

CX Market Ecosystem

150 Key Players and Industry Participants Providing Offerings in Customer Data & Analytics, Customer Relationship Management, Contact Center, Personalization & Optimization, Customer Insights & Feedback, and Employee Experience

The CX ecosystem is a broad web of solutions and technologies aimed at smoothing out a customer's journey from start to finish and providing a personalized and engaging experience. On the provider side, these solutions aim to increase loyalty and satisfaction, optimize revenue, and allow for better targeting and retention. COVID-19 resulted in an abrupt, but sustained move to digital, causing a large increase in the digital customer data stream and a greater focus on housing, analyzing, and interpreting this data. In addition, customers have grown to accept and even look for increased personalization during their customer journey touchpoints, often leveraging this data.

The CX market itself encompasses large players, such as Cisco and Microsoft, as well as smaller companies carving out a niche in areas like personalization or feedback. There are pure play companies included in the ecosystem, but many companies span multiple market segments both within and outside of CX. While the market is well established, there is not a great deal of differentiation among offerings. This dynamic could be a result of the nature of the market itself, with many interdependencies among the functional areas and lots of overlap, making it difficult to create a well-defined offering. Additionally, there has been a great deal of merger and acquisition activity, as companies attempt to deepen offerings or provide a broader CX solution base.

This Dash Research report outlines six segments in the CX ecosystem: customer data & analytics, personalization & optimization, customer insights & feedback, contact center, customer relationship management (CRM), and employee experience (EX). The report provides an overview of the market in general and includes a brief discussion of industry trends in each segment. Dash Research has included profiles on 150 companies in the CX space. There is an additional list of 100 other industry participants included in the report, as well as an Excel-based summary of key facts and figures for the companies.



Company Facts & Figures

- Headquarters
- Year founded
- Revenue or revenue range
- Funding Stage
- Ecosystem Segment
- Recent Acquisitions
- Basic product information
- Customers

Market Segments

- Customer data & analytics
- Customer relationship management (CRM)
- Contact center
- Personalization & optimization
- Customer insights & feedback
- Employee experience

Geographies

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Key Topics

- Industry overview
- Definitions/industry segments
- Industry trends
- Merger & acquisition mapping
- Company overviews
- Excel database of companies

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Source: Dash Research

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Key Questions Addressed

- What are some of the leading companies in the CX market ecosystem?
- Which segments of the CX ecosystem are supported by the identified companies?
- What are the companies' vital facts, such as size, location, and ownership?
- What are the key products and services currently offered by these providers?
- What merger & acquisition activity has taken place in the CX market?

Who Needs This Report?

- CX executives and practitioners
- EX executives and practitioners
- Contact center solution providers
- Artificial intelligence and machine learning technology providers
- Data and analytics providers
- Customer data platform companies
- Survey and voice of the customer (VOC) technology companies
- CRM providers
- Investor community

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