

Contact Center— Customer Experience Services

A guide for enterprises assessing providers to
enhance CX in evolving AI-driven landscapes



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In 2026, exceptional CX is no longer powered by standalone contact centers. It depends on intelligent, connected and AI-enabled operations that adapt in near-real time. Advances in AI, changing workforce expectations, regulatory requirements and growing demand for smooth engagements are pushing enterprises to modernize both their CX operating models and technology ecosystems. This shift is accelerating the move toward intelligent CX operations, in which providers combine managed contact center services with AI-led operations and experience orchestration while also supporting workforce transformation and retention. Enterprises are prioritizing omnichannel engagement, real-time insights and productivity initiatives that improve customer outcomes and enable scalable, resilient service delivery. GenAI and agentic AI are reshaping customer engagement through predictive support, autonomous decision-making, intelligent self-service and personalized interactions across the customer journey.

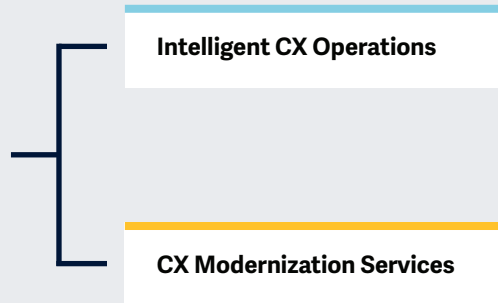
At the same time, organizations are investing in CX modernization services to simplify and future-proof their environments. Key priorities include contact center as a service (CCaaS) modernization, cloud migration, AI integration, workflow orchestration and platform consolidation to build agile, interoperable and data-driven ecosystems. By unifying fragmented platforms and embedding AI across workflows, enterprises can improve operational efficiency.

As CX transformation accelerates, providers must combine agility, AI innovation and domain expertise to help enterprises modernize operations and deliver measurable business value through future-ready CX ecosystems.



The study positions **people, intelligent operations and technology-driven experiences** as the core enablers of advanced CX transformation.

Simplified Illustration Source: ISG 2026



Scope of the report

The ISG Provider Lens® Contact Center — Customer Experience Services 2026 study offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness
- Focus on different markets, including Global, Europe, Brazil and Australia

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.



Definition

This quadrant evaluates providers' ability to deliver integrated, AI-enabled contact center services across the customer engagement value chain. The scope typically includes BPO- and agent-led engagements as well as digital technologies. Key assessment criteria are excellence in CX enhancement, managed operations, AI-driven orchestration, workforce experience transformation and talent retention. Providers are expected to demonstrate capabilities in customized operating models, scalable platforms, advanced analytics, cloud-native infrastructure and flexible delivery frameworks. CX improvement is a critical differentiator for measurable business outcomes, along with agent experience (AX), satisfaction index and efficiency in delivering hyperpersonalized services. Market leadership is further strengthened through investments in proprietary platforms, ecosystem partnerships, strategic acquisitions, innovation hubs, CoEs and industry thought leadership.

Eligibility Criteria

- Managed contact center operations capability:** oversee end-to-end management of customer service environments, ensuring consistent performance and service quality
- AI led operations and experience orchestration:** use AI to automate decisions, route interactions and personalize experiences across the customer journey
- Omnichannel support delivery:** enable seamless customer service across voice, chat, email, social and digital channels with unified handling
- Workforce transformation initiatives:** upskill, reskill and redesign roles to improve agent performance, satisfaction, efficiency and digital readiness
- Consulting and transformation capability:** guide organizations through CX strategy, operating model redesign and large-scale transformation programs
- Industry/domain expertise:** apply deep industry knowledge to tailor solutions that meet regulatory, operational and customer-specific needs
- Automation and analytics capability:** deploy automation, insights and predictive analytics to streamline operations and improve decision-making
- Demonstrated business outcomes at scale:** show proven positive impact, such as cost reduction, improved CSAT or expedited resolution, across large, complex environments



Definition

This quadrant evaluates providers' ability to accelerate technology led transformation across the entire CX ecosystem as rapid advances in AI, GenAI and analytical technologies redefine how CX is delivered and optimized in 2026. It evaluates providers' ability to modernize legacy environments through CCaaS adoption, cloud migration, AI driven automation, workflow orchestration and platform consolidation. Evaluation criteria include rapid deployment cycles, integrated digital capabilities and intelligent operations that improve efficiency, boost employee satisfaction and elevate customer engagement. Providers must deliver these capabilities at speed and also demonstrate clear, measurable business value, including tangible ROI, operational gains and experience improvements that validate investment and build long term client confidence. CX transformation is no longer optional; it is now a strategic imperative for enterprises.

Eligibility Criteria

1. **CCaaS transformation capability:** deliver **strategy, design and migration** support to shift legacy contact centers **onto modern CCaaS platforms and improve their performance**
2. **Cloud migration expertise:** Plan and execute **secure, low-risk** transitions from on-premises systems **to scalable cloud-based** architectures
3. **AI implementation capability:** **deploy AI** for routing, automation, insights and **experience optimization** across customer interactions
4. **Consulting-led transformation delivery experience:** use advisory-driven methods to **guide end-to-end CX modernization** programs with structured governance
5. **CRM/workflow integration capability:** connect CCaaS platforms with CRM, case management and workflow tools to **enable unified AX**
6. **CCaaS ecosystem partnerships:** **leverage** partnerships with **leading CCaaS** providers to accelerate deployment and assure feature alignment
7. **Automation and orchestration capability:** apply automation, bots and workflow **orchestration to streamline** processes and reduce manual effort
8. **Enterprise transformation delivery expertise:** execute **large-scale, multi-region CX transformations** with predictable outcomes



Quadrants by Region

As part of this ISG Provider Lens® quadrant study, we are introducing the following two quadrants on Contact Center — Customer Experience Services 2026

Quadrant	Global	Europe	Brazil	Australia
Intelligent CX Operations	✓	✓	✓	✓
CX Modernization Services	✓	✓	✓	✓



The research phase falls in the period between July and August 2026, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in December 2026.

Milestones	Beginning	End
Survey Launch	July 2, 2026	
Survey Phase	July 2, 2026	August 7, 2026
Sneak Preview	October 2026	November 2026
Press Release & Publication	December 2026	

Collecting client testimonials via the Star of Excellence Program requires early client referrals (no official reference needed) because CX scores have a direct influence on the provider's position in the IPL quadrant and the awards.

Please refer to the [ISG Provider Lens® 2026](#) research agenda to view and download the list of other studies conducted by ISG Provider Lens®.

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Buyers Guide

ISG Software Research, formerly “Ventana Research,” offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Contact Center - Customer Experience Services 2026 IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2026. For more information, refer to the [Buyers Guide research schedule](#).

Research Production Disclaimer:

ISG collects data for the purposes of conducting research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens® reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence® — Call for nominations

The Star of Excellence® is an independent recognition of excellent service delivery based on the Voice of the Customer concept. ISG has designed the Star of Excellence® program to collect client feedback about service providers' success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts are continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

Our vision for the Star of Excellence® is to become acknowledged as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement, please use the "Nominate (for Providers)" section on the Star of Excellence® [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:
star@cx.isg-one.com



ISG Star of Excellence



The ISG Provider Lens® 2026 – Contact Center - Customer Experience Services study analyzes the relevant software vendors/service providers in the Global, Europe, Brazil and Australia market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

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The research and analysis presented in this report includes research from the ISG Provider Lens® program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. The data collected for this report represent information that ISG believes to be current as of July 2026 for providers that actively participated and for providers that did not. ISG recognizes that many mergers and acquisitions may have occurred since then, but this report does not reflect these changes.

All revenue references are in U.S. dollars (\$US) unless noted otherwise.



Contacts For This Study

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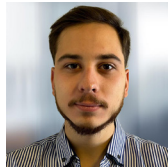
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ISG Provider Lens® Involvement Program

ISG Provider Lens® offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three consultant advisors participate as part of each study's quality and consistency review process. The consultant advisors ensure each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the consultant advisors' group and contribute at different levels depending on their availability and expertise.

The consultant advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

[24]7.ai*	Capgemini	EXL*	Home Agent*
Acquire Intelligence*	Capita*	Firstsource*	IGT Solutions*
Actionline*	Cognizant*	FIS*	Infosys*
AeC*	Comcast Business	Forrest Marketing	Intervalor
Alert Brasil	Computacenter	Foundever®*	iQor
Algar Tech*	Concentrix*	Genpact*	Konecta*
AlmavivA*	Conduent*	Grupo KSL	KTECH
Alorica*	Connvert (Flex)	Grupo Redebrasil	Liderança Serviços Financeiros
ASTIA*	Contax (Liq)	Grupo Renac	Localcred
Atento*	CPM*	Grupo Services	Merchants*
Averbach	CSU*	GTT	Mindpearl*
Bellinati Perez	Datacom*	HCLTech*	minsait
BrightPattern	Datamatics*	Hexaware*	Motiva
BT	DBM Contact Center	HGS*	Movate*
Callink*	Deutsche Telekom	HOM	Mphasis*



Invited Companies

Mutant	ResultsCX*	TCS*	Wipro*
NEO*	Sagility Health	Tech Mahindra*	Wittel
NeoAssist	Serco*	TEL (Contact Center)	WNS*
NTT Data	Sercom*	Telstra	Xceedance*
Olos	Shapiro	TELUS International	YOU. BPOTECH*
Orange Business	SoftMarketing	TP*	yoummday*
Parla! (ABAI Brasil)	Sollo Brasil	Transcom*	Zanc
Paschoalotto*	SoluCX	TRC TABORDA	
Pessoalize	Startek®*	TSA*	
Pluris Mídia*	Stefanini*	TTEC*	
Plusoft	SupportYourApp	Verizon	
PROA.AI	Sutherland*	VGX	
Probe Group*	Symbos	Virtusa	
Proxis	Tahto	Voxline	
Quantiphi*	TaskUs*	Winover	



Provider Lens®

The ISG Provider Lens® Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners. ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens® research, please visit this [webpage](#).

Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties and cities) and higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

ISG (Information Services Group) (Nasdaq: III) is a leading global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.





JULY, 2026

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