

Global CX Outsourcing Market:
Analysis By Deployment Type (On
Premise and Cloud), By Industry
Vertical (Retail, BFSI, IT & Telecom,
Healthcare, Government, Energy &
Utilities and Other), By Region, Size
and Trends with Impact of COVID-19
and Forecast up to 2028

October 2023



Global CX Outsourcing Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global CX Outsourcing Market: Coverage

Scope of the Report

Attributes	Details
Title	Global CX Outsourcing Market: Analysis By Deployment Type (On Premise and Cloud), By Industry Vertical (Retail, BFSI, IT & Telecom, Healthcare, Government, Energy & Utilities and Other), By Region, Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	Global and Regional
Regional Coverage	Asia Pacific, North America, Europe, ROW
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Fragmented
Key Players	Genpact, Teleperformance SE, Transcom Holding AB, Infosys Limited, TTEC Holdings, Inc., Majorel, Concentrix Corporation, Atento S.A., Alorica Inc., Foundever, VXi Global Solutions and Intouch CX

Global CX Outsourcing Market

Executive Summary

CX outsourcing, also known as Customer Experience outsourcing, refers to the practice of partnering with external service providers or third-party companies to handle various aspects of a company's customer service and support functions. The CX outsourcing market has experienced remarkable growth in recent years, with this trend expected to continue as technology becomes more complex. The evolving customer landscape, accelerated by the global pandemic, digital-first business models, and the impact of social media, has spurred a demand for consistent, personalized, and omnichannel customer experiences. In response, organizations are revamping their CX strategies by harnessing data-driven insights, enhancing customer satisfaction, and optimizing their services. Notably, the landscape of CX outsourcing is undergoing significant changes, driven in part by shifts in client demographics, especially the rise of startups and emerging brands in the "new economy." The global CX outsourcing market was valued at US\$98.57 billion in 2023, and is expected to be worth US\$152.13 billion in 2028.

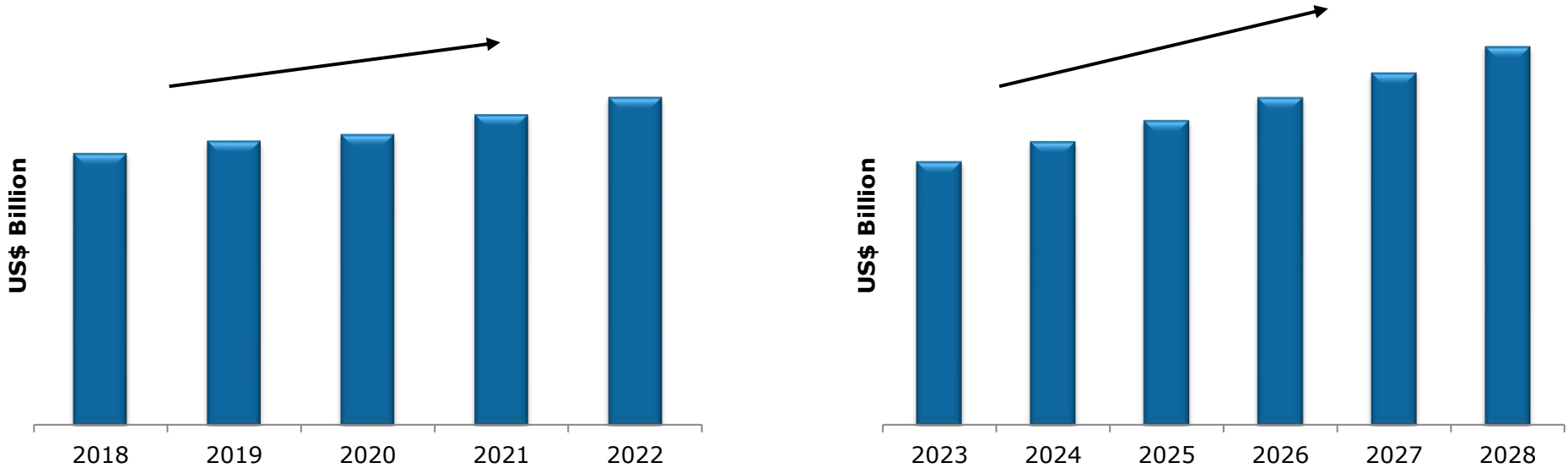
Global CX outsourcing market can be classified on the basis of deployment type (on premise and cloud), and industry vertical (retail, BFSI, IT & telecom, healthcare, government, energy & utilities and other). The adoption of cloud-based consumer experience solutions is fueled by SMEs' growing use of cloud computing. Based on the region, North America held the major share in the global market.

The COVID-19 pandemic had a dual impact on the CX outsourcing market. Initially, it caused disruptions as many outsourcing centers closed or reduced operations due to lockdowns and safety concerns, affecting service quality for businesses. However, it also accelerated trends in CX outsourcing. The need for remote work pushed providers to adopt digital technologies, helping companies adapt to changing customer demands and reduce costs. Additionally, the pandemic highlighted the importance of CX, driving demand for specialized outsourcing services like digital support, chatbots, and AI-powered solutions.

Global CX outsourcing market is expected to show a significant increase during the forecasted period, i.e. from 2023 to 2028. The growth can be attributed to increasing focus on customer centricity, cost optimization, globalization and multilingual support, data analytics and insights, compliance and regulatory expertise and uninterrupted 24/7 availability. However, some challenges are also impeding the growth of the market such as data security and privacy concerns and navigating dynamic consumer preferences and complex data realities.

CX Outsourcing Market: Global Analysis

Global CX Outsourcing Market by Value



CAGRs	
2018-2022	xx%
2023-2028	xx%

Global CX outsourcing market was valued at US\$... billion in 2022 and is anticipated to reach up to US\$... billion by 2028 from US\$... billion in 2023, with a CAGR of xx%.

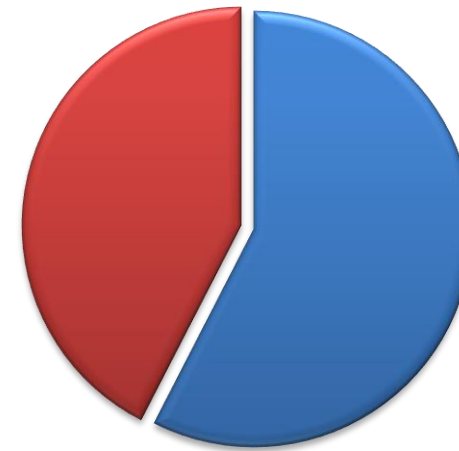
CX Outsourcing Market: Global Analysis

Global CX Outsourcing Market by Region; 2022



North America, xx%
Europe, xx%
Asia Pacific, xx%
ROW, xx%

Global CX Outsourcing Market by Deployment Type; 2022



Deployment Type	Share
On Premises	xx%
Cloud	xx%

CX Outsourcing Market: Global Analysis

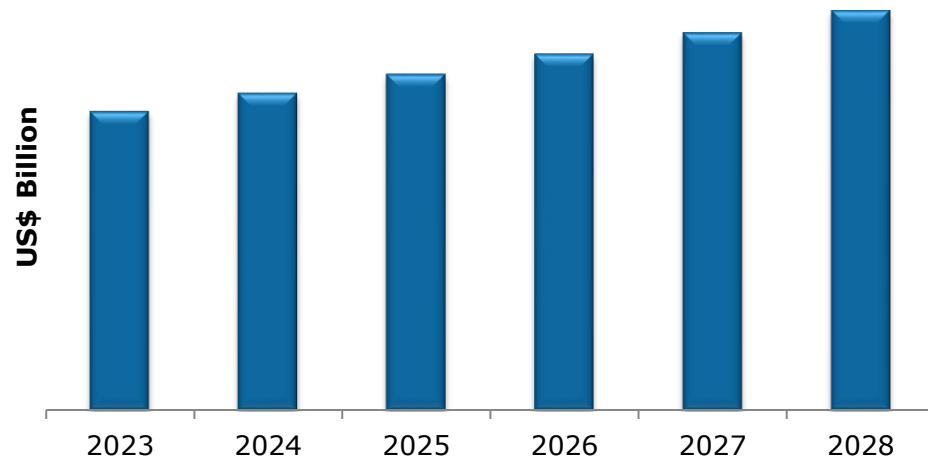
Global CX Outsourcing Market by Industry Vertical; 2022



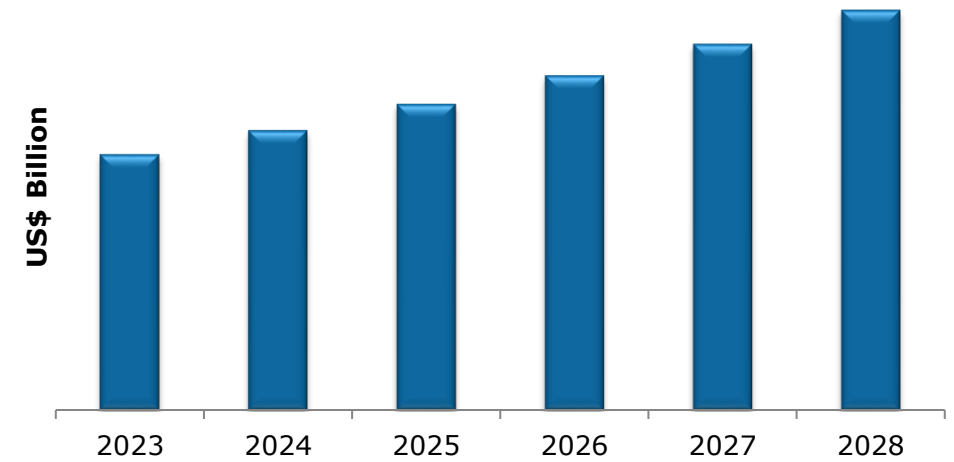
Industry Vertical	Share
Retail	xx%
BFSI	xx%
IT & Telecom	xx%
Healthcare	xx%
Government, Energy & Utilities	xx%
Other	xx%

CX Outsourcing Market: Deployment Type Analysis

Global On Premises CX Outsourcing Market by Value



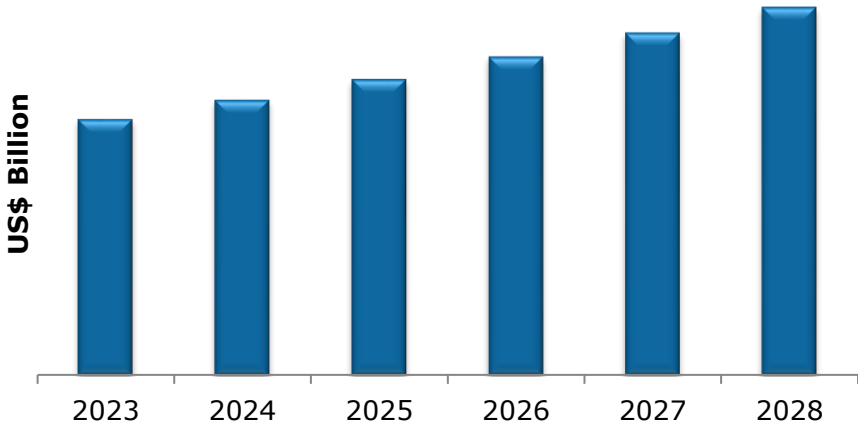
Global Cloud CX Outsourcing Market by Value



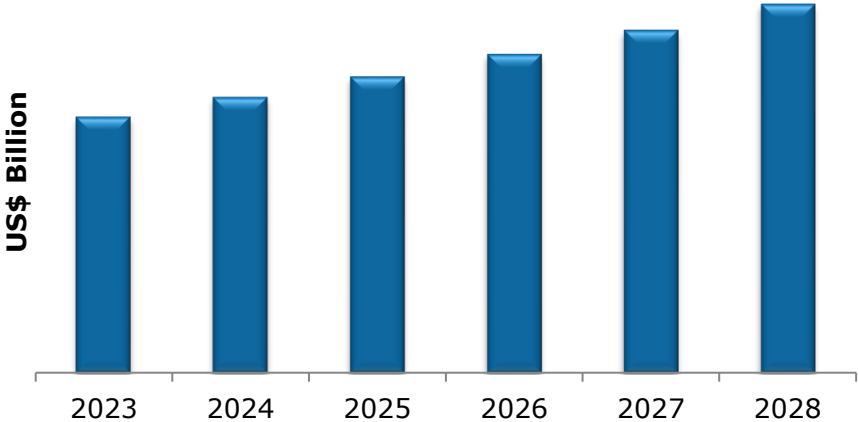
Deployment Type	CAGR (2023-2028)
On Premises	xx%
Cloud	xx%

CX Outsourcing Market: Industry Vertical Analysis

Global Retail CX Outsourcing Market by Value



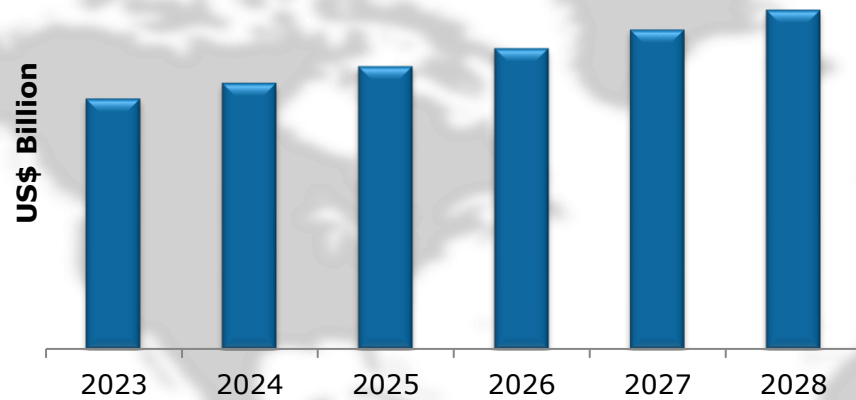
Global BFSI CX Outsourcing Market by Value



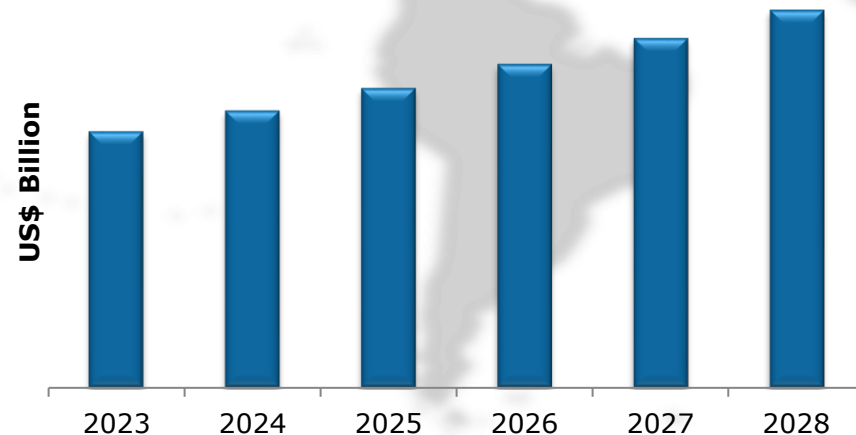
Industry Vertical	CAGR (2023-2028)
Retail	xx%
BFSI	xx%
IT & Telecom	xx%
Healthcare	xx%
Government, Energy & Utilities	xx%
Other	xx%

CX Outsourcing Market: Regional Analysis

North America CX Outsourcing Market by Value



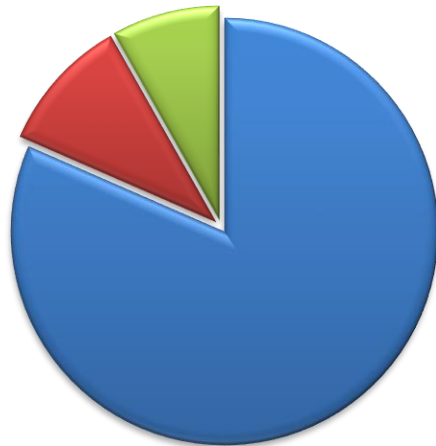
Europe CX Outsourcing Market by Value



Region	CAGR (2023-2028)
North America	xx%
Europe	xx%
Asia Pacific	xx%
ROW	xx%

North America CX Outsourcing Market: An Analysis

North America CX Outsourcing Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Europe CX Outsourcing Market: An Analysis

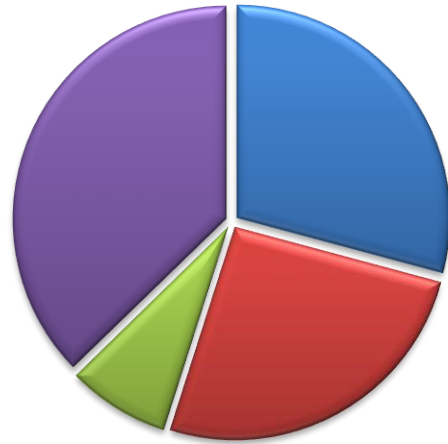
Europe CX Outsourcing Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
UK	xx%	xx%
Germany	xx%	xx%
France	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

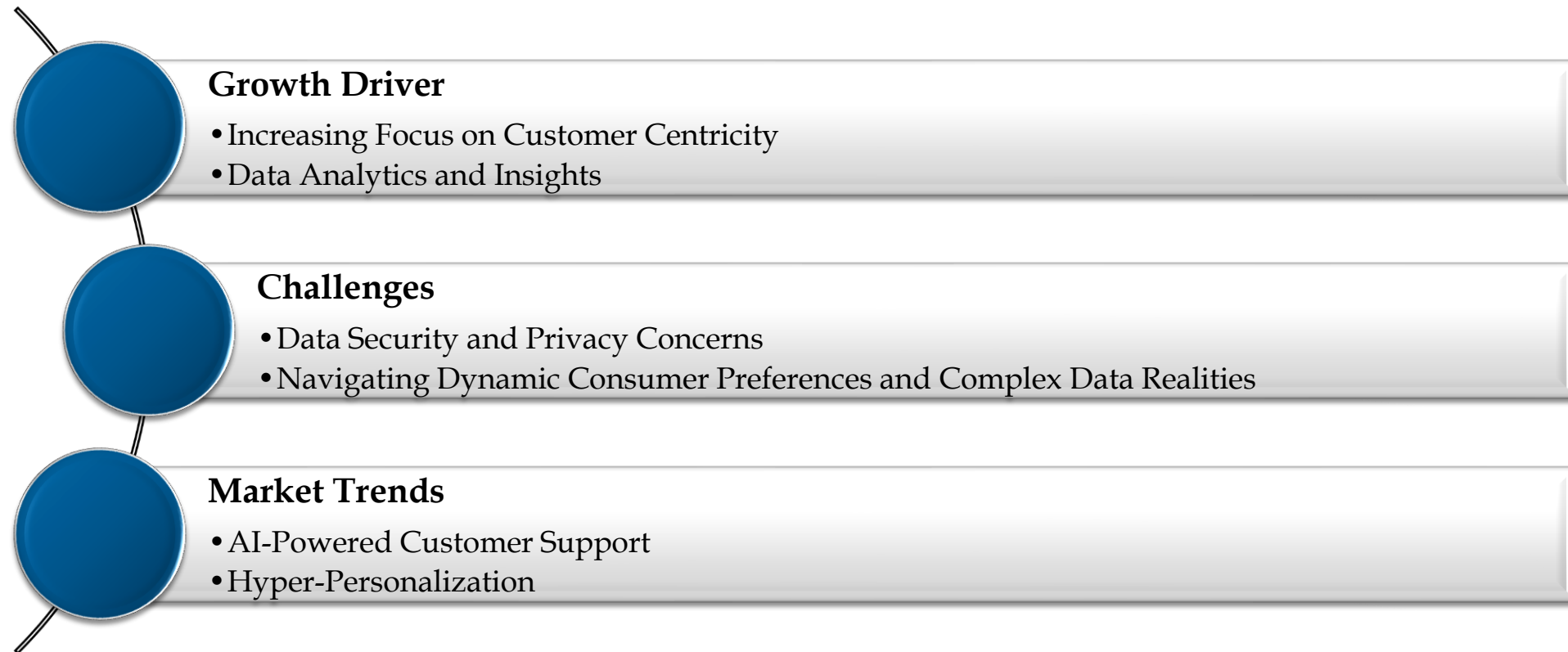
Asia Pacific CX Outsourcing Market: An Analysis

Asia Pacific CX Outsourcing Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
China	xx%	xx%
Japan	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Global CX Outsourcing Market: Dynamics



Global CX Outsourcing Market: Competitive Landscape

Players Profiled

- Genpact
- Teleperformance SE
- Transcom Holding AB
- Infosys Limited
- TTEC Holdings, Inc.
- Majorel
- Concentrix Corporation
- Atento S.A.
- Alorica Inc.
- Foundever
- VXI Global Solutions
- Intouch CX

Global CX Outsourcing Players by Market Share; 2022

