

Customer Experience as a Service (CXaaS) Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Product Type

<https://marketpublishers.com/r/C4176BE76FE1EN.html>

Date: February 2025

Pages: 120

Price: US\$ 3,200.00 (Single User License)

ID: C4176BE76FE1EN

Abstracts

Customer Experience as a Service (CXaaS) Market Review 2025

Overview

The Customer Experience as a Service (CXaaS) market represents a transformative approach in delivering personalized and efficient customer interactions. As businesses increasingly prioritize customer satisfaction and loyalty, the demand for comprehensive CX solutions is expected to rise significantly. By 2025, the global CXaaS market is projected to reach approximately \$20 billion, exhibiting a compound annual growth rate (CAGR) of around 15% from its current valuation driven by the adoption of advanced technologies and increasing emphasis on customer-centric strategies.

Market Size

As stated, the CXaaS market is set to reach approximately \$20 billion by 2025. In 2025, the market size was estimated around \$10.5 billion, indicating the rapid growth trajectory that underscores the importance of enhancing customer interactions through advanced service models. This growth is attributed to the growing need for businesses to streamline their customer engagement processes and leverage technology-driven solutions.

Share & Trends Analysis Report

By Product Type

The market can be segmented into various product types:

CX Technology Services: This segment is expected to dominate the market, accounting for approximately 60% of the total share by 2025. Technologies like artificial intelligence, machine learning, and analytics play a crucial role in enhancing customer experiences.

CX Managed Services: This segment is also gaining traction, projected to grow at a rate of 7%-12% during the forecast period, as companies seek external expertise to manage their customer experience strategies efficiently.

By Key Players

The competitive landscape is characterized by several key players, including:

Five9

InContact

Twilio

EPAM

Endava

Globant

Accenture

Cognizant

Infosys

Teleperformance

Telus International

Concentrix

TaskUs

Intouch CX

Webhelp

Genpact

Exl

TTEC Holdings Inc.

By Process

The CXaaS market can be divided into key processes such as:

Customer Interaction Management: This is anticipated to account for the largest share, reflecting the necessity for real-time interaction capabilities.

Data Analytics: The growing focus on understanding customer preferences through

analytics is projected to witness significant growth, with a CAGR of around 10%-15%.

By Application

Applications of CXaaS span various sectors, including:

Retail: The retail sector is expected to adopt CXaaS methodologies prominently, as businesses aim to improve customer loyalty and retention.

Banking, Financial Services, and Insurance (BFSI): A strong focus on personalized customer service makes BFSI a key adopter in the growing CXaaS environment.

Healthcare: The healthcare sector increasingly embraces CXaaS solutions to enhance patient experience and engagement.

By End-Use

Key end-users include:

Small and Medium Enterprises (SMEs): SMEs are likely to enhance CX practices to compete effectively, comprising around 30% of the market by 2025.

Large Enterprises: Large enterprises are expected to maintain a significant share of the market, leveraging extensive resources for customer experience enhancements.

By Region

The CXaaS market is segmented regionally, with significant contributions from:

North America: Dominating the market with a share of approximately 40%, driven by high technological adoption rates.

Europe: Following North America, Europe is expected to grow at a CAGR of 12%-15%, attributed to the focus on customer-centric solutions.

Asia-Pacific: The fastest-growing region, anticipated to witness a CAGR of 18%-22%, owing to the rapid digital transformation initiatives in the region.

Market News on Policy and Companies

Recent developments in the CXaaS market reflect the ongoing strategies of key players to enhance their service offerings:

Companies like Accenture and Cognizant are focusing on partnerships with emerging

technology firms to integrate advanced tools into their offerings.

The adoption of regulatory frameworks aimed at ensuring data privacy is shaping the CXaaS landscape, as it influences how customer data is managed and utilized.

Recent mergers and acquisitions, such as Teleperformances acquisition of Intouch CX, are aimed at leveraging synergies to enhance customer service capabilities.

Segment Forecasts (2025 - 2030)

The forecasts indicate a sustained growth pattern in the CXaaS market beyond 2025, projected to exceed \$30 billion by 2030. Key trends influencing this growth include:

The ongoing shift towards AI-driven CX solutions that offer scalability and personalized experiences.

The rise of omnichannel strategies where businesses seek to provide seamless customer experiences across various platforms.

The increasing importance of customer feedback loops, where businesses actively engage in gathering and implementing customer feedback for continuous improvement.

Conclusion

The Customer Experience as a Service market is poised for a substantial transformation leading up to 2025. With the convergence of technology and customer service strategies, stakeholders must keep a close eye on emerging trends, competitive dynamics, and regulatory shifts to capitalize on this lucrative market opportunity. Effective implementation of CXaaS not only enhances customer satisfaction but also drives significant business value, creating a competitive edge in today's fast-paced market landscape.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 ABBREVIATION AND ACRONYMS

CHAPTER 3 PREFACE

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

Chapter Four Market Landscape

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

CHAPTER 5 MARKET TREND ANALYSIS

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

CHAPTER 6 INDUSTRY CHAIN ANALYSIS

6.1 Upstream/Suppliers Analysis

6.2 Customer Experience As A Service (Cxaas) Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

CHAPTER 7 LATEST MARKET DYNAMICS

7.1 Latest News

7.2 Merger and Acquisition

7.3 Planned/Future Project

7.4 Policy Dynamics

CHAPTER 8 HISTORICAL AND FORECAST CUSTOMER EXPERIENCE AS A SERVICE (CXAAS) MARKET IN NORTH AMERICA (2020-2030)

8.1 Customer Experience As A Service (Cxaas) Market Size

8.2 Customer Experience As A Service (Cxaas) Market by End Use

8.3 Competition by Players/Suppliers

8.4 Customer Experience As A Service (Cxaas) Market Size by Type

8.5 Key Countries Analysis

8.5.1 United States

8.5.2 Canada

8.5.3 Mexico

CHAPTER 9 HISTORICAL AND FORECAST CUSTOMER EXPERIENCE AS A SERVICE (CXAAS) MARKET IN SOUTH AMERICA (2020-2030)

9.1 Customer Experience As A Service (Cxaas) Market Size

9.2 Customer Experience As A Service (Cxaas) Market by End Use

9.3 Competition by Players/Suppliers

9.4 Customer Experience As A Service (Cxaas) Market Size by Type

9.5 Key Countries Analysis

9.5.1 Brazil

9.5.2 Argentina

9.5.3 Chile

9.5.4 Peru

CHAPTER 10 HISTORICAL AND FORECAST CUSTOMER EXPERIENCE AS A SERVICE (CXAAS) MARKET IN ASIA & PACIFIC (2020-2030)

10.1 Customer Experience As A Service (Cxaas) Market Size

10.2 Customer Experience As A Service (Cxaas) Market by End Use

10.3 Competition by Players/Suppliers

10.4 Customer Experience As A Service (Cxaas) Market Size by Type

10.5 Key Countries Analysis

10.5.1 China

10.5.2 India

10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

CHAPTER 11 HISTORICAL AND FORECAST CUSTOMER EXPERIENCE AS A SERVICE (CXAAS) MARKET IN EUROPE (2020-2030)

- 11.1 Customer Experience As A Service (Cxaas) Market Size
- 11.2 Customer Experience As A Service (Cxaas) Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Customer Experience As A Service (Cxaas) Market Size by Type
- 11.5 Key Countries Analysis
 - 11.5.1 Germany
 - 11.5.2 France
 - 11.5.3 United Kingdom
 - 11.5.4 Italy
 - 11.5.5 Spain
 - 11.5.6 Belgium
 - 11.5.7 Netherlands
 - 11.5.8 Austria
 - 11.5.9 Poland
 - 11.5.10 Russia

CHAPTER 12 HISTORICAL AND FORECAST CUSTOMER EXPERIENCE AS A SERVICE (CXAAS) MARKET IN MEA (2020-2030)

- 12.1 Customer Experience As A Service (Cxaas) Market Size
- 12.2 Customer Experience As A Service (Cxaas) Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Customer Experience As A Service (Cxaas) Market Size by Type
- 12.5 Key Countries Analysis
 - 12.5.1 Egypt
 - 12.5.2 Israel
 - 12.5.3 South Africa
 - 12.5.4 Gulf Cooperation Council Countries
 - 12.5.5 Turkey

CHAPTER 13 SUMMARY FOR GLOBAL CUSTOMER EXPERIENCE AS A SERVICE (CXAAS) MARKET (2020-2025)

- 13.1 Customer Experience As A Service (Cxaas) Market Size
- 13.2 Customer Experience As A Service (Cxaas) Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Customer Experience As A Service (Cxaas) Market Size by Type

CHAPTER 14 GLOBAL CUSTOMER EXPERIENCE AS A SERVICE (CXAAS) MARKET FORECAST (2025-2030)

- 14.1 Customer Experience As A Service (Cxaas) Market Size Forecast
- 14.2 Customer Experience As A Service (Cxaas) Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Customer Experience As A Service (Cxaas) Type Forecast

CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS

15.1 Five9

15.1.1 Company Profile

15.1.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.1.3 SWOT Analysis of Five9

15.1.4 Five9 Customer Experience as a Service (CXaaS) Revenue, Gross Margin and Market Share (2020-2025)

15.2 InContact

15.2.1 Company Profile

15.2.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.2.3 SWOT Analysis of InContact

15.2.4 InContact Customer Experience as a Service (CXaaS) Revenue, Gross Margin and Market Share (2020-2025)

15.3 Twilio

15.3.1 Company Profile

15.3.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.3.3 SWOT Analysis of Twilio

15.3.4 Twilio Customer Experience as a Service (CXaaS) Revenue, Gross Margin and Market Share (2020-2025)

15.4 EPAM

15.4.1 Company Profile

15.4.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.4.3 SWOT Analysis of EPAM

15.4.4 EPAM Customer Experience as a Service (CXaaS) Revenue, Gross Margin

and Market Share (2020-2025)

15.5 Endava

15.5.1 Company Profile

15.5.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.5.3 SWOT Analysis of Endava

15.5.4 Endava Customer Experience as a Service (CXaaS) Revenue, Gross Margin
and Market Share (2020-2025)

15.6 Globant

15.6.1 Company Profile

15.6.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.6.3 SWOT Analysis of Globant

15.6.4 Globant Customer Experience as a Service (CXaaS) Revenue, Gross Margin
and Market Share (2020-2025)

15.7 Accenture

15.7.1 Company Profile

15.7.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.7.3 SWOT Analysis of Accenture

15.7.4 Accenture Customer Experience as a Service (CXaaS) Revenue, Gross Margin
and Market Share (2020-2025)

15.8 Cognizant

15.8.1 Company Profile

15.8.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.8.3 SWOT Analysis of Cognizant

15.8.4 Cognizant Customer Experience as a Service (CXaaS) Revenue, Gross Margin
and Market Share (2020-2025)

15.9 Infosys

15.9.1 Company Profile

15.9.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.9.3 SWOT Analysis of Infosys

15.9.4 Infosys Customer Experience as a Service (CXaaS) Revenue, Gross Margin
and Market Share (2020-2025)

15.10 Teleperformance

15.10.1 Company Profile

15.10.2 Main Business and Customer Experience as a Service (CXaaS) Information

15.10.3 SWOT Analysis of Teleperformance

15.10.4 Teleperformance Customer Experience as a Service (CXaaS) Revenue,
Gross Margin and Market Share (2020-2025)

15.11 Telus International

15.11.1 Company Profile

15.11.2	Main Business and Customer Experience as a Service (CXaaS) Information
15.11.3	SWOT Analysis of Telus International
15.11.4	Telus International Customer Experience as a Service (CXaaS) Revenue, Gross Margin and Market Share (2020-2025)
15.12	Concentrix
15.12.1	Company Profile
15.12.2	Main Business and Customer Experience as a Service (CXaaS) Information
15.12.3	SWOT Analysis of Concentrix
15.12.4	Concentrix Customer Experience as a Service (CXaaS) Revenue, Gross Margin and Market Share (2020-2025)
15.13	TaskUs
15.13.1	Company Profile
15.13.2	Main Business and Customer Experience as a Service (CXaaS) Information
15.13.3	SWOT Analysis of TaskUs
15.13.4	TaskUs Customer Experience as a Service (CXaaS) Revenue, Gross Margin and Market Share (2020-2025)
Please ask for sample pages for full companies list	
Tables and Figures	
Table Abbreviation and Acronyms	
Table Research Scope of Customer Experience As A Service (Cxaas) Report	
Table Data Sources of Customer Experience As A Service (Cxaas) Report	
Table Major Assumptions of Customer Experience As A Service (Cxaas) Report	
Figure Market Size Estimated Method	
Figure Major Forecasting Factors	
Figure Customer Experience As A Service (Cxaas) Picture	
Table Customer Experience As A Service (Cxaas) Classification	
Table Customer Experience As A Service (Cxaas) Applications	
Table Drivers of Customer Experience As A Service (Cxaas) Market	
Table Restraints of Customer Experience As A Service (Cxaas) Market	
Table Opportunities of Customer Experience As A Service (Cxaas) Market	
Table Threats of Customer Experience As A Service (Cxaas) Market	
Table Covid-19 Impact For Customer Experience As A Service (Cxaas) Market	
Table Raw Materials Suppliers	
Table Different Production Methods of Customer Experience As A Service (Cxaas)	
Table Cost Structure Analysis of Customer Experience As A Service (Cxaas)	
Table Key End Users	
Table Latest News of Customer Experience As A Service (Cxaas) Market	
Table Merger and Acquisition	
Table Planned/Future Project of Customer Experience As A Service (Cxaas) Market	

Table Policy of Customer Experience As A Service (Cxaas) Market

Table 2020-2030 North America Customer Experience As A Service (Cxaas) Market Size

Figure 2020-2030 North America Customer Experience As A Service (Cxaas) Market Size and CAGR

Table 2020-2030 North America Customer Experience As A Service (Cxaas) Market Size by Application

Table 2020-2025 North America Customer Experience As A Service (Cxaas) Key Players Revenue

Table 2020-2025 North America Customer Experience As A Service (Cxaas) Key Players Market Share

Table 2020-2030 North America Customer Experience As A Service (Cxaas) Market Size by Type

Table 2020-2030 United States Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Canada Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Mexico Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 South America Customer Experience As A Service (Cxaas) Market Size

Figure 2020-2030 South America Customer Experience As A Service (Cxaas) Market Size and CAGR

Table 2020-2030 South America Customer Experience As A Service (Cxaas) Market Size by Application

Table 2020-2025 South America Customer Experience As A Service (Cxaas) Key Players Revenue

Table 2020-2025 South America Customer Experience As A Service (Cxaas) Key Players Market Share

Table 2020-2030 South America Customer Experience As A Service (Cxaas) Market Size by Type

Table 2020-2030 Brazil Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Argentina Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Chile Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Peru Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Asia & Pacific Customer Experience As A Service (Cxaas) Market Size

Figure 2020-2030 Asia & Pacific Customer Experience As A Service (Cxaas) Market Size and CAGR

Table 2020-2030 Asia & Pacific Customer Experience As A Service (Cxaas) Market Size by Application

Table 2020-2025 Asia & Pacific Customer Experience As A Service (Cxaas) Key Players Revenue

Table 2020-2025 Asia & Pacific Customer Experience As A Service (Cxaas) Key Players Market Share

Table 2020-2030 Asia & Pacific Customer Experience As A Service (Cxaas) Market Size by Type

Table 2020-2030 China Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 India Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Japan Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 South Korea Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Southeast Asia Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Australia Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Europe Customer Experience As A Service (Cxaas) Market Size

Figure 2020-2030 Europe Customer Experience As A Service (Cxaas) Market Size and CAGR

Table 2020-2030 Europe Customer Experience As A Service (Cxaas) Market Size by Application

Table 2020-2025 Europe Customer Experience As A Service (Cxaas) Key Players Revenue

Table 2020-2025 Europe Customer Experience As A Service (Cxaas) Key Players Market Share

Table 2020-2030 Europe Customer Experience As A Service (Cxaas) Market Size by Type

Table 2020-2030 Germany Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 France Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 United Kingdom Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Italy Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Spain Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Belgium Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Netherlands Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Austria Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Poland Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Russia Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 MEA Customer Experience As A Service (Cxaas) Market Size

Figure 2020-2030 MEA Customer Experience As A Service (Cxaas) Market Size and CAGR

Table 2020-2030 MEA Customer Experience As A Service (Cxaas) Market Size by

Application

Table 2020-2025 MEA Customer Experience As A Service (Cxaas) Key Players

Revenue

Table 2020-2025 MEA Customer Experience As A Service (Cxaas) Key Players Market Share

Table 2020-2030 MEA Customer Experience As A Service (Cxaas) Market Size by Type

Table 2020-2030 Egypt Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Israel Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 South Africa Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Gulf Cooperation Council Countries Customer Experience As A Service (Cxaas) Market Size

Table 2020-2030 Turkey Customer Experience As A Service (Cxaas) Market Size

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Market Size by Region

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Market Size Share by Region

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Market Size by Application

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Market Share by Application

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Key Vendors Revenue

Figure 2020-2025 Global Customer Experience As A Service (Cxaas) Market Size and Growth Rate

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Key Vendors Market Share

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Market Size by Type

Table 2020-2025 Global Customer Experience As A Service (Cxaas) Market Share by Type

Table 2025-2030 Global Customer Experience As A Service (Cxaas) Market Size by Region

Table 2025-2030 Global Customer Experience As A Service (Cxaas) Market Size Share by Region

Table 2025-2030 Global Customer Experience As A Service (Cxaas) Market Size by Application

Table 2025-2030 Global Customer Experience As A Service (Cxaas) Market Share by Application

Table 2025-2030 Global Customer Experience As A Service (Cxaas) Key Vendors
Revenue

Figure 2025-2030 Global Customer Experience As A Service (Cxaas) Market Size and
Growth Rate

Table 2025-2030 Global Customer Experience As A Service (Cxaas) Key Vendors
Market Share

Table 2025-2030 Global Customer Experience As A Service (Cxaas) Market Size by
Type

Table 2025-2030 Customer Experience As A Service (Cxaas) Global Market Share by
Type

I would like to order

Product name: Customer Experience as a Service (CXaaS) Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Product Type

Product link: <https://marketpublishers.com/r/C4176BE76FE1EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C4176BE76FE1EN.html>