Customer Experience Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Customer experience (CX) transformation is accelerating, driven by changes in consumer and business behavior and expectations. Transformation is now a continuous requirement as businesses and public bodies deploy new technologies and work patterns to reinvent themselves as agile, fluid, and proactive organizations. The goal is to anticipate and even create customers' and citizens' needs, and not just react to them.

Organizations must now deliver great experiences as "table stakes" for not only consumers/citizens and trading partners but increasingly also employees. They must drive contextualized, tech-enabled "empathy at scale" that delivers better experiences for customers, citizens, and employees — while delivering on brand promises and driving sustainable outcomes for organizations.

CX service providers help CMOs and CIOs understand how next-generation technologies and more agile and customer-centric ways of working will help them compete better across the entire marketing and customer experience life cycle.

IDC's *Customer Experience Services* research analyzes the imperatives that drive adoption of CX-related technologies. It offers insight and advice to help corporate executives envision, validate, mobilize, and execute CX strategies, and it provides market-opportunity advice to professional services firms and digital agencies in the CX and marketing space.

Markets and Subjects Analyzed

- Customer experience transformation
- Marketing transformation
- Experience design and build services

- Marketing-related professional services
- Experience platform management
- CX vendor landscape analysis

Core Research

- CX Services Trends and Futures
- Buyer Priorities and Trends in CX-Related Services
- Planned IDC MarketScapes: Adobe Experience Cloud Professional Services (2024), Experience Design Services (2025), and Experience Build Services (2025) (MarketScapes are subject to confirmation.)

- CX Services Vendor Market Shares
- CX Services Market Forecasts
- Market Analysis Perspective
- Quarterly Market Updates, Customized to IDC Clients

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Customer Experience Services.

Key Questions Answered

1. Where are buyers heading next in the CX services space? How and why are their needs changing?
2. What characteristics do end clients (buyers) value the most and the least in CX services?
3. What will define success and failure for CX services vendors in 2023 and beyond?
4. How are leading CX services vendors performing? What are their strengths, weaknesses, and opportunities?

5. Who are the leaders, major players, and contenders in CX services?
6. How do the strategies and offerings of leading CX-related consultancies and agencies compare?
7. How and why are CX services driving technology change, organizational change, and culture change among end clients?
8. What are the key considerations for engaging CX-related consultancies and agencies?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of providers in CX services, including (but not limited to):

Accenture, Adobe Professional Services, Bain & Co., Boston Consulting Group (BCG), Capgemini, Cognizant, Deloitte, Dentsu, EPAM, EY, Globant, HCL, IBM, Infosys, Interpublic, KPMG, McKinsey, Omnicom, Publicis Sapient, PwC, TCS, Wipro, and WPP.