



CX Services by Industry Sector

# CX Services in Telecom and Media

## Report Abstract

June 2020

By Ivan Kotzev

CX Services Analyst

NelsonHall

89-pages

## Contents of Full Report

1. Introduction and COVID-19 Impact
  2. Changing Shape of CX Services in Telecom and Media
  3. Client Requirements
  4. Market Size and Growth
  5. Vendor Market Shares
  6. Vendor Offerings and Targeting
  7. Delivery in CX Services in Telecom and Media
  8. Selection Criteria, Challenges, and Success Factors
- Appendix I

## Who is This Market Analysis For?

---

NelsonHall's "CX Services in Telecom and Media" report is a market assessment report designed for:

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

## Key Findings & Highlights

---

The CX services market (excluding collections) in telecom and media is ~36% of the global industry, remaining the largest industry by revenue. It is growing below the market average through 2024. U.S. is the biggest market, followed by major European markets such as the U.K. and Germany. The Middle East, Africa, and the APAC region are the fastest growing.

COVID-19 related disruptions, including CX services supply shortage and the expected economic recession, cause headwinds to the already declining growth of the telecom industry. On the other end, certain segments of media such as online advertising, video streaming, and gaming poise sizable opportunities

Key client needs from outsourced CX services are for risk mitigation through delivery diversification, including a meaningful shift to WAH; cost optimization through self-service and automation; and customer satisfaction improvement resulting from technology intervention and process redesign.

The main challenges for telecom and media clients to achieve transformational benefits in CXS are the legacy infrastructure and complex supplier and support environments. For vendors, the biggest barriers to CX transformation are the limited scope of outsourced work and the need for advanced commercial terms.

Digital channel adoption is the highest in the vertical, with telecom and media clients looking to add emerging channels such as in-app chat, messengers, and voice assistants.

The current maturity of self-service in the sectors is increasing, often becoming the center of CX transformation plans. Cognitive bot deployments are predominantly over text with few virtual voice assistants in pilot.

## Scope of the Report

---

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

- What is the current and future market for CX services in the sector?
- What is the market size and projected growth for the sector CX services?
- What is the market size and projected growth for the sector CX services by geography?
- What are the top drivers for the adoption of the sector CX services?
- What are the benefits currently achieved by clients of the sector CX services?
- What factors are inhibiting client adoption of the sector CX services?
- What are the main sector CX services offerings and services provided by vendors?
- What is the current pattern of delivery location and how is this changing?
- What are the tools and frameworks used by CX services vendors for 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 in the sectors?

## 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.

Ivan can be contacted at:

- Email: [ivan.kotzev@nelson-hall.com](mailto:ivan.kotzev@nelson-hall.com)
- Twitter: [@IvanK\\_NH](https://twitter.com/IvanK_NH)



## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

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)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD  
Phone: + 44(0) 203 514 7522

### Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris  
Phone: + 33 1 86266 766

Copyright © 2020 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.