | Alorica is positioned as a Leader

## Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas<sup>1</sup>

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



<sup>1</sup> 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)

# Alorica profile (page 1 of 8)

## Overview

### Company profile

Alorica delivers scalable digital customer experiences. It employs 100,000 solutionists, technologists, and operators who collaborate with major brands and disruptive innovators to provide the digitally charged, personalized encounters that customers need. It offers CX management services such as technical assistance, customer service, and financial solutions. It serves Fortune 1000 and new-economy organizations in a wide range of industries including media and entertainment, technology, financial services, healthcare, consumer goods and retail, travel and tourism, energy and utilities, telecom and media, and the public sector.

**Headquarters:** Irvine, California

**Website:** [www.alorica.com](http://www.alorica.com)

### Key leaders

- Mike Clifton, Co-Chief Executive Officer
- Max Schwendner, Co-Chief Executive Officer
- Andy Lee, Executive Chairman
- Harry Folloder, Chief Technology Officer
- Jay King, President, North America
- Jose Ramirez, President, LATAM and the Caribbean
- Bong Borja, Chief Operating Officer

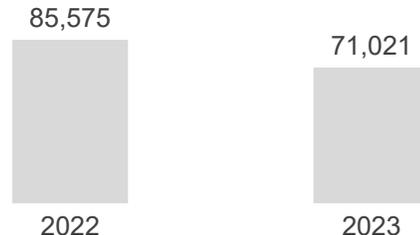
### Recent deals and announcements (excluding Environmental, Social, and Governance (ESG) initiatives)

- **2024:** partnered with Automation Anywhere to use intelligent automation, driven by generative AI, to improve and broaden its products for the customer experience
- **2023:** introduced Alorica IQ, a digital foundry that unifies the business's digital solutions, analytics, and consulting by incorporating technology into all of its services and customer interactions
- **2023:** expanded partnership with Genesys, an AI cloud service provider committed to enhancing customer and business relationships
- **2022:** introduced Alorica Clear, which uses cutting-edge real-time AI technology to create client experiences. This technology enables large-scale multilingual digital interactions from offshore Centers of Excellence (CoEs) by combining machine translation and human post-editing
- **2022:** created Alorica Life, an innovation hub, partnering in the metaverse to exhibit products and virtual call centers, expanding global digital talent employment, and utilizing immersive learning and wellness spaces
- **2022:** partnered with a journey orchestration company to expand Alorica's offering of CX consulting services
- **2020:** Expanded Alorica Anywhere to satisfy client Work At Home Agent (WAHA) needs. It puts forward cutting-edge WAHA and in-center IT solutions, while cutting back on unnecessary back-office expenses

**Americas CXM revenue** (in US\$ million)



**Scale of Americas CXM** (number of agents)



**CXM client base** (number of clients)



# Alorica profile (page 2 of 8)

## Capabilities

### Americas CXM revenue mix

US\$ million

#### By geography

United States	96%
Canada	2%
Mexico	2%

#### By buyer size

>US\$10 billion	74%
US\$1-10 billion	19%
<US\$250 million	4%
US\$500 million-US\$1 billion	2%
US\$250-500 million	1%

#### By industry

BFSI	27%
Telecom and media	22%
Healthcare	13%
Retail and CPG	12%
Technology	11%
Travel and hospitality	7%
Energy and utilities	4%
Government	3%
Manufacturing	1%

#### By process

Customer service	64%
Technical support	12%
Payment collection	11%
Order fulfillment and transaction processing	4%
Inbound sales	4%
Value-added services <sup>1</sup>	3%
Outbound sales	2%

#### By channel

Voice	70%
Chat	19%
Email	8%
Social media	2%
Video	1%

### Split of Americas CXM FTEs

Number of FTEs

#### By location<sup>2</sup>

Low cost	58%
Medium cost	24%
High cost	18%

#### By percentage of FTEs supporting a specific language

English	87%
Spanish	12%
Others	1%

<sup>1</sup> Includes channel management, customer analytics, customer retention management, and performance management and reporting

<sup>2</sup> 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

# Alorica 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													

# Alorica profile (page 4 of 8)

## Key CXM investments | proprietary solutions

### Key proprietary solutions

Product	Details
Alorica Clear (ReVoLT)	It significantly removes linguistic barriers in live customer encounters. This offering is the centerpiece of Alorica Clear, an AI-powered solution suite that transforms the way organizations engage with their worldwide client base by providing seamless speech language translation, accent localization, and background noise cancellation. The services are powered by a proprietary linguistic processing engine that uses AI to provide translation capabilities for multilingual customer experiences across digital and voice channels.
Alorica Metahuman	It uses sophisticated AI algorithms, as well as cutting-edge 3D and synthetic modeling, to create virtual characters that engage with customers in natural ways across several platforms. The solution combines effective voice recognition technologies such as Speech-to-Text (STT), Text-to-Speech (TTS), and Large Language Model (LLM), as well as nuanced facial expressions and body motions, to provide virtual avatars with a new kind of realism.
Alorica Connect	It is a gamified online and mobile solution for increasing employee engagement, mentoring, retention, and well-being, as well as daily data collection on employee confidence and sentiment.
Alorica Contact	It is an omnichannel cloud contact center platform that connects customer data and technologies to anticipate questions before they are asked and provides a personalized customer experience through dynamic contact flows.
Predictive Employee Retention Model	It is a proprietary Alorica ML tool that helps operations identify which agents are most likely to leave so that the organization may take action to keep them.
Systems Integrator® (robotic desktop automation)	It is a proprietary-aided RPA solution that integrates many systems into a single user interface, resulting in intelligent workflow management procedures and giving agents with a unified information window to service the client.
Alorica's Agent Assist	It is a conversational real-time guide that uses AI to proactively offer contextualized next-best activities to solve difficult client challenges.
Spectrum™ (workforce management)	It is Alorica's proprietary workforce management technology, which assists in meeting unforeseen personnel needs, while also providing employees with an elevated level of schedule autonomy.
Electronic Coaching for Results (eCFR)	It enables continuous, individualized training through a fully customized coaching site based on learning preferences for agile coaching in operations.

# Alorica profile (page 5 of 8)

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

### Key CXM clients

Client name	Region	Client since
A UK-based financial technology company	Bulgaria and South Africa	2023
An e-commerce digital sports platform	Bulgaria, Poland, and Philippines	2023
One of the top Chinese e-commerce company	Bulgaria, India, and Poland	2023
A Fortune 500 energy provider	US	2022
A leading healthcare enterprise	Colombia, Philippines, and US	2022
A multinational investment bank and FS company	US and India	2019
A leading personal finances and tax preparation software company	US	2018

### Environmental initiatives

- Alorica Anywhere (the work-from-home solution) contributes significantly to the company's efforts to minimize carbon emissions in the communities where it operates. As it expands this product and offers remote roles to its employees all over the world, it can reduce/consolidate its physical premises and lower its carbon footprint
- It allows for flexibility for its staff and improved continuity for its clients. It also creates a beneficial influence on its environment by dramatically lowering commute to work (affects climate change and air pollution), electricity usage (decreases GHG emissions), and waste

### Social initiatives

- It initiates programs that give back to its communities (such as its partnership with nonprofit MLBA), supports its personnel (TIDE, Alorica Academy), and hires in/supports underprivileged communities (impact sourcing)
- It developed a varied and inclusive work environment for its employees by implementing socially conscious activities that made them feel encouraged, empowered, and accepted. It aided its recruiting and retention efforts, employee satisfaction scores, internal advancement rates throughout the organization, and gave assistance to employees and local communities in need

### Governance initiatives

- It seeks for and promotes partnerships with suppliers that fit into different categories (such as minority-owned), and as part of its supplier diversity program, it keeps track of the money it spends with these suppliers. To report its climate change measures, it also took part in the yearly Carbon Disclosure Project (CDP) questionnaire
- It added rigor and uniformity to its ESG initiatives, ensuring that it is aligned across the firm and working together to achieve significant outcomes because of governance. It can measure where it is and focus on what needs to be done next by tracking its progress and receiving executive oversight

# Alorica profile (page 6 of 8)

## Location landscape

(XX) implies the number of delivery centers



# Alorica 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

- Alorica employs over 71,000 agents to serve the Americas region, primarily providing services to the US, while also extending services to clients across other countries in the region such as Canada and Mexico
- It predominately serves clients in telecom and media, technology, BFSI, retail, and healthcare verticals and offers a range of CX services, such as inbound sales, customer service, payment solutions, and technical support
- It has strategically set up a comprehensive network of delivery centers, ensuring a well-balanced presence across different regions. It maintains onshore presence in the US and Canada; nearshore delivery centers in Bulgaria, Colombia, the Dominican Republic, Egypt, South Africa, Uruguay, Mexico, and Guatemala; and offshore delivery capabilities in India and the Philippines
- Its proprietary solution, Alorica Clear (ReVoLT), leverages conversational AI to translate real-time voice communications in 75 languages. Additionally, the solution offers accent localization and background noise cancellation capabilities ensuring seamless communication
- Alorica's metahumans platform, AVA, leverages advanced AI algorithms, realistic 3D, and synthetic modeling to create virtual characters capable of natural, human-like interactions with users. These digital avatars can be integrated into various mobile applications, websites, digital kiosks, and smart devices, providing a more engaging and personalized customer experience
- It has established a strong partnership ecosystem with technology providers such as Automation Anywhere, KYP.ai, Unabel, TransPerfect, Open AI, Genesys, Zenerate, Observe.ai, and CallMiner to bolster its offerings in automation, self-service, artificial intelligence, and agent assist solutions
- Buyers highlighted proactive communication, ability to handle complexities, and ease of doing business as key strength areas for Alorica

# Alorica 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

- Alorica’s limited experience in serving clients from manufacturing, government, and CPG verticals may restrict its ability to support a broader audience
- Clients specifically seeking outsourcers for order fulfillment, outbound sales, and value-added services might be discouraged by Alorica’s limited experience in delivering these CX services
- Alorica predominantly serves midsize and large enterprises with revenues exceeding US\$1 billion. Its experience in serving small enterprises remains limited
- It has limited experience in employing outcome-based and hybrid pricing constructs, which can be a limitation for buyers seeking shared accountability in their commercial constructs
- Buyers cited workforce management, business need-driven innovation, and risk mitigation strategies as areas to improve upon for Alorica

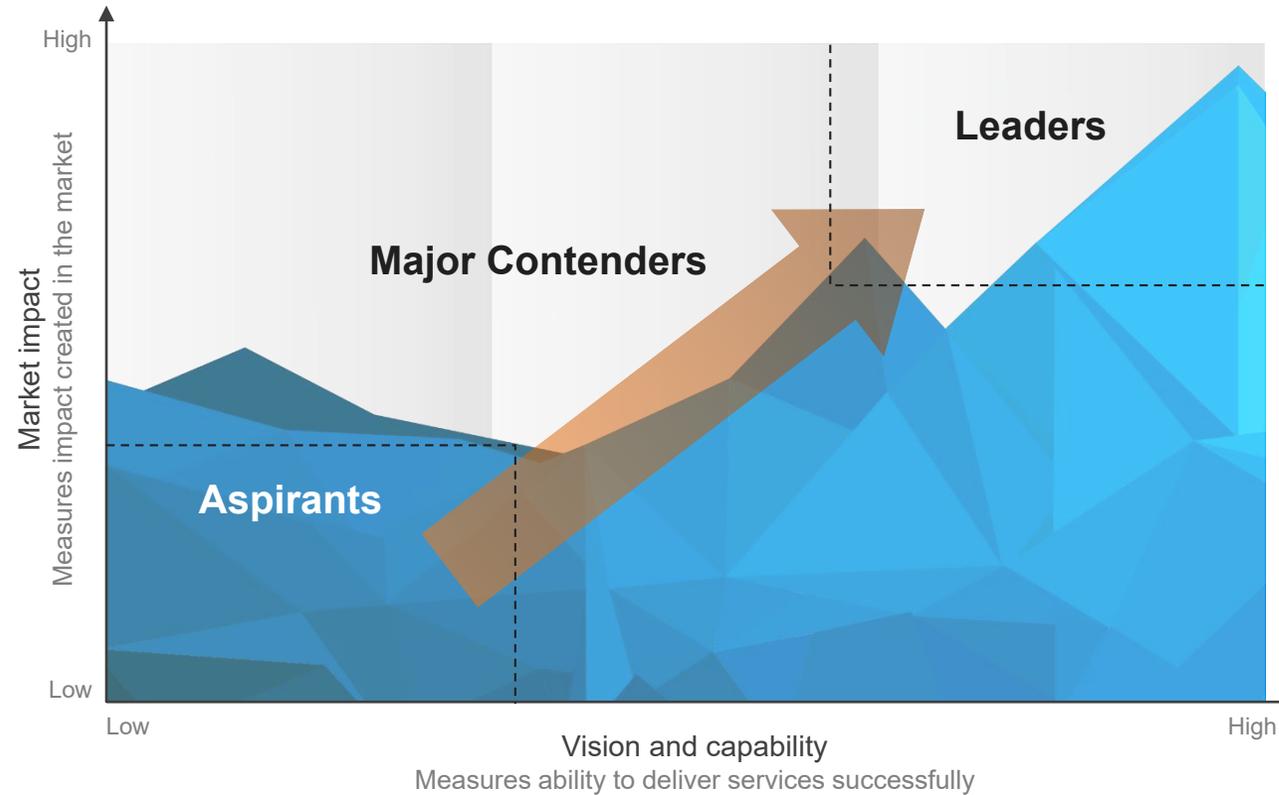
# Appendix

PEAK Matrix® framework

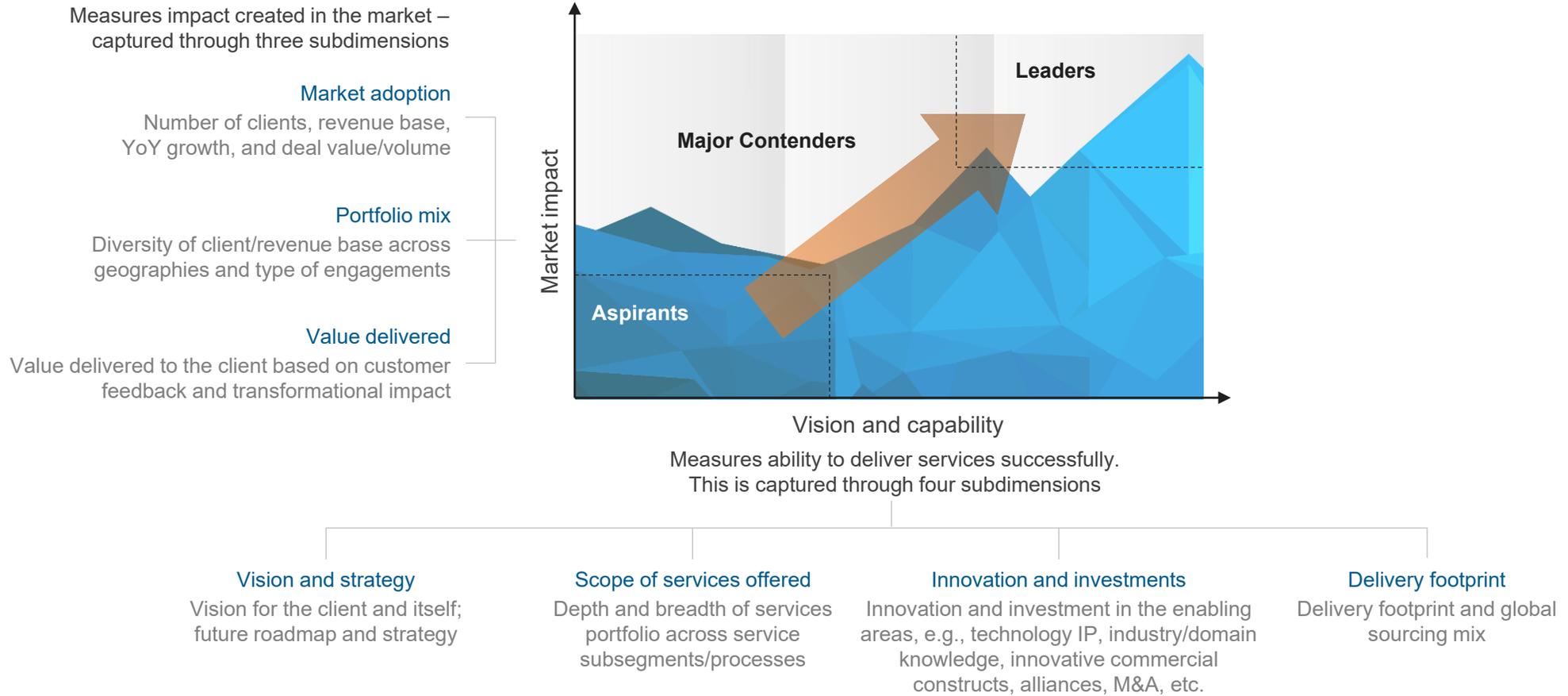
FAQs

# 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

everestgrp.com/blog

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