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## **EXECUTIVE SUMMARY**

### **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

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# Section 1

## Executive Summary

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. Contact centers have needed to pivot their technology and workflows to account for increased omnichannel usage and remote agents. Tied to these new demands is employee experience (EX), as support employees and others in the labor force have needed to respond to fast-changing models.

The 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, it appears as though there is not a great deal of differentiation between offerings. This 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 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. These companies are not ranked or evaluated, but rather chosen as a representative sample of companies across different categories, including both large and small-sized businesses around the world. 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.

**Figure 2.1 CX Market Ecosystem Map**



Source: Dash Research

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## Section 7

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## Section 9

### Appendix

#### 9.1 Scope of study

This report provides an overview of the CX market ecosystem, focusing on six functional areas: customer data & analytics, personalization & optimization, customer insights & feedback, contact center, customer relationship management (CRM) and employee engagement. The 150 profiles examine companies in each of these areas, with estimated revenue over \$20m.

#### 9.2 Sources and methodology

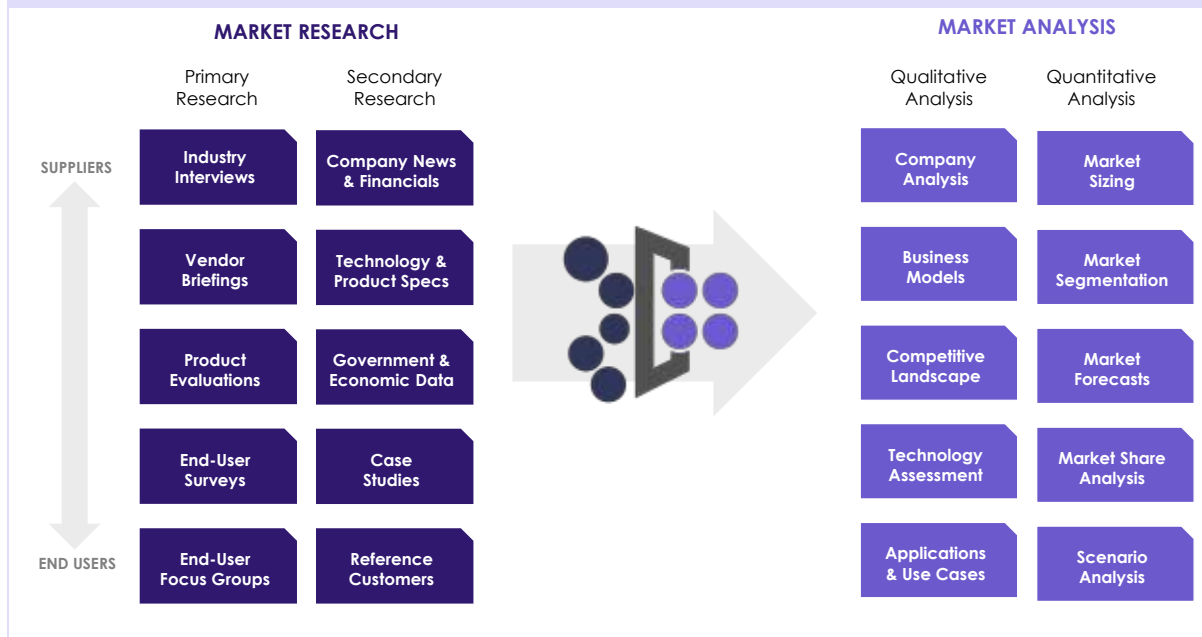
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**Chart 9.1 Dash Research Methodology**



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