



CX Services by Industry

# CX Services in Startups and Emerging Brands

## Report Abstract

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## Who is this Market Analysis for?

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This NelsonHall Market Analysis is a comprehensive assessment of the market for CX services in startups and emerging brands, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for CX services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

## Key Findings & Highlights

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The global CX services market (excluding collections) in startups and emerging brands is \$24.8bn, growing at 10.3% CAAGR. It is expected to reach ~\$36.7bn by 2026, with emerging brands forming ~88% of the segment.

The CX services market in startups and emerging brands is led by Teleperformance, followed by Concentrix, TaskUs, Sitel Group, Webhelp, and Alorica.

The key buy-side drivers for the adoption of CX services by startups and emerging brands include requirements for improved customer satisfaction, instant scalability of CX operations, and flexibility to ramp up and down CX staff.

The main challenges for startups and emerging brands to adopt CX services are the unpredictability of their customer base growth patterns, a lack of historical customer information, external market disruptions impacting demand, and a lack of experience in outsourcing.

## Scope of the Report

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The report is based on interviews with CX services providers and clients. It analyzes the worldwide market for CX services in startups and emerging brands and addresses the following questions:

- What is the current and future market for CX services in the segment?
- What is the market size and projected growth for the CX services in the segment?
- What is the market size and projected growth for the CX services for the segment by geography?
- What are the top drivers for the adoption of CX services by startups and emerging brands?
- What is the current market structure, what are the current vendor market shares, and how are these changing?
- What are the benefits currently achieved by segment clients of CX services vendors?
- What factors are inhibiting segment client adoption of CX services?
- What are the main CX transformation offerings and services provided by vendors?
- What is the current pattern of delivery location and how is this changing?
- What are the current pricing mechanisms, KPIs, and contract duration patterns, and how are these changing?
- What are the tools and frameworks used by CX services vendors for transformation delivery and how are these changing?
- What are the main external partnerships used by CX services vendors and how are these changing?
- What are the selection criteria, challenges, and critical success factors for CX services providers?

## About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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