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

Focus on **Konecta**

September 2024

Introduction

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

Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas. 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.

The full 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, Konecta, 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, Konecta, 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

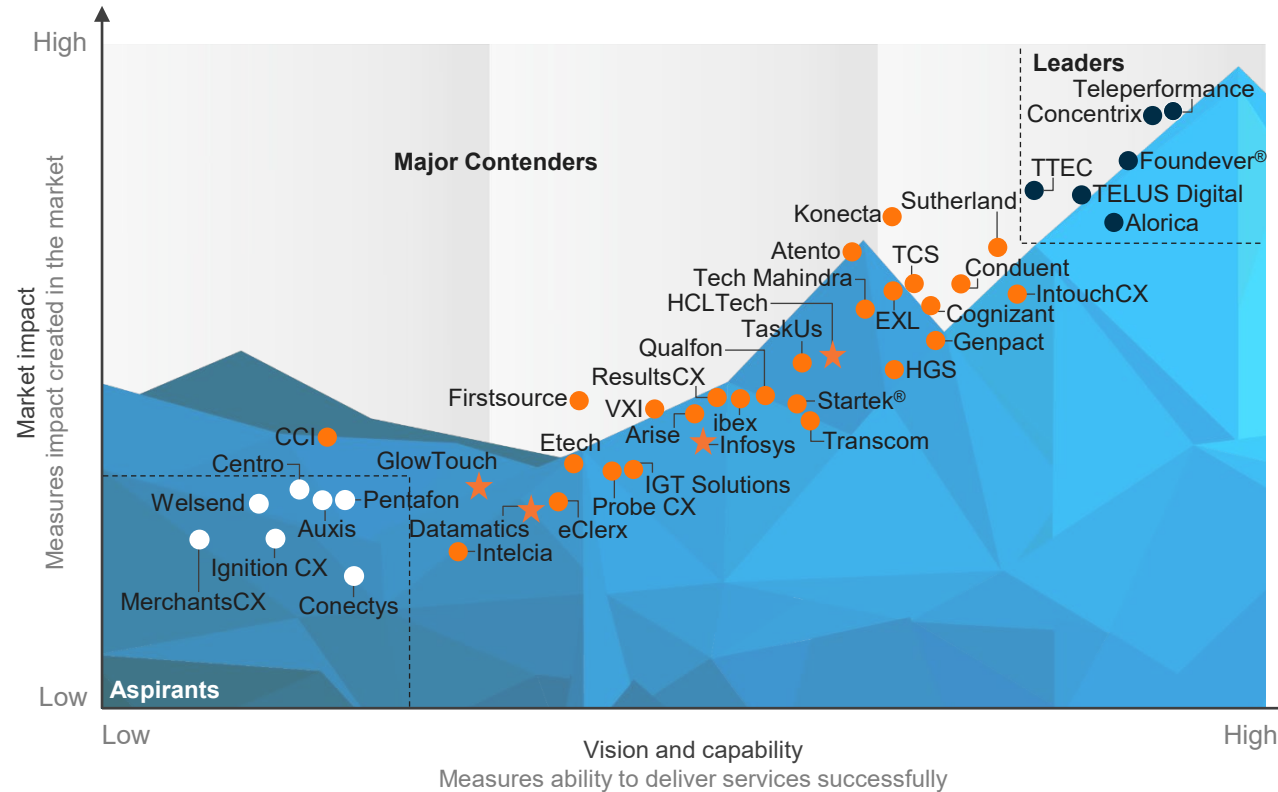Auxis, Centro, Conectys, Ignition CX, MerchantsCX, Pentafon, and Welsend

- 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 | Konecta is positioned as a Major Contender

Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas[1]

Legend:
- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers

Chart axes:
- Y-axis: Market impact — Measures impact created in the market (Low to High)
- X-axis: Vision and capability — Measures ability to deliver services successfully (Low to High)

Leaders: Teleperformance, Concentrix, Foundever®, TELUS Digital, Alorica, TTEC, Sutherland

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

Aspirants: Centro, Welsend, Auxis, Ignition CX, MerchantsCX, Conectys

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)

Konecta profile (page 1 of 8)
Overview

Company profile

Konecta provides a comprehensive set of CXM solutions to assist organizations in optimizing customer interactions and improving overall customer satisfaction. Its CXM offerings include customer engagement solutions, omnichannel experience management, customer insights and analytics, personalization and personalized experiences, and business process services with an end-to-end approach to increasing value. Its goal is to improve customer experiences at all touchpoints by combining technology, data analytics, and a customer-centric strategy to assist businesses improve overall performance and competitiveness.

Headquarters: Madrid, Spain   **Website:** www.konecta-group.com

Key leaders

- José María Pacheco, Founder and President
- Jesús Vidal Barrio, Co-founder and board member
- Nourdine Bihmane, Chief Executive Officer
- Massimo Canturi, Head of ISM region, GenAI office and board member

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

- **2023:** partnered with Globant, Google, and Amazon to develop gen AI capabilities
- **2023:** partnered with Genesys to promote the transformation of customer management operations
- **2022:** merged with Comdata to offer BPO services to clients in areas including financial and insurance, technology, telecom, retail and e-commerce, utilities, automotive and mobility, and healthcare
- **2022:** signed a multi-year agreement with Google Cloud to leverage its GCP and AI services. This agreement provided the organization with a variety of talents and knowledge for developing novel services and improving operational efficiency

Americas CXM revenue (in US$ million)

766	836
2022	2023

Scale of Americas CXM (number of agents)

70,284	66,093
2022	2023
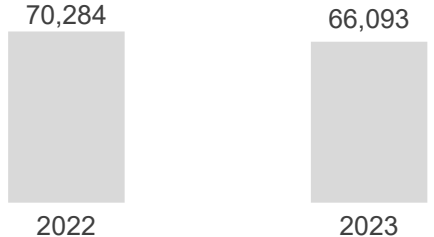
CXM client base (number of clients)

314	316
2022	2023

Konecta profile (page 2 of 8)
Capabilities

Americas CXM revenue mix
US$ million

By geography	
Colombia	30%
Argentina	20%
Chile	12%
Brazil	12%
Peru	12%
Mexico	8%
United States	3%
Others	3%

By buyer size	
>US$10 billion	N/A
US$1-10 billion	N/A
US$500 million-US$1 billion	N/A
US$250-500 million	N/A
<US$250 million	N/A

By industry	
Telecom and media	50%
BFSI	26%
Retail and CPG	9%
Travel and hospitality	4%
Healthcare	2%
Energy and utilities	2%
Manufacturing	2%
Government	1%
Technology	1%
Others	3%

By process	
Customer service	41%
Outbound sales	26%
Technical support	12%
Value-added services[1]	9%
Inbound sales	4%
Payment collection	3%
Order fulfillment and transaction processing	2%
Others[2]	3%

By channel	
Voice	N/A
Chat	N/A
Email	N/A
Social media	N/A
Video	N/A
Others	N/A

Split of Americas CXM FTEs
Number of FTEs

By location[3]	
Medium cost	100%

By percentage of FTEs supporting a specific language	
Spanish	77%
French	13%
Portuguese	7%
English	3%

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 United Kingdom, the US, and Western Europe; medium cost regions include Eastern Europe, Middle East & 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, and Bahamas

Konecta profile (page 3 of 8)

Key CXM investments | partnerships

Key partnerships
Strategic CX investments

Advanced analytics	Google Cloud	PostgreSQL	Power BI	VERINT
RPA/Automation	AUTOMATION ANYWHERE	PEGA	UiPath	
Conversational AI	aivo	Amelia	enuan	eudata / Google AI
Gen AI	kore.ai	do	Gemini	Dialogflow / SAE
Omnichannel / Agent Assist	AVAYA	aws	centrical	GENESYS / NICE / sprinklr / TechSee / talkdesk / VERINT
Cloud/Hosting	aws	GENESYS	Google Cloud	inConcert / ninjaOne
Others	acceo	Dolead	injixo	Meltwater / salesforce / twilio

Konecta profile (page 4 of 8)
Key CXM investments | proprietary solutions

Key proprietary solutions

Product	Details
C-Live	It is a customer feedback management application that utilizes analytics for root cause identification.
Lakehouse	It is a consolidated, data-driven monitoring cockpit for operations.
C-Board	It is a dashboard application that displays the team's status (lunch, break, availability, conversation, and more) instantaneously.
C Regia	It is a planning and shift management application that optimizes data-driven shift/schedule management.
Analytics/customer journey module	It is a tool that visualizes the customer experience journey through established steps between consultant and client to achieve company objectives.
Analytics / data stack / clusterization module	It enables the meaningful segmentation of data using unsupervised ML techniques, allowing researchers to investigate the link between variables and discover related traits.
CAR	It is intended to segment clients based on their activity across channels. It generates an x-ray of the customer's usage across many channels.
MIGI	It is a solution that aims to improve the effectiveness and reachability of exit marketing. Its idea is to manage databases using the correct agent, client, channel, and product.
TOKIO	It is a solution for segmenting service advisors. This clustering is carried out based on the service's main indicators, allowing the agents to be managed and goals to be generated based on the indicator's behavior.

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Konecta profile (page 5 of 8)
Client portfolio and Environmental, Social, and Governance (ESG) initiatives

Key CXM clients

Client name	Region	Client since
A car rental company	UK	2023
An online marketplace operated by a Chinese e-commerce company	US	2023
A leading telecommunications company	US	2023
A multinational manufacturing conglomerate	US	2023
A multinational retail corporation	US	2023
A world leader in insurance, serving consumers and companies of all sizes	US	2023
A Brazilian neobank	US	2023

Environmental initiatives

- It is committed to decarbonization as a key component of its environmental policy. It took real actions to fulfill this goal, such as forming a strategic collaboration with the Science Based Targets initiative (SBTi) and submitting comprehensive targets for approval

- It encourages climate change mitigation among its employees, promoting an environmental stewardship culture throughout the firm. Its assistance for reforestation programs not only serves to reduce emissions, but it also helps to conserve species and restore ecosystems. Furthermore, by controlling supplier ESG risks and incorporating sustainability standards into its approval processes, it promotes positive change across its supply chain. Furthermore, strategic planning initiatives and the use of cloud-based technologies allow it to reduce its carbon footprint while increasing operational efficiency and flexibility
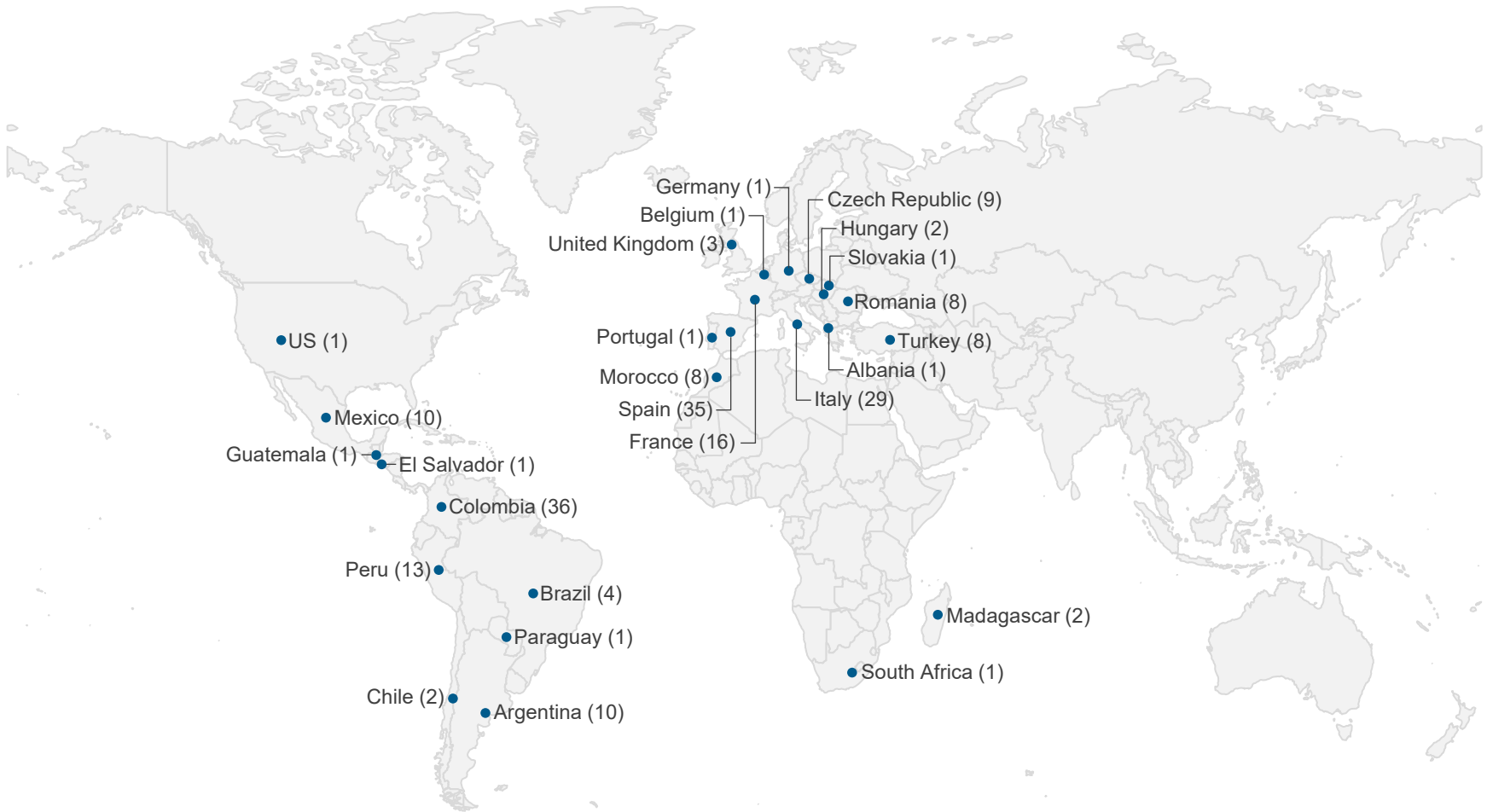
Social initiatives

- It is dedicated to encouraging social impact by incorporating a variety of standard practices into its operations. Its recruitment practices stress diversity and equal opportunity, ensuring that people of all backgrounds, regardless of gender, sexual orientation, race, age, handicap, or other characteristics, have equal access to job possibilities. It actively widens its recruitment networks and collaborates with public and private entities to encourage participation of underserved groups such as people with disabilities, victims of gender-based violence, migrants, and the LGBTIQ+ community

- It establishes comprehensive rules, processes, and systems to protect human rights and create a safe and healthy workplace. This comprises a code of ethics, specialized HR policies, and hiring procedures to prohibit the use of child or forced labor. It follows local labor standards and collaborates with worker representatives to monitor and mitigate any identified concerns

Governance initiatives

- It is committed to sustaining corporate governance procedures, including compliance with rules such as Directive (EU) 2019/1937 on whistleblower protection. In accordance with this instruction, it constantly improves its communication channels to protect the rights of whistleblowers, including developing a common corporate channel across all locations

- It implemented internal procedures that ensure reliable cash management, even though it is not legally required to do so under Law 10/2010 on the prevention of money laundering and terrorist funding. This comprises in-depth instruction on anti-money laundering procedures spanning more than 1700 hours

- Its framework for risk management is based on an extensive compliance program that helps it recognize and manage possible major hazards

Konecta profile (page 6 of 8)

Location landscape

Germany (1)
Czech Republic (9)
Belgium (1)
Hungary (2)
United Kingdom (3)
Slovakia (1)
Romania (8)
US (1)
Turkey (8)
Portugal (1)
Albania (1)
Morocco (8)
Italy (29)
Spain (35)
Mexico (10)
France (16)
Guatemala (1)
El Salvador (1)
Colombia (36)
Peru (13)
Brazil (4)
Madagascar (2)
Paraguay (1)
South Africa (1)
Chile (2)
Argentina (10)

Konecta profile (page 7 of 8)

Everest Group assessment – Major Contender

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

- Konecta employs over 66,000 agents across Argentina, Brazil, Chile, Colombia, Peru, and Mexico, that serve the Americas region across multiple verticals with a focus on telecom and media, BFSI, and retail sectors

- Its services portfolio encompasses sales, customer service, and technical support. Additionally, it provides CX consulting services such as customer journey mapping and CX transformation to support its clients

- It has extensive experience in assisting clients of diverse sizes, ranging from small and midsize enterprises to large corporations, generating revenues surpassing US$10 billion

- Konecta's new central division, Konecta Artificial Intelligence and Digitalization (KAID), taps into the expertise of over 700 specialists across different digital CX aspects including AI, gen AI, as well as data and analytics. It focuses on identifying, developing, and deploying solutions to enhance efficiency and improving agent efficiency across voice and non-voice channels

- It boasts a robust line up of in-house solutions including Super Agent Pull, which assists chat service agents with translation, spell check, and access to knowledge management resources and Email Express for streamlined end-to-end email management by leveraging AI to analyze, categorize, and generate responses or follow-up actions. Additionally, it has established strategic partnerships with Microsoft, AWS, and Google for their gen AI offerings, as well as other technology providers including Genesys, Talkdesk, Kore.ai, and Amelia to offer tailored solutions to its clients

- Konecta's large pool of agents with proficiency in English, Canadian French, Portuguese, and Spanish enables it to provide service delivery to clients across the Americas region looking for multilingual support

- Buyers value Konecta for its quick execution and responsiveness to change, strong workforce quality, proactive relationship management, reliable achievement of KPIs, and expertise in processes and domains

Konecta profile (page 8 of 8)

Everest Group assessment – Major Contender

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

- While Konecta has established a strong presence in Latin America, its experience in serving clients from other countries within the Americas region, notably in the mature North American market, remains limited

- Its exposure to various verticals, including healthcare, Consumer Packaged Goods (CPG), technology, and the public sector, remains limited, which might act as a deterrent for clients looking for domain expertise in these verticals

- Although it provides a variety of services, its experience in certain areas such as order fulfillment, payment collections, customer analytics, and customer retention management is slightly limited

- It boasts a robust delivery network across Latin America and plans to expand into the US. However, its current lack of presence in low-cost regions such as India and the Philippines may deter buyers seeking cost efficiencies through offshore support

- Areas for improvement as identified by buyers include better aligning the innovation pipeline with client needs, enhancing BCP and risk mitigation strategies, strengthening internal team alignment, optimizing data reporting capabilities, and maximizing the use of digital tools and technology capabilities
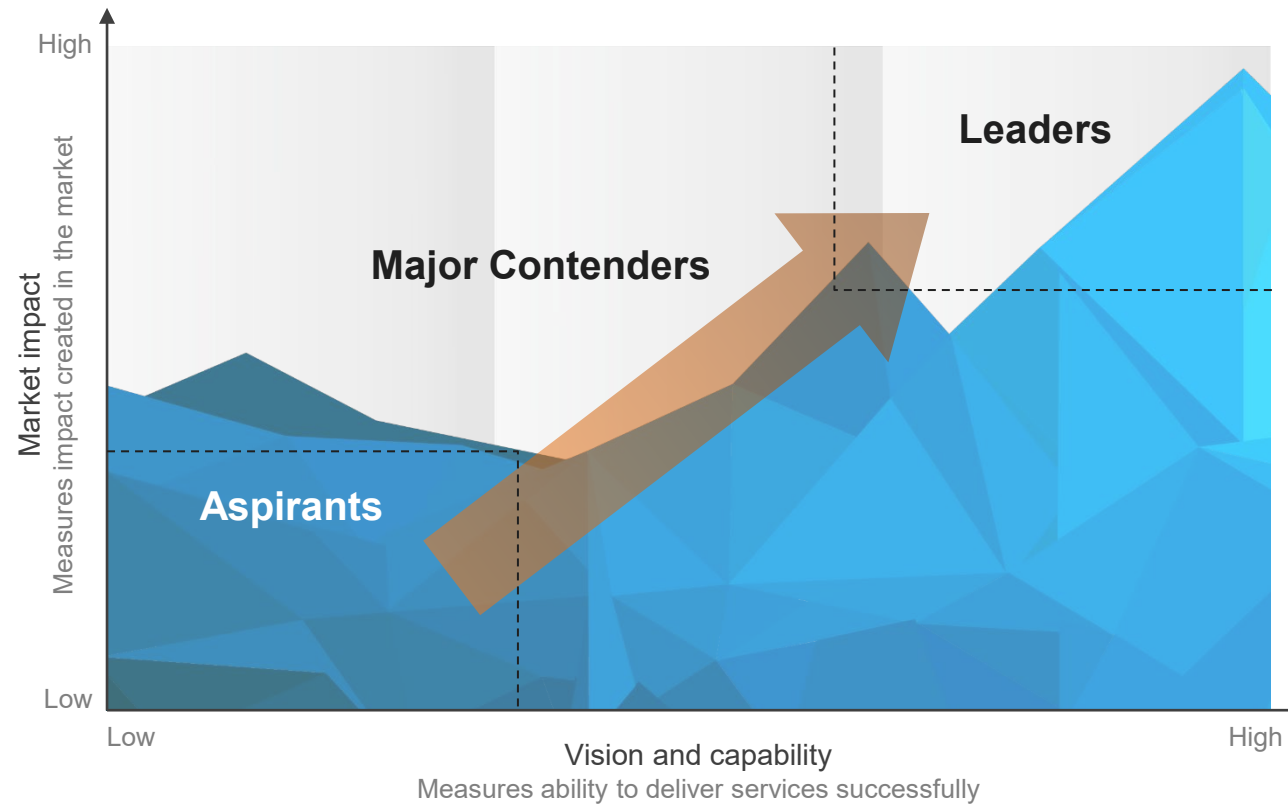
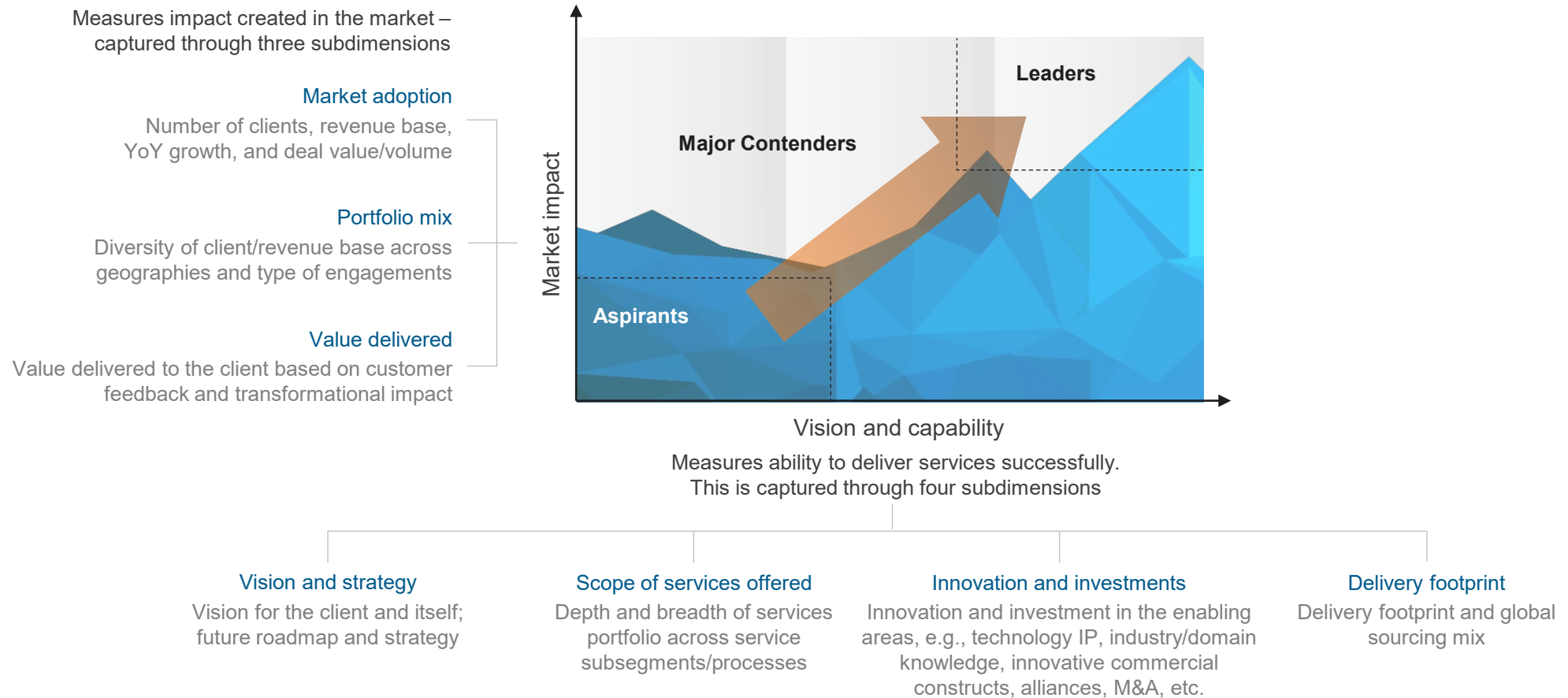# Appendix

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

Measures 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

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

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 in 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

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