

Everest Group PEAK Matrix[®] for CXM Service Providers 2020

Focus on Webhelp
October 2020



Background of the research

The economic uncertainty created by COVID-19 has increased the focus on digital Customer Experience (CX) for enterprises as they look to enhance customer experience and contain costs. Many service providers are experiencing a steep rise in the demand for digital services, and they need to invest in digital capabilities such as analytics, automation, Artificial Intelligence (AI), and omnichannel solutions to support changing client expectations. They are also offering value-added services beyond technology, in the form of CX consulting, design thinking-led customer journey orchestration, and next-generation staffing models such as Work-at-Home-Agents (WAHA), gig workers, and flex staffing. To effectively cater to these requirements, providers are developing capabilities through internal investments, their partnership ecosystem, and acquisitions.

In this research, we present detailed assessments of 37 Customer Experience Management (CXM) service providers featured on the CXM Services PEAK Matrix® Assessment 2020. 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 2019, 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 37 leading CXM service providers featured on the CXM PEAK Matrix:

- **Leaders:** Alorica, Concentrix, Sitel, Sutherland Global Services, Sykes, Teleperformance, TELUS International, TTEC, and Webhelp
- **Major Contenders:** Atento, Capita, Cognizant, Conduent, CSS Corp, EXL, Firstsource, Genpact, HCL, HGS, Ibex, Majorel, NTT DATA, Qualfon, Startek, TCS, Tech Mahindra, Transcom, transcosmos, VXI, Wipro, and WNS
- **Aspirants:** Bosch Service Solutions, DXC Technology, Infosys, Inktel, Kelly Services, and Knoah Solutions

Introduction and scope

Everest Group recently released its report titled “[Everest Group PEAK Matrix® for Customer Experience Management \(CXM\) Service Providers 2020](#).” This report analyzes the changing dynamics of the CXM landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 35+ service providers on the Everest Group PEAK Matrix® for CXM into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of CXM service providers based on their absolute market success and delivery capability. Everest Group also identified 5 service providers as the “2020 CXM Market Star Performers” based on the strongest forward movement demonstrated on the PEAK Matrix year-on-year.

Based on the analysis, **Webhelp emerged as a Leader**. This document focuses on **Webhelp’s** CXM experience and capabilities and includes:

- **Webhelp’s** position on the CXM PEAK Matrix
- Detailed CXM profile of **Webhelp**

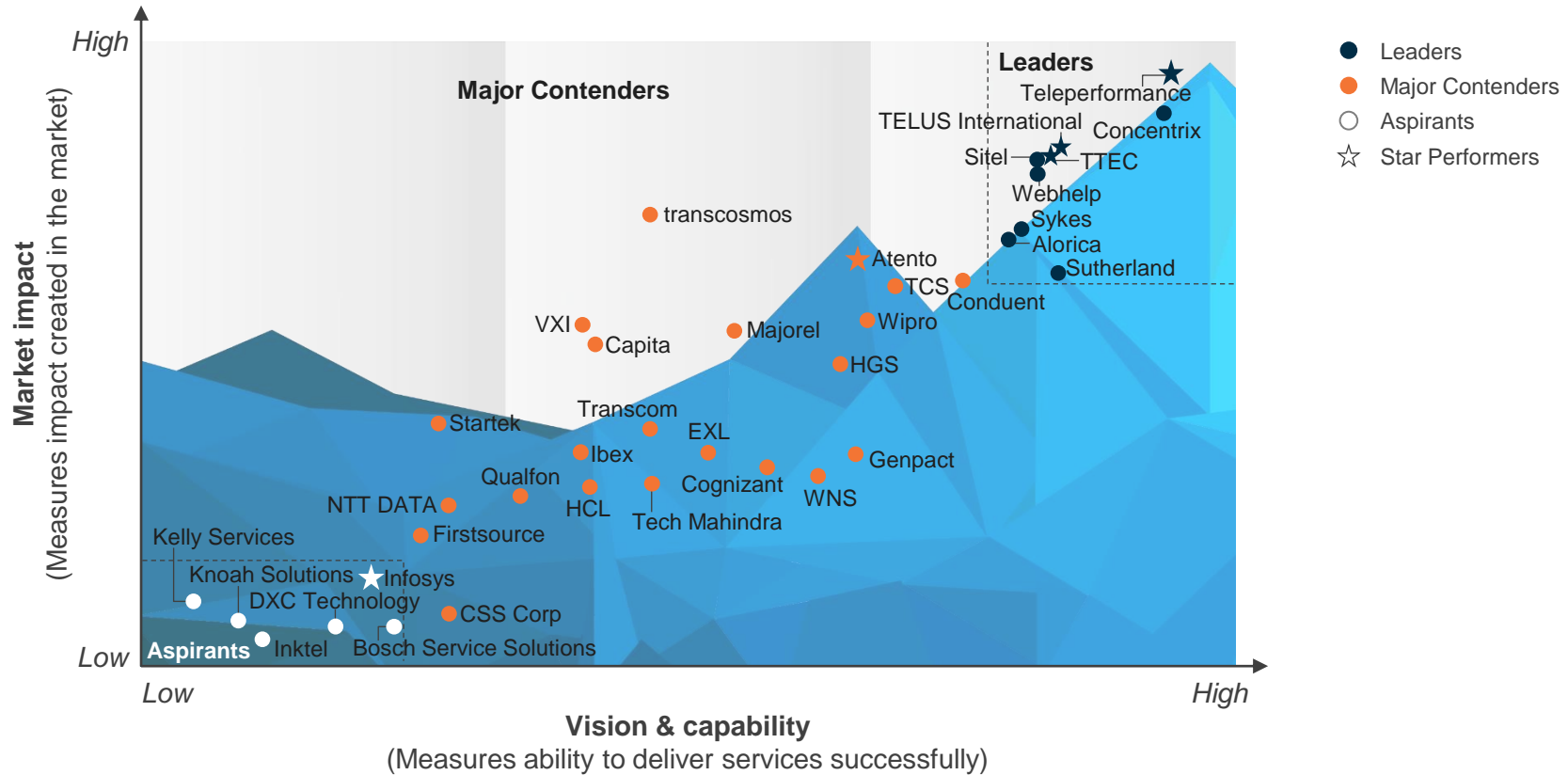
Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Everest Group PEAK Matrix®

Customer Experience Management (CXM) Services PEAK Matrix Assessment 2020 | Webhelp positioned as Leader



Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2020



Note 1: PEAK Matrix® specific to CXM services

Note 2: Assessment for Capita, Majorel, and NTT DATA excludes service provider inputs on this study, and are based on Everest Group estimates, which leverage Everest Group's proprietary Transaction Intelligence (TI) database, service providers' ongoing coverage and public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may be less complete.

Source: Everest Group (2020)

Webhelp | CXM services profile (page 1 of 5)

Overview

Company overview

Webhelp is a pan-European CXM services and specialist outsourcing provider. It offers a range of services across the customer journey. It has over 55,000 customer care and sales advisors covering over 30 languages from more than 140 onshore, nearshore, offshore, and multi-lingual delivery centers.

Key leaders

- Frédéric Jousset, CEO and Co-founder
- Olivier Duha, Co-founder

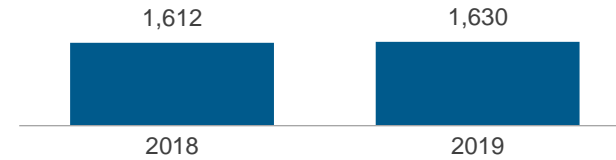
Headquarters: Paris, France

Website: www.webhelp.com

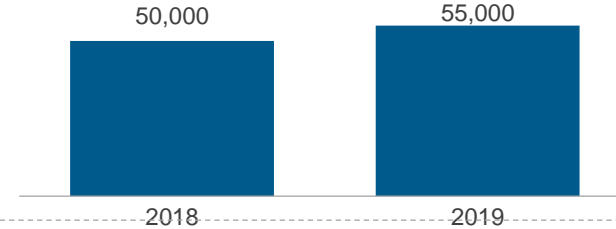
Recent developments

- **2019:** Acquired by Groupe Bruxelles Lambert
- **2019:** Acquired Pitech Plus, a Romania-based leading software solution expert
- **2018:** Acquired OEE Consulting, a UK-based consultancy specializing in operations and customer excellence
- **2018:** Acquired IQ-to-Link, a leading multi-lingual nearshore firm located in Kosovo
- **2018:** Acquired Runway, a multi-lingual CX firm
- **2018:** Acquired Sellbytel, a CRM & BPO player specializing in B2B sales and support with expertise in multi-lingual operations in EMEA, North America, and Asia Pacific
- **2018:** Acquired MEDTOMED, a leading French healthcare customer relationship management firm
- **2018:** Acquired Medical Education (MEDED), launched in 2012 by Pierre FERRAN and Laurie SALORD
- **2018:** Acquired Teknofix (TR)
- **2017:** Partnered with Salesforce to integrate its web-based platform to enable the internal sales & marketing teams to track new opportunities and manage existing clients
- **2016:** Partnered with Recast.AI to enhance its capabilities in chatbots and AI
- **2016:** Acquired a Scandinavian customer relationship management firm, GoExcellent, that has nine centers and employs 1,700 people across Sweden, Finland, Norway, and Denmark

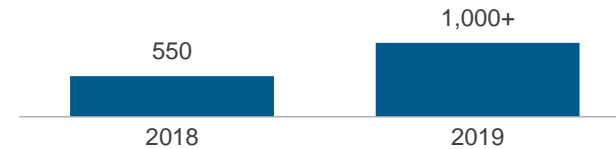
CXM revenue
In US\$ million



Scale of CXM
Number of FTEs



CXM client base
Number of clients



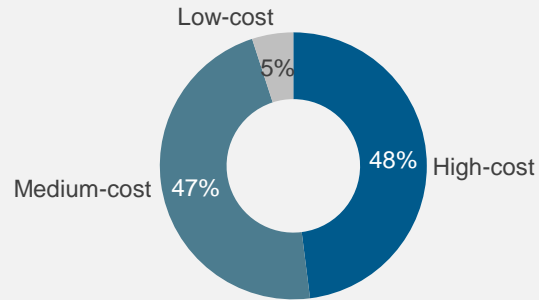
Webhelp | CXM services profile (page 2 of 5)

Capabilities

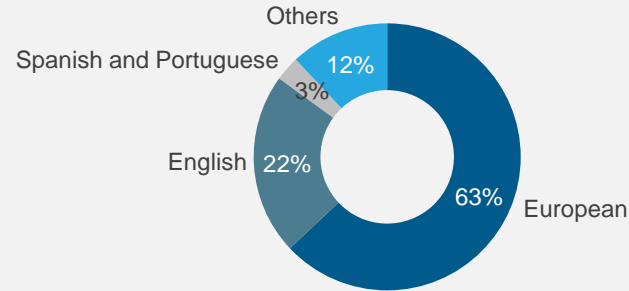
Split of CXM FTEs

Number of FTEs

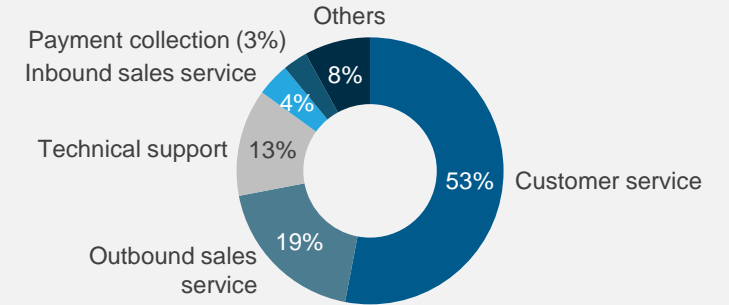
By location



By language



By process



Key CXM investments

Description	Investment type	Year of investment	Comments
Call recording	Internal	2020	Designed and built a proprietary platform for call recording. The platform ensures dual channel call recording to facilitate voice transcription and integrate advanced features such as automated pause & resume (for security, data privacy, and PCI DSS compliance)
Alta Voce	Partnership	2019-20	Partnered to test the impact of transforming agent voice for outbound sales campaign and measure potential impact on sales and client satisfaction
POLYGLOT	Internal	2019-20	Developed for multi-lingual projects covering languages difficult to staff (rare languages and small volumes) or to move offshore campaigns covering expensive languages difficult to offshore. It is used for email and chat services and includes connectors with CRM platforms such as Zendesk or Salesforce

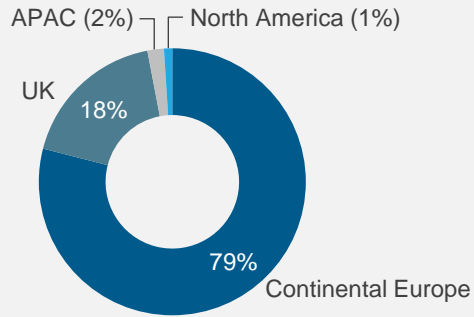
Note: High-cost regions include North America, Western Europe, Japan, Singapore, and Australia & New Zealand; medium-cost regions are Latin America, Central Europe, and Middle East & Africa, while low-cost regions are India, the Philippines, and rest of Asia

Webhelp | CXM services profile (page 3 of 5)

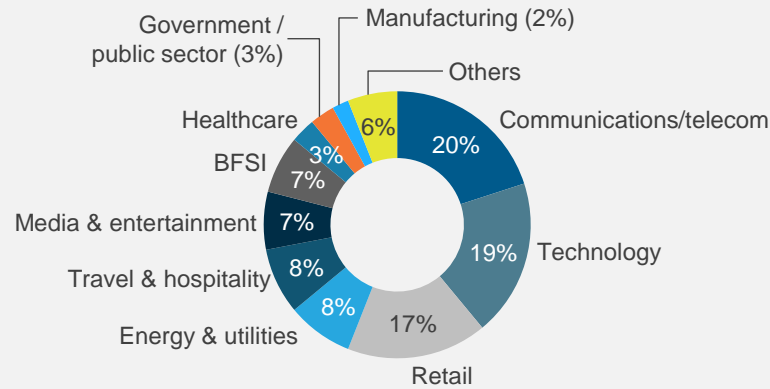
Client portfolio

CXM revenue mix
US\$ million

By geography



By industry



By buyer size

Not disclosed

Key contact center engagements

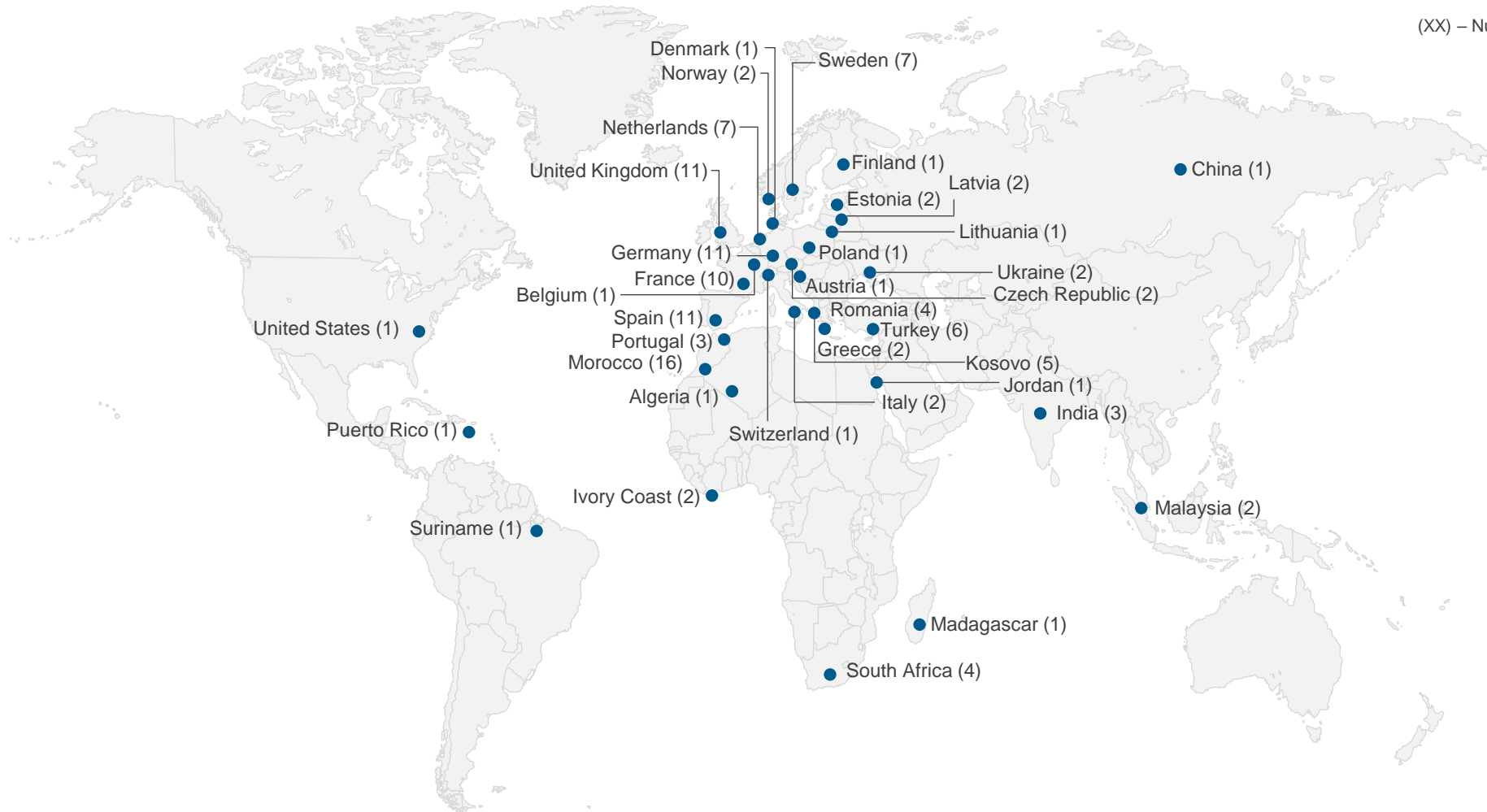
Client name	Region	Client since
Xaomi	Continental Europe	2019
EasyJet	The United Kingdom	2015
Total	Continental Europe	2009
Eni	Continental Europe	2008
Bouygues	Continental Europe	2008
ING	Continental Europe	2001
Vodafone	The United Kingdom	2001
AirBnB	Global	Not disclosed

Webhelp | CXM services profile (page 4 of 5)

Location landscape

CXM delivery locations

(XX) – Number of centers in each location



Webhelp | CXM services profile (page 5 of 5)

Everest Group assessment – Leader

Measure of capability: ● High ◐ Low

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

Strengths

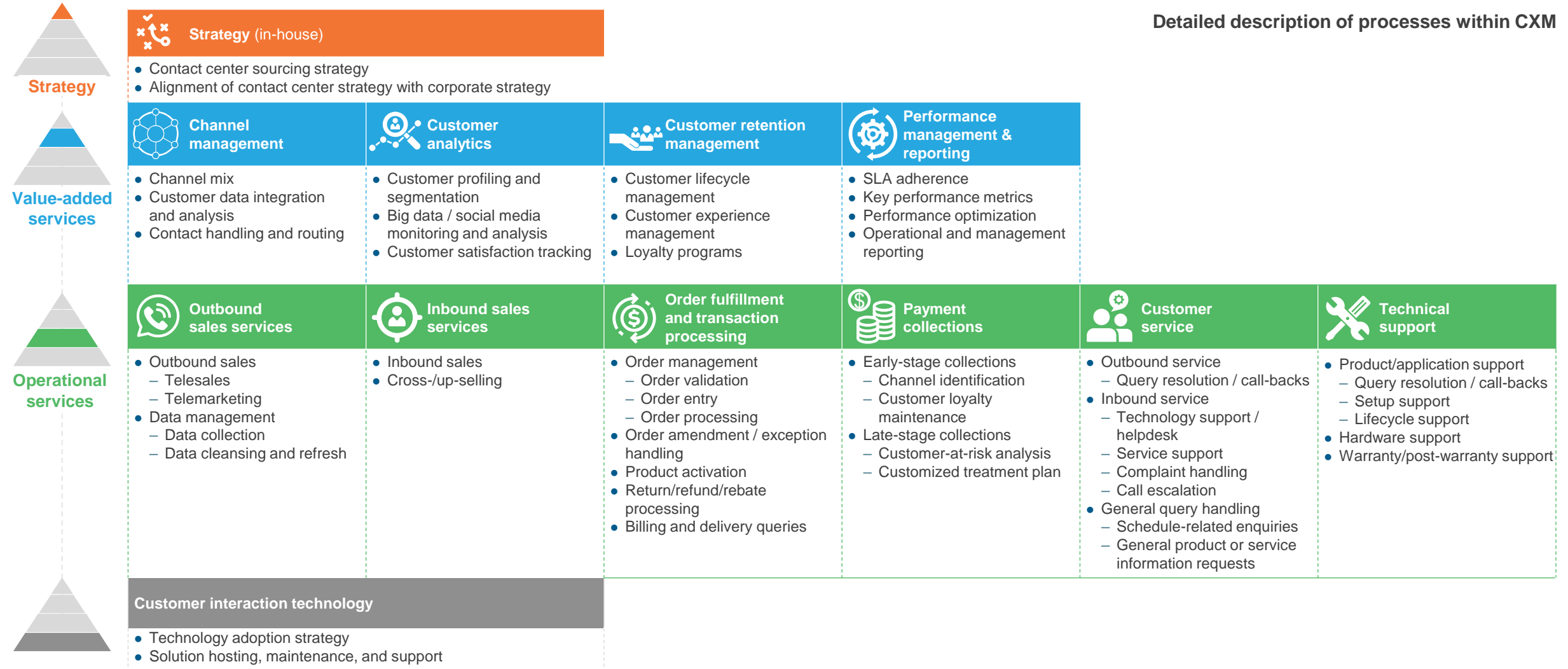
- Webhelp is one of the largest CXM service providers in Europe and the Middle East, with over 55,000 CXM FTEs. It has good experience in serving clients in countries such as Germany, France, and the UK
- It has worked extensively with clients in emerging industries such as retail, FGT, and travel and driven digital transformation initiatives for them
- Webhelp has been building capabilities to meet digital requirements of clients through internal development of solutions such as self-augmented agents (AI/IVA) and predictive attrition models (analytics), as well as by partnering with third-party vendors to create solutions such as NICE InContact (omnichannel)
- In line with changing market trends, it is tweaking its commercial models toward more outcome-based pricing constructs, which find favor with many buyers who want providers to have their skin in the game and not shoulder the entire risk of technological adoption themselves
- With its recent acquisition of PitechPlus, it has strengthened its capabilities in back-office processes. It also provides tailor-made solutions combining customer relationship management, artificial intelligence, and automation, and has made its suite of solutions more diversified through CX consulting and reengineering customer journeys to further cement its leading position in EMEA
- Buyers called attention to high domain expertise, people-oriented approach, and top leadership as chief areas of excellence for Webhelp

Opportunities

- Global clients looking for a strategic vendor with capability to serve in regions beyond EMEA may find Webhelp’s lack of experience in markets such as North America, Asia, and Latin America as a deterrent
- Given its limited delivery presence in Asia Pacific, which has been emerging as a hub for carrying out cost-effective digital and back-office processes for clients, Webhelp may be at a disadvantage vis-à-vis peers
- While Webhelp has made aggressive investments in digital CX technologies, its experience in implementing these solutions, especially for RPA and analytics, may be lagging some of its peers
- Buyers expect improved technology implementation and automation initiatives from the provider

Appendix

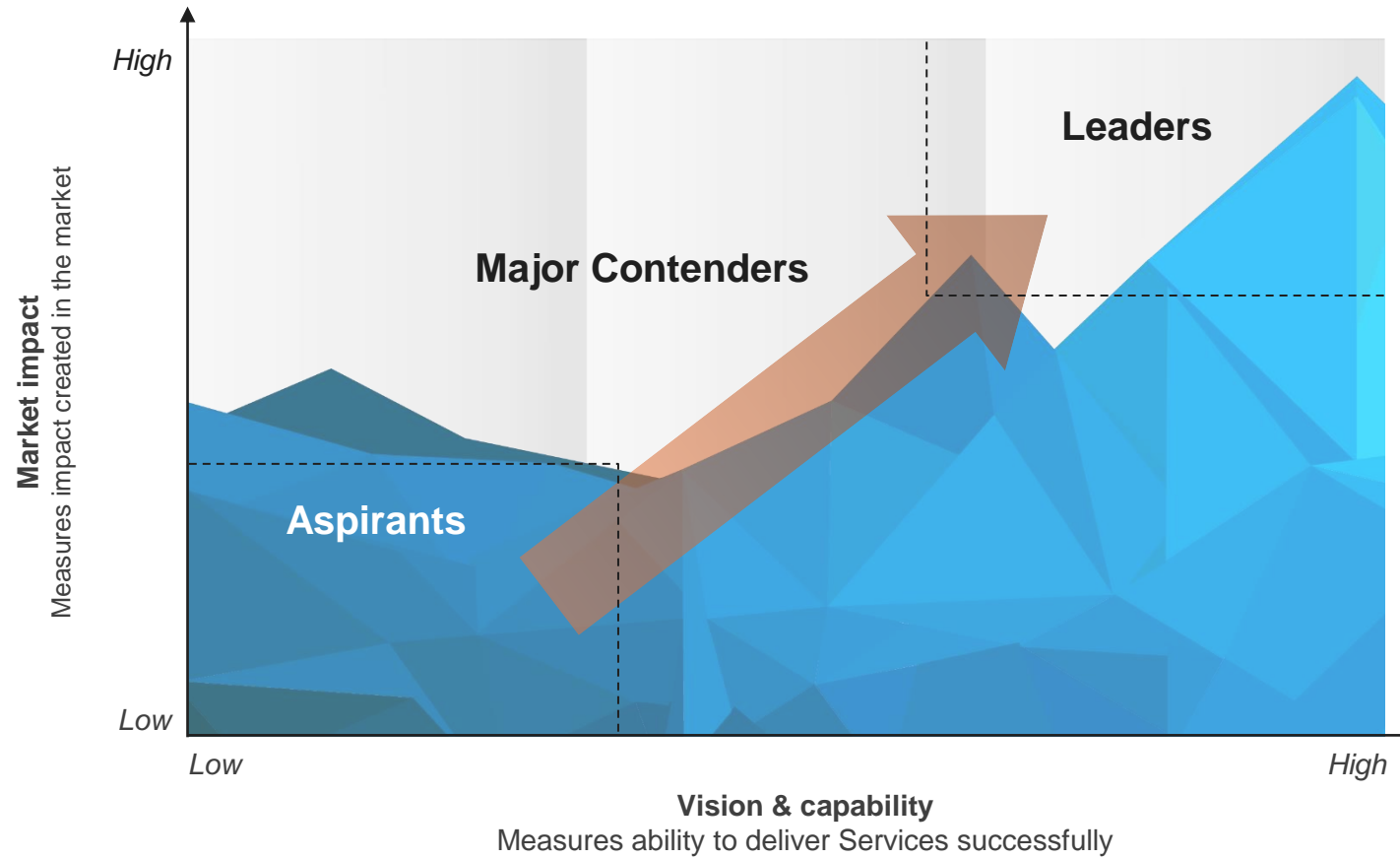
We break each element into subprocesses of the customer interaction value chain



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



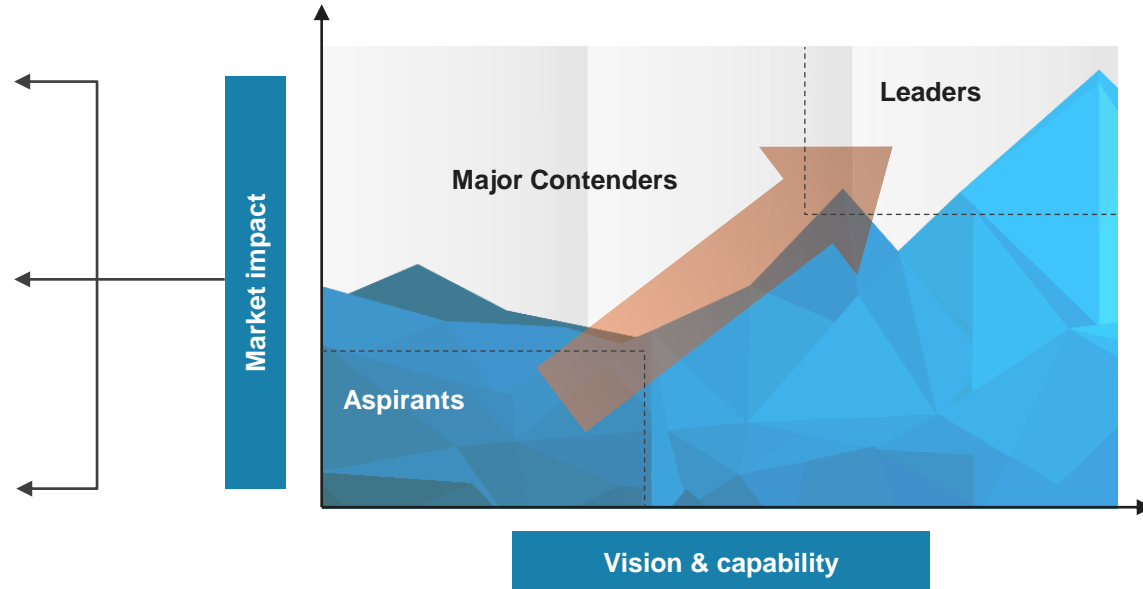
Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
No. of clients, revenue base, and YOY growth, deal value/volume
- Portfolio mix**
Diversity of client/revenue base across geos and type of engagements
- Value delivered**
Value delivered to the client based on customer feedback and transformational impact



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 sub-segments / processes
- Innovation and investments**
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**
Delivery footprint and global sourcing mix

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned 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 service 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 PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

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

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix 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 the designated POC at Everest Group.

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

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises



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