

Asia/Pacific Digital Customer Experience: Professional and Managed Services Opportunities

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Asia/Pacific Digital Customer Experience: Professional and Managed Services Opportunities* research provides key insights on the adoption of customer experience (CX)–related technologies, services, and strategies. The program analyzes critical drivers, dynamic market imperatives, and existing challenges faced by businesses in the Asia/Pacific region. The research will leverage various primary research methods as well as expert analyst opinions to provide clients with valuable insights and advice on effectively meeting the client needs in the region. Furthermore, 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 services
- Experience build services
- CX-related cloud professional services
- Experience platform management
- Commerce-related professional services

Core Research

- Customer Experience Services Forecast, 2024–2028
- Asia/Pacific CX Services Landscape, 2023
- What CX Services Buyers Should Look for in 2024
- IDC Market Glance: Asia/Pacific CX Services, 2023

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: [Asia/Pacific Digital Customer Experience: Professional and Managed Services Opportunities](#).

Key Questions Answered

1. Where are the end users seeking within the CX services space and their changing needs?
2. What are the vendor selection criteria and vendor qualities valued most?
3. How is the competitive landscape within the CX services providers?
4. What are some of the major players and market leaders doing in response to the latest market dynamics?
5. How does CX services drive technology, organizational, and cultural changes among clients within the space?
6. How are leading CX services vendors performing? What are their strengths, weaknesses, and opportunities?
7. How and why are CX services driving technology change, organizational change, and culture change among end clients?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the digital customer experience services market, including:

Accenture, Bain & Co., Boston Consulting Group (BCG), Capgemini, Cognizant, Deloitte, Dentsu, EPAM, EY, Globant, HCL, IBM, Infosys,

Interpublic, KPMG, McKinsey, Omnicom, Publicis, PwC, TCS, Wipro, and WPP