

# **Customer Experience Outsourcing Services Market By Service Type (Inbound, Outbound) , By Support Channel (Voice, Non-Voice) By End-User (Automotive, BFSI, Healthcare, Manufacturing, Media & Entertainment, IT & Telecommunications, Education, Retail & E-commerce, Travel & Hospitality, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032**

<https://marketpublishers.com/r/C60ED14AC2D8EN.html>

Date: August 2024

Pages: 350

Price: US\$ 2,601.00 (Single User License)

ID: C60ED14AC2D8EN

## **Abstracts**

### Customer Experience Outsourcing Services Market

The customer experience outsourcing services market was valued at \$79.4 billion in 2023 and is projected to reach \$205.1 billion by 2032, growing at a CAGR of 11.1% from 2024 to 2032.

Customer experience outsourcing services are the third-party providers of customer services and support. Such services are availed by businesses to enhance the experience of customers through external expertise, innovative technologies, and improved resources. These services perform various tasks for businesses such as providing technical assistance, enhancing customer engagement & retention, boosting social media presence, generating leads & amplifying sales, and offering customer support.

To enhance their operational efficiency and improve resource allocation, several businesses are inclining toward outsourcing of tasks. This is driving the growth of the customer experience outsourcing services market as it allows businesses to

concentrate on their core functions and expansion initiatives. In addition, the services ensure consistent customer support via dedicated teams, thereby augmenting the development of the market. With the emerging popularity of AI, the trend of using generative AI into customer services is acquiring notable traction. Service providers are considerably assimilating generative AI and AI translators into their processes to transform customer offerings through automated interactions, personalized experiences, and mitigation of language barriers.

However, streamlining businesses' values with outsourcing services is a challenging task that hampers the development of the customer experience outsourcing services market. Furthermore, delegation of tasks poses significant risks of data breach and mishandling of sensitive customer information, deterring several businesses from availing the outsourcing services. This limits the expansion of the market. On the contrary, increase in the impact of customer experience & reviews on the sales of businesses is anticipated to present lucrative opportunities for the growth of the customer experience outsourcing services market. According to the customer experience stats published by Forbes in 2023, approximately, 61% of consumers spend at least 5% more for good customer experience. Moreover, around 60% of consumers have switched brands due to a negative experience. Therefore, to elevate their market presence and maintain customer loyalty, the adoption of customer experience outsourcing services among businesses is poised to witness a notable surge in the future.

## Segment Review

The customer experience outsourcing services market is segmented into service type, support channel, end user, and region. On the basis of service type, the market is bifurcated into inbound and outbound. Depending on support channel, it is divided into voice and non-voice. As per end user, it is classified into automotive, BFSI, healthcare, manufacturing, media & entertainment, IT & telecommunications, education, retail & e-commerce, travel & hospitality, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and MEA.

## Key Findings

On the basis of service type, the outbound segment was the highest shareholder in the market in 2023.

Depending on support channel, the voice segment dominated the market in 2023,

As per end user, the IT & telecommunications segment acquired a high stake in the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

### Competition Analysis

The major players of the global customer experience outsourcing services market include Teleperformance SA, Acquire BPO, Concentrix, Datacom, PROBE Group, Serco, Sitel, Startek, Stellar Global Solutions, and SYKES. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

Additional benefits you will get with this purchase are:

Quarterly Update and\* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support\* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization\* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response\*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

End user preferences and pain points

Industry life cycle assessment, by region

Investment Opportunities

Product Benchmarking / Product specification and applications

Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Technology Trend Analysis

Go To Market Strategy

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Pain Point Analysis

Regulatory Guidelines

Strategic Recommendations

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Market share analysis of players at global/region/country level

SWOT Analysis

## Key Market Segments

### By Service Type

Inbound

Outbound

### By Support Channel

Voice

Non-Voice

### By End-User

Automotive

BFSI

Healthcare

Manufacturing

Media Entertainment

IT Telecommunications

Education

Retail E-commerce

Travel Hospitality

Others

### By Region

North America

U.S.

Canada

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Colombia

Argentina

Rest of LAMEA

MEA

Saudi Arabia

South Africa

UAE

Rest of MEA

Key Market Players

Teleperformance SA

Acquire BPO

Concentrix

Datacom

PROBE Group

Serco

Sitel

Startek

Stellar Global Solutions

SYKES

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: CUSTOMER EXPERIENCE OUTSOURCING SERVICES MARKET, BY SERVICE TYPE**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Service Type
- 4.2. Inbound

- 4.2.1. Key Market Trends, Growth Factors and Opportunities
- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Outbound
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country

## **CHAPTER 5: CUSTOMER EXPERIENCE OUTSOURCING SERVICES MARKET, BY SUPPORT CHANNEL**

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By Support Channel
- 5.2. Voice
  - 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
- 5.3. Non-Voice
  - 5.3.1. Key Market Trends, Growth Factors and Opportunities
  - 5.3.2. Market Size and Forecast, By Region
  - 5.3.3. Market Share Analysis, By Country

## **CHAPTER 6: CUSTOMER EXPERIENCE OUTSOURCING SERVICES MARKET, BY END-USER**

- 6.1. Market Overview
  - 6.1.1 Market Size and Forecast, By End-user
- 6.2. Automotive
  - 6.2.1. Key Market Trends, Growth Factors and Opportunities
  - 6.2.2. Market Size and Forecast, By Region
  - 6.2.3. Market Share Analysis, By Country
- 6.3. BFSI
  - 6.3.1. Key Market Trends, Growth Factors and Opportunities
  - 6.3.2. Market Size and Forecast, By Region
  - 6.3.3. Market Share Analysis, By Country
- 6.4. Healthcare
  - 6.4.1. Key Market Trends, Growth Factors and Opportunities
  - 6.4.2. Market Size and Forecast, By Region
  - 6.4.3. Market Share Analysis, By Country

## 6.5. Manufacturing

6.5.1. Key Market Trends, Growth Factors and Opportunities

6.5.2. Market Size and Forecast, By Region

6.5.3. Market Share Analysis, By Country

## 6.6. Media Entertainment

6.6.1. Key Market Trends, Growth Factors and Opportunities

6.6.2. Market Size and Forecast, By Region

6.6.3. Market Share Analysis, By Country

## 6.7. IT Telecommunications

6.7.1. Key Market Trends, Growth Factors and Opportunities

6.7.2. Market Size and Forecast, By Region

6.7.3. Market Share Analysis, By Country

## 6.8. Education

6.8.1. Key Market Trends, Growth Factors and Opportunities

6.8.2. Market Size and Forecast, By Region

6.8.3. Market Share Analysis, By Country

## 6.9. Retail E-commerce

6.9.1. Key Market Trends, Growth Factors and Opportunities

6.9.2. Market Size and Forecast, By Region

6.9.3. Market Share Analysis, By Country

## 6.10. Travel Hospitality

6.10.1. Key Market Trends, Growth Factors and Opportunities

6.10.2. Market Size and Forecast, By Region

6.10.3. Market Share Analysis, By Country

## 6.11. Others

6.11.1. Key Market Trends, Growth Factors and Opportunities

6.11.2. Market Size and Forecast, By Region

6.11.3. Market Share Analysis, By Country

## **CHAPTER 7: CUSTOMER EXPERIENCE OUTSOURCING SERVICES MARKET, BY REGION**

### 7.1. Market Overview

7.1.1 Market Size and Forecast, By Region

### 7.2. North America

7.2.1. Key Market Trends and Opportunities

7.2.2. Market Size and Forecast, By Service Type

7.2.3. Market Size and Forecast, By Support Channel

7.2.4. Market Size and Forecast, By End-user

- 7.2.5. Market Size and Forecast, By Country
- 7.2.6. U.S. Customer Experience Outsourcing Services Market
  - 7.2.6.1. Market Size and Forecast, By Service Type
  - 7.2.6.2. Market Size and Forecast, By Support Channel
  - 7.2.6.3. Market Size and Forecast, By End-user
- 7.2.7. Canada Customer Experience Outsourcing Services Market
  - 7.2.7.1. Market Size and Forecast, By Service Type
  - 7.2.7.2. Market Size and Forecast, By Support Channel
  - 7.2.7.3. Market Size and Forecast, By End-user
- 7.3. Europe
  - 7.3.1. Key Market Trends and Opportunities
  - 7.3.2. Market Size and Forecast, By Service Type
  - 7.3.3. Market Size and Forecast, By Support Channel
  - 7.3.4. Market Size and Forecast, By End-user
  - 7.3.5. Market Size and Forecast, By Country
  - 7.3.6. France Customer Experience Outsourcing Services Market
    - 7.3.6.1. Market Size and Forecast, By Service Type
    - 7.3.6.2. Market Size and Forecast, By Support Channel
    - 7.3.6.3. Market Size and Forecast, By End-user
  - 7.3.7. Germany Customer Experience Outsourcing Services Market
    - 7.3.7.1. Market Size and Forecast, By Service Type
    - 7.3.7.2. Market Size and Forecast, By Support Channel
    - 7.3.7.3. Market Size and Forecast, By End-user
  - 7.3.8. Italy Customer Experience Outsourcing Services Market
    - 7.3.8.1. Market Size and Forecast, By Service Type
    - 7.3.8.2. Market Size and Forecast, By Support Channel
    - 7.3.8.3. Market Size and Forecast, By End-user
  - 7.3.9. Spain Customer Experience Outsourcing Services Market
    - 7.3.9.1. Market Size and Forecast, By Service Type
    - 7.3.9.2. Market Size and Forecast, By Support Channel
    - 7.3.9.3. Market Size and Forecast, By End-user
  - 7.3.10. UK Customer Experience Outsourcing Services Market
    - 7.3.10.1. Market Size and Forecast, By Service Type
    - 7.3.10.2. Market Size and Forecast, By Support Channel
    - 7.3.10.3. Market Size and Forecast, By End-user
  - 7.3.11. Rest Of Europe Customer Experience Outsourcing Services Market
    - 7.3.11.1. Market Size and Forecast, By Service Type
    - 7.3.11.2. Market Size and Forecast, By Support Channel
    - 7.3.11.3. Market Size and Forecast, By End-user

## 7.4. Asia-Pacific

7.4.1. Key Market Trends and Opportunities

7.4.2. Market Size and Forecast, By Service Type

7.4.3. Market Size and Forecast, By Support Channel

7.4.4. Market Size and Forecast, By End-user

7.4.5. Market Size and Forecast, By Country

7.4.6. China Customer Experience Outsourcing Services Market

7.4.6.1. Market Size and Forecast, By Service Type

7.4.6.2. Market Size and Forecast, By Support Channel

7.4.6.3. Market Size and Forecast, By End-user

7.4.7. Japan Customer Experience Outsourcing Services Market

7.4.7.1. Market Size and Forecast, By Service Type

7.4.7.2. Market Size and Forecast, By Support Channel

7.4.7.3. Market Size and Forecast, By End-user

7.4.8. India Customer Experience Outsourcing Services Market

7.4.8.1. Market Size and Forecast, By Service Type

7.4.8.2. Market Size and Forecast, By Support Channel

7.4.8.3. Market Size and Forecast, By End-user

7.4.9. South Korea Customer Experience Outsourcing Services Market

7.4.9.1. Market Size and Forecast, By Service Type

7.4.9.2. Market Size and Forecast, By Support Channel

7.4.9.3. Market Size and Forecast, By End-user

7.4.10. Australia Customer Experience Outsourcing Services Market

7.4.10.1. Market Size and Forecast, By Service Type

7.4.10.2. Market Size and Forecast, By Support Channel

7.4.10.3. Market Size and Forecast, By End-user

7.4.11. Rest of Asia-Pacific Customer Experience Outsourcing Services Market

7.4.11.1. Market Size and Forecast, By Service Type

7.4.11.2. Market Size and Forecast, By Support Channel

7.4.11.3. Market Size and Forecast, By End-user

## 7.5. Latin America

7.5.1. Key Market Trends and Opportunities

7.5.2. Market Size and Forecast, By Service Type

7.5.3. Market Size and Forecast, By Support Channel

7.5.4. Market Size and Forecast, By End-user

7.5.5. Market Size and Forecast, By Country

7.5.6. Brazil Customer Experience Outsourcing Services Market

7.5.6.1. Market Size and Forecast, By Service Type

7.5.6.2. Market Size and Forecast, By Support Channel

- 7.5.6.3. Market Size and Forecast, By End-user
- 7.5.7. Colombia Customer Experience Outsourcing Services Market
  - 7.5.7.1. Market Size and Forecast, By Service Type
  - 7.5.7.2. Market Size and Forecast, By Support Channel
  - 7.5.7.3. Market Size and Forecast, By End-user
- 7.5.8. Argentina Customer Experience Outsourcing Services Market
  - 7.5.8.1. Market Size and Forecast, By Service Type
  - 7.5.8.2. Market Size and Forecast, By Support Channel
  - 7.5.8.3. Market Size and Forecast, By End-user
- 7.5.9. Rest of LAMEA Customer Experience Outsourcing Services Market
  - 7.5.9.1. Market Size and Forecast, By Service Type
  - 7.5.9.2. Market Size and Forecast, By Support Channel
  - 7.5.9.3. Market Size and Forecast, By End-user
- 7.6. MEA
  - 7.6.1. Key Market Trends and Opportunities
  - 7.6.2. Market Size and Forecast, By Service Type
  - 7.6.3. Market Size and Forecast, By Support Channel
  - 7.6.4. Market Size and Forecast, By End-user
  - 7.6.5. Market Size and Forecast, By Country
  - 7.6.6. Saudi Arabia Customer Experience Outsourcing Services Market
    - 7.6.6.1. Market Size and Forecast, By Service Type
    - 7.6.6.2. Market Size and Forecast, By Support Channel
    - 7.6.6.3. Market Size and Forecast, By End-user
  - 7.6.7. South Africa Customer Experience Outsourcing Services Market
    - 7.6.7.1. Market Size and Forecast, By Service Type
    - 7.6.7.2. Market Size and Forecast, By Support Channel
    - 7.6.7.3. Market Size and Forecast, By End-user
  - 7.6.8. UAE Customer Experience Outsourcing Services Market
    - 7.6.8.1. Market Size and Forecast, By Service Type
    - 7.6.8.2. Market Size and Forecast, By Support Channel
    - 7.6.8.3. Market Size and Forecast, By End-user
  - 7.6.9. Rest Of Mea Customer Experience Outsourcing Services Market
    - 7.6.9.1. Market Size and Forecast, By Service Type
    - 7.6.9.2. Market Size and Forecast, By Support Channel
    - 7.6.9.3. Market Size and Forecast, By End-user

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

### 8.1. Introduction

- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Teleperformance SA
  - 9.1.1. Company Overview
  - 9.1.2. Key Executives
  - 9.1.3. Company Snapshot
  - 9.1.4. Operating Business Segments
  - 9.1.5. Product Portfolio
  - 9.1.6. Business Performance
  - 9.1.7. Key Strategic Moves and Developments
- 9.2. Acquire BPO
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Operating Business Segments
  - 9.2.5. Product Portfolio
  - 9.2.6. Business Performance
  - 9.2.7. Key Strategic Moves and Developments
- 9.3. Concentrix
  - 9.3.1. Company Overview
  - 9.3.2. Key Executives
  - 9.3.3. Company Snapshot
  - 9.3.4. Operating Business Segments
  - 9.3.5. Product Portfolio
  - 9.3.6. Business Performance
  - 9.3.7. Key Strategic Moves and Developments
- 9.4. Datacom
  - 9.4.1. Company Overview
  - 9.4.2. Key Executives
  - 9.4.3. Company Snapshot
  - 9.4.4. Operating Business Segments
  - 9.4.5. Product Portfolio
  - 9.4.6. Business Performance

- 9.4.7. Key Strategic Moves and Developments
- 9.5. PROBE Group
  - 9.5.1. Company Overview
  - 9.5.2. Key Executives
  - 9.5.3. Company Snapshot
  - 9.5.4. Operating Business Segments
  - 9.5.5. Product Portfolio
  - 9.5.6. Business Performance
  - 9.5.7. Key Strategic Moves and Developments
- 9.6. Serco
  - 9.6.1. Company Overview
  - 9.6.2. Key Executives
  - 9.6.3. Company Snapshot
  - 9.6.4. Operating Business Segments
  - 9.6.5. Product Portfolio
  - 9.6.6. Business Performance
  - 9.6.7. Key Strategic Moves and Developments
- 9.7. Sitel
  - 9.7.1. Company Overview
  - 9.7.2. Key Executives
  - 9.7.3. Company Snapshot
  - 9.7.4. Operating Business Segments
  - 9.7.5. Product Portfolio
  - 9.7.6. Business Performance
  - 9.7.7. Key Strategic Moves and Developments
- 9.8. Startek
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. Business Performance
  - 9.8.7. Key Strategic Moves and Developments
- 9.9. Stellar Global Solutions
  - 9.9.1. Company Overview
  - 9.9.2. Key Executives
  - 9.9.3. Company Snapshot
  - 9.9.4. Operating Business Segments
  - 9.9.5. Product Portfolio

9.9.6. Business Performance

9.9.7. Key Strategic Moves and Developments

9.10. SYKES

9.10.1. Company Overview

9.10.2. Key Executives

9.10.3. Company Snapshot

9.10.4. Operating Business Segments

9.10.5. Product Portfolio

9.10.6. Business Performance

9.10.7. Key Strategic Moves and Developments

## I would like to order

Product name: Customer Experience Outsourcing Services Market By Service Type (Inbound, Outbound) , By Support Channel (Voice, Non-Voice) By End-User (Automotive, BFSI, Healthcare, Manufacturing, Media & Entertainment, IT & Telecommunications, Education, Retail & E-commerce, Travel & Hospitality, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

Product link: <https://marketpublishers.com/r/C60ED14AC2D8EN.html>

Price: US\$ 2,601.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C60ED14AC2D8EN.html>