



Cognitive CX Services Client Perspective Report

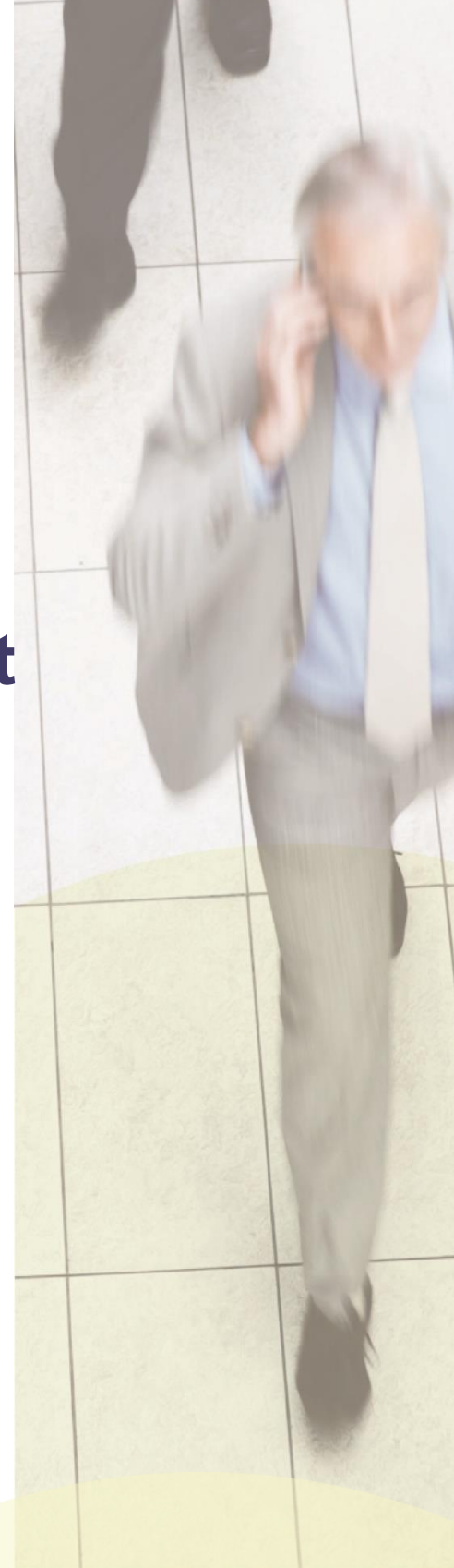
Abstract

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Who Is This Report For?

NelsonHall's "Cognitive CX Services Client Feedback and Expectations" analysis is an assessment report designed for:

- Sourcing managers investigating "the art of the possible" and the perspectives of their peers towards next generation CX services
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within CX services
- Financial analysts and investors specializing in the IT services and BPS sector.

Background & Scope of the Report

As part of NelsonHall's most recent research project, Cognitive Customer Experience Services, we interviewed 14 of the leading CX services providers globally. In addition, the research included a survey of these vendors' clients from across geographies and industries, of different sizes, and with a varying scope of services and levels of maturity in their sourcing of CX services.

NelsonHall conducted client reference interviews to cover several focus areas to gain a comprehensive understanding from the client perspective, including their experience as a buyer of CX services in the current marketplace. This survey was specifically designed to understand not only the perception of vendor performance in meeting client needs currently but also their ability to meet clients' needs in the future. The survey focused on the following key areas:

1. CX services usage, satisfaction, and future suitability
2. Benefits derived from CX services, their importance and vendor's effectiveness in delivering them
3. Vendor capabilities and their importance to the client
4. Overall client satisfaction
5. Client future expectations and vendor ability to meet these future requirements.

For each of these focus areas, we asked clients to rate various attributes, including services used, benefits sought, benefits importance, service satisfaction, vendor approach, and overall performance satisfaction.



Key Findings

Cognitive CX Services clients have a moderate to high overall satisfaction with their vendors' current ability at 4.2 points out of 5.0. Major service lines such as sales, retention, customer care, and technical support have the highest scores of 4.3 or 4.2. The sales and retention services, however, have low adoption, with only 18% of clients using vendor automation capabilities in the space.

The overall satisfaction rating with vendors' services to meet future requirements is a little lower at 4.0 out of 5.0. Here clients prioritize automation consulting, automated customer care services, and automated order processing and fulfillment services.

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Report Length

25 pages, consisting of 4 chapters

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