



# Healthcare Customer Experience Management (CXM) Intelligent Operations PEAK Matrix<sup>®</sup> Assessment 2026

April 2026

**PEAK**  
MATRIX<sup>®</sup>

Healthcare Payer Intelligent Operations

 Everest Group<sup>®</sup>

# Our research offerings

This report is included in the following research program(s):

## Healthcare Payer Intelligent Operations

- ▶ Advanced SciTech
- ▶ Agentic and Process Automation
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Information Technology
- ▶ Banking and Financial Services Intelligent Operations
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure Services
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Contract Research Organization Services
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cybersecurity Technology
- ▶ Data and Analytics (D&A)
- ▶ Digital Adoption Platforms (DAP)
- ▶ Digital Workplace
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Everest Group Strategic Access | Consulting
- ▶ Everest Group Strategic Access | Investor
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Forces & Foresight™
- ▶ GBS and Shared Services
- ▶ Google Cloud
- ▶ Healthcare Information Technology
- ▶ Healthcare Payer Intelligent Operations
- ▶ Healthcare Provider Intelligent Operations
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Information Technology
- ▶ Insurance Intelligent Operations
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing (IDP)
- ▶ Lending and Mortgages
- ▶ Life Sciences Commercial
- ▶ Life Sciences Information Technology
- ▶ Life Sciences Intelligent Operations
- ▶ Locations Insider™
- ▶ Marketing and Sales Services and Technology
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Multi-country Payroll
- ▶ Outsourcing Excellence
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Procurement and Supply Chain
- ▶ ProcureTech
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

Learn more about  
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk,  
technologies

Locations: costs, skills, sustainability,  
portfolios

# Contents

5	Introduction and overview	26	Enterprise sourcing considerations
6	Research methodology	26	Leaders
7	Everest Group view of healthcare customer experience management value chain	27	Alorica
8	Key sources of information	28	Cognizant
9	Introduction	29	Concentrix
10	Scope of the evaluation	30	Everise
11	Market trends	31	Optum
12	Provider landscape analysis	32	ResultsCX
13	Key buyer considerations	33	TP
14	Key takeaways for buyers	34	Major Contenders
15	Summary of key messages	35	Carenet Health
17	Healthcare Customer Experience Management Intelligent Operations PEAK Matrix® characteristics	36	Conduent
18	PEAK Matrix framework	37	EXL
20	Everest Group PEAK Matrix for healthcare customer experience management intelligent operations	38	Firstsource
21	Characteristics of Leader, Major contenders, and Aspirants	39	Foundever
22	Provider capability summary dashboard	40	IBM
		41	NTT DATA
		42	Sagility
		43	Sutherland
		44	TaskUS

For more information on this and other research published by Everest Group, please contact us:

**Ankur Verma**, Vice President

**Lloyd Fernandes**, Practice Director

**Vidharsana S**, Senior Analyst

Copyright © 2026 Everest Global, Inc.

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.

# Contents

	Major Contenders (continued)
45	TELUS Digital
46	TTEC
47	Wipro
48	Aspirants
49	ibex
50	Infosys
51	Startek
52	VXI
<b>53</b>	<b>Appendix</b>
54	Glossary
56	Research calendar

# Introduction and overview

Research methodology

Everest Group view of healthcare customer experience management value chain

Key sources of information

Introduction

Scope of the evaluation

Market trends

Provider landscape analysis

Key buyer considerations

Key takeaways for buyers

# Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

## 01 Robust definitions and frameworks

Function-specific pyramid, Total Value Equation (TVE), PEAK Matrix®, and market maturity

## 02 Primary sources of information

Annual contractual and operational RFIs, provider briefings and buyer interviews, web-based surveys

## 03 Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests

## 04 Fact-based research

Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and providers

---

Proprietary contractual database of 800+ healthcare payer BPS (updated annually)

Year-round tracking of 70+ healthcare payer intelligent operations providers







Large repository of existing research in healthcare payer intelligent operations

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, providers, technology providers, and industry associations

# Everest Group's view of the healthcare Customer Experience Management operations value chain

[NOT EXHAUSTIVE]

	 <b>Member/Patient enrollment</b>	 <b>Member/Patient support</b>	 <b>Care coordination</b>	 <b>Billing and payment collections</b>	 <b>Member/Patient outbound engagement</b>	 <b>Payer, provider, and third-party interaction</b>
<b>Provider</b>	Marketing and outreach	Eligibility and benefits verification	Nurse triage	Patient collections and payment recovery	Patient feedback collection	Payer collections (including follow-ups)
	Patient registration and data collection	Prior authorization	Post-discharge follow-up (case management)	Credit balance settlements	Engagement and outreach initiatives	Prior authorization
	Appointment scheduling	Patient pay estimation				Denials and appeals handling
		General query handling				Claim status inquiry
		Broker helpdesk				Credentialing support
						Payer helpdesk support
<b>Payer</b>	Lead generation	Endorsements, renewals, and cancellations	Nurse triage	Billing and collections for premiums	Education and wellness	Prior authorization
	Benefit authorization	HIX support	General care coordination		Health risk assessment	Claim intake and processing
	Member enrollment		Appointment reminders			Medical bill review (payment integrity)
	Member records management		Appeals			Provider data management and credentialing
	- Data collection					Provider helpdesk support
	- Data cleansing and refresh					Contract management
				<b>Analytics</b>		
				<b>Automation</b>		
				<b>Platform</b>		

# This report is based on key sources of proprietary information

- Proprietary contract-based database, which tracks the following elements of each contract:
  - Buyer details including size and signing region
  - Contract details including provider, contract type, TCV and ACV, provider FTEs, start and end dates, duration, and delivery locations
  - Scope details including share of individual buyer locations being served in each contract, Line of Business (LoB) served, and pricing model employed
  
- Proprietary provider database, which tracks the following elements of each provider:
  - Revenue and number of FTEs
  - Revenue split by region
  - Number of clients
  - Location and size of delivery centers
  - FTE split by LoBs
  - Technology solutions developed
  
- Provider briefings
  - Vision and strategy
  - Key strengths and improvement areas
  - Annual performance and future outlook
  - Emerging areas of investment
  
- Buyer reference interviews, ongoing buyer surveys, and interactions
  - Drivers of and challenges to adopting services
  - Assessment of provider performance
  - Emerging priorities
  - Lessons learned and best practices adopted

## Providers assessed<sup>1</sup>

**alorica**

**Carenet Health**  
Engaging. For the better.™

**cognizant**

**concentrix**

**CONDUENT**

**EVERISE**

**EXL**

**firstsource**

**foundever**

**ibex.**

**IBM**

**Infosys**

**NTT DATA**

**Optum**

**ResultsCX**

**sagility**

**Startek**

**SUTHERLAND**

**TaskUs**

**P**

**TELUS Digital**

**ttec**

**VXI**

**wipro**

<sup>1</sup> Assessments for Foundever, ibex, Optum, Startek, TELUS Digital, TaskUS, and VXI exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and interactions with buyers. The source of all content is Everest Group unless otherwise specified. Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information we collect will be presented only in an aggregated fashion.

# Introduction

The US healthcare Customer Experience Management (CXM) market is becoming more complex as payers and providers seek to deliver seamless, patient-centric journeys amid fragmented data, regulatory scrutiny, and siloed operations. Disconnected clinical, administrative, and engagement systems reduce visibility across the member and patient life cycle, creating friction at critical access and navigation touchpoints. As consumer expectations rise and increasingly mirror retail-grade experiences, traditional reactive service models are proving insufficient.

In response, payers and providers are increasingly turning to specialized CX operations partners that combine healthcare domain expertise with digital platforms, automation, and analytics. Outsourcing models are moving beyond traditional staffing toward outcome-aligned partnerships, where providers modernize workflows, embed intelligence, and scale compliant operations.

In this report, we present an assessment of 24 healthcare customer experience management operations providers

featured on the Healthcare Customer Experience Management (CXM) Intelligent Operations PEAK Matrix® Assessment 2026. This assessment is based on Everest Group's annual RFI process for the year 2025 (period of assessment being July 2024 to June 2025), interactions with leading healthcare customer experience management operations providers, client reference checks, and ongoing analysis of the healthcare customer experience management operations market.

**This report includes the profiles of the following 24 leading healthcare customer experience management providers featured on the healthcare CXM intelligent operation PEAK Matrix® :**

- **Leaders:** Alorica, Cognizant, Concentrix, Everise, Optum, ResultsCX, and TP
- **Major Contenders:** Carenet Health, Conduent, EXL, Firstsource, Foundever, IBM, NTT DATA, Sagility, Sutherland, TaskUS, TELUS Digital, TTEC, and Wipro
- **Aspirants:** ibex, Infosys, Startek, and VXI

## Scope of this report

**Geography:** global

**Industry:** healthcare

**Services:** healthcare customer experience management services

# Scope of the evaluation

This report provides an insight into the CXM intelligent operations business of the healthcare payer and provider market



## Focus of the research

### Payer

- Health Insurance Exchange (HIX) plans
- Employer plans
- Off-exchange plans
- Original Medicare
- State Medicaid
- Government-sponsored private run plans
- Others (Veterans Health Administration)



## Focus of the research

### Provider

- Hospitals
- Independent physicians and physician groups
- Health networks
- Others (home care, dental clinic, etc.)



### Pharmacy

- Pharmacy
- Pharmacy Benefit Managers (PBMs)



### Life sciences

- Pharmaceuticals
- Biotech
- Medical devices
- CROs

## Market trends

The healthcare CXM market is driven by rising expectations and regulatory mandates, but challenged by fragmented data and slow adoption of advanced technology

### Market size and growth

- The healthcare Customer Experience Management (CXM) market is estimated to be valued between US\$11-12 billion in June 2025, and is expected to grow at a CAGR of 7-8% over the next few years
- Regulatory mandates, Star rating benchmarks, and heightened member and patient expectations combined with rapid technological advances are fueling this growth

### Key drivers for healthcare CXM market

Member/Patient experience	Rising expectations for personalized, seamless interactions are compelling organizations to redesign engagement models and elevate service quality across all touchpoints.
Digital transformation and omnichannel	Growing demand for integrated digital journeys is pushing enterprises to adopt omnichannel platforms that streamline communication and improve access.
Star ratings	Stricter CMS quality benchmarks are pressuring health plans to enhance experience performance to protect reimbursement and remain competitive.
Regulatory headwinds	Regulations such as Medicaid redetermination and CMS-0057-F require seamless data exchange. Outdated, siloed architectures lack real-time visibility, creating significant compliance risks for legacy workflows.

### Opportunities and challenges

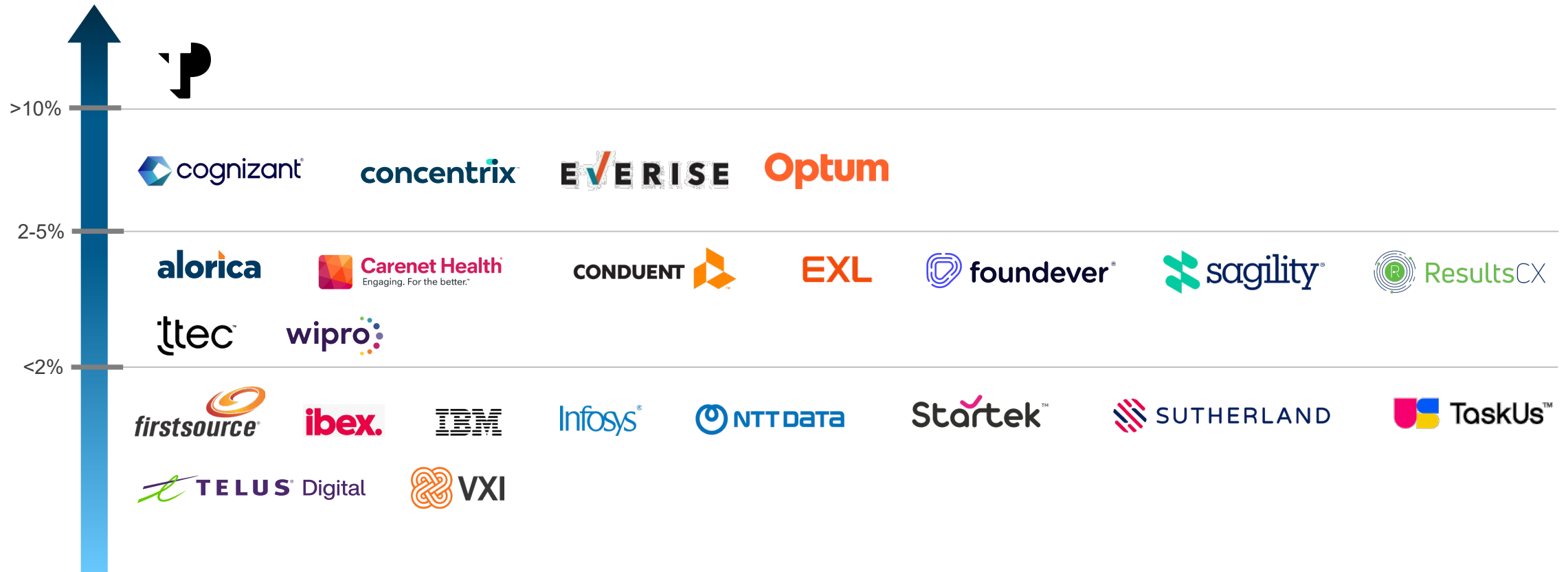
Fragmented systems and data silos	Limited interoperability continues to hinder seamless journeys, yet modernization efforts present opportunities to unlock richer insights and personalized engagement.
Slow adoption of advanced digital capabilities	Underutilized AI and automation constrain CX transformation, but growing investment momentum enables faster deployment of next-generation solutions.
Workforce shortages and operational strain	Capacity gaps reduce responsiveness and service quality, while workforce optimization technologies offer new pathways to enhance efficiency and support.

# Provider landscape analysis

Cognizant, Concentrix, Everise, Optum, and TP stand out as the largest service providers in terms of market share

## Market share analysis of the providers<sup>1</sup>

July 2024-June 2025; percentage of overall market of healthcare CXM operations



<sup>1</sup> Providers are listed alphabetically within each range

# Key buyer considerations

Buyers raise healthcare CXM sourcing standards, favoring partners with cost reduction, healthcare expertise, scalability, and innovation

## Key sourcing criteria

High



### Cost reduction

Buyers prioritize partners that can deliver measurable cost savings by improving efficiency through AI, automation, and innovative delivery models



### Domain expertise

Buyers value partners with healthcare domain and process expertise to enable compliant, context-aware decisions and efficient customer service delivery



### Next-generation technology innovation and value-addition

Advanced AI, automation, and analytics capabilities enable intelligent, compliant CX and long-term strategic value



### Relationship management

A collaborative and responsive account management approach focused on flexibility, issue resolution, and ongoing engagement is essential



### Implementation management

Strong transition capabilities, including rapid deployment, effective knowledge transfer, and minimal disruption, are critical



### Talent and workforce management

A strong talent pool, including high-quality hiring and retention strategy, is essential to ensure skilled resources and long-term workforce stability

Priority

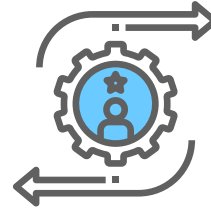
Low

## Summary analysis

Buyers are prioritizing partners that deliver strong cost efficiencies through optimized operations, automation, and scalable delivery, while ensuring dependable continuity and risk mitigation. **Cost, domain expertise, and next-generation technology** remain top differentiators, with buyers expecting deep healthcare knowledge and responsive, credible next-generation capabilities. Expectations are also rising for **account management, implementation quality, and workforce strength**, favoring providers with flexible relationship management, smooth transitions, and trained, scalable talent. Overall, buyers are setting a higher sourcing bar, rewarding partners that demonstrate efficient, resilient operations and targeted innovation to consistently enhance customer experience.

# Key takeaways for buyers

As healthcare CXM shifts from task-based support to outcome-driven experience management, buyers must engage partners with healthcare expertise, digital maturity, and operational resilience to deliver consistent, compliant, and scalable experiences



## Tech-enabled CX

Buyers should prioritize partners that deliver seamless experiences using advanced technologies to enable personalized, efficient, and context-aware interactions across voice and digital touchpoints.



## Outcome-aligned partnership

Buyer must seek healthcare CXM partnerships that encourage outcome-based engagement models that share accountability, align incentives, and focus on measurable experience, efficiency, and care access improvements.



## Integrated global staffing

Buyers should prioritize offshore locations integrated with advanced technologies, such as accent and real-time translation and noise cancellation, to ensure seamless communication, cultural alignment, and operational excellence.

# Summary of key messages

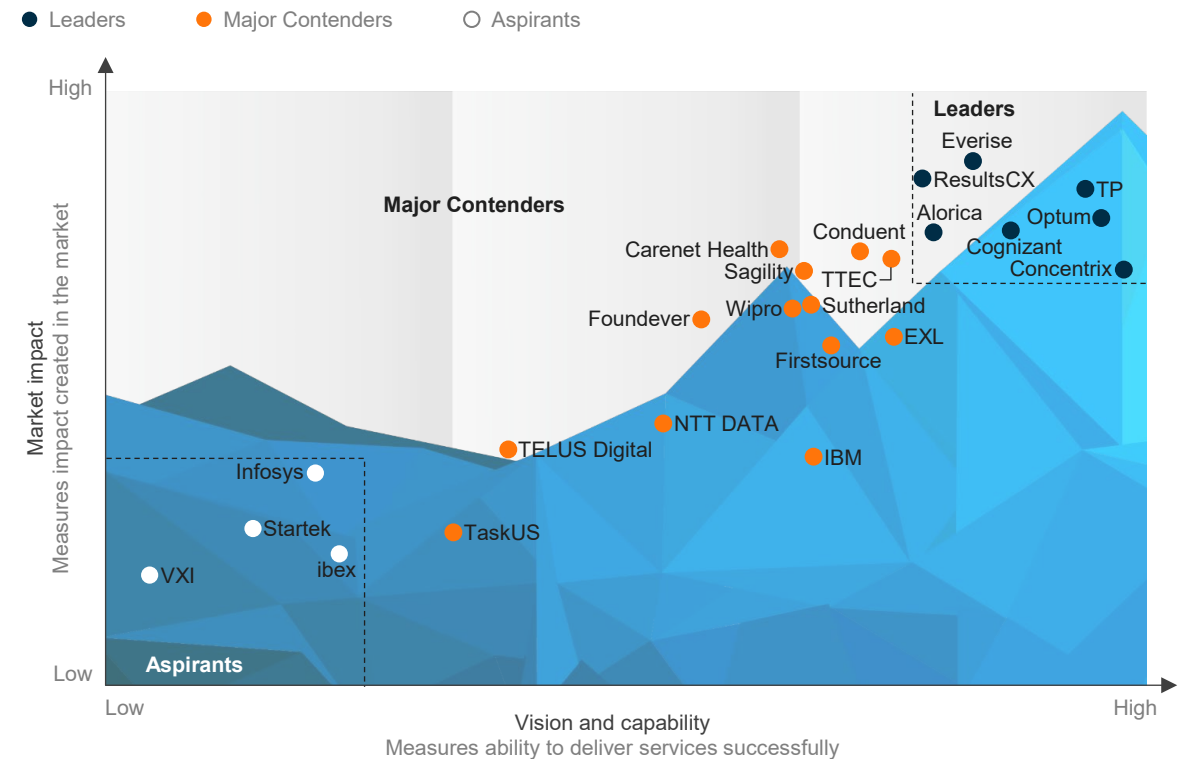
## Summary of key messages

### Everest Group PEAK Matrix® for Healthcare Customer Experience Management (CXM) Intelligent Operations

Everest Group identified and categorized 24 healthcare customer experience management operations providers on Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants. The PEAK Matrix® is a framework to assess the overall vision and capability and market impact of providers:

- **Leaders:** Alorica, Cognizant, Concentrix, Everise, Optum, ResultsCX, and TP
- **Major Contenders:** Carenet Health, Conduent, EXL, Firstsource, Foundever, IBM, NTT DATA, Sagility, Sutherland, TaskUS, TELUS Digital, TTEC, and Wipro
- **Aspirants:** ibex, Infosys, Startek, and VXI

### Everest Group Healthcare Customer Experience Management (CXM) Intelligent Operations PEAK Matrix® Assessment 2026<sup>1</sup>



<sup>1</sup> Assessments for Foundever, ibex, Optum, Startek, TELUS Digital, TaskUS, and VXI exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and interactions with buyers  
Source: Everest Group (2026)

# Healthcare Customer Experience Management Intelligent Operations PEAK Matrix® characteristics

PEAK Matrix framework

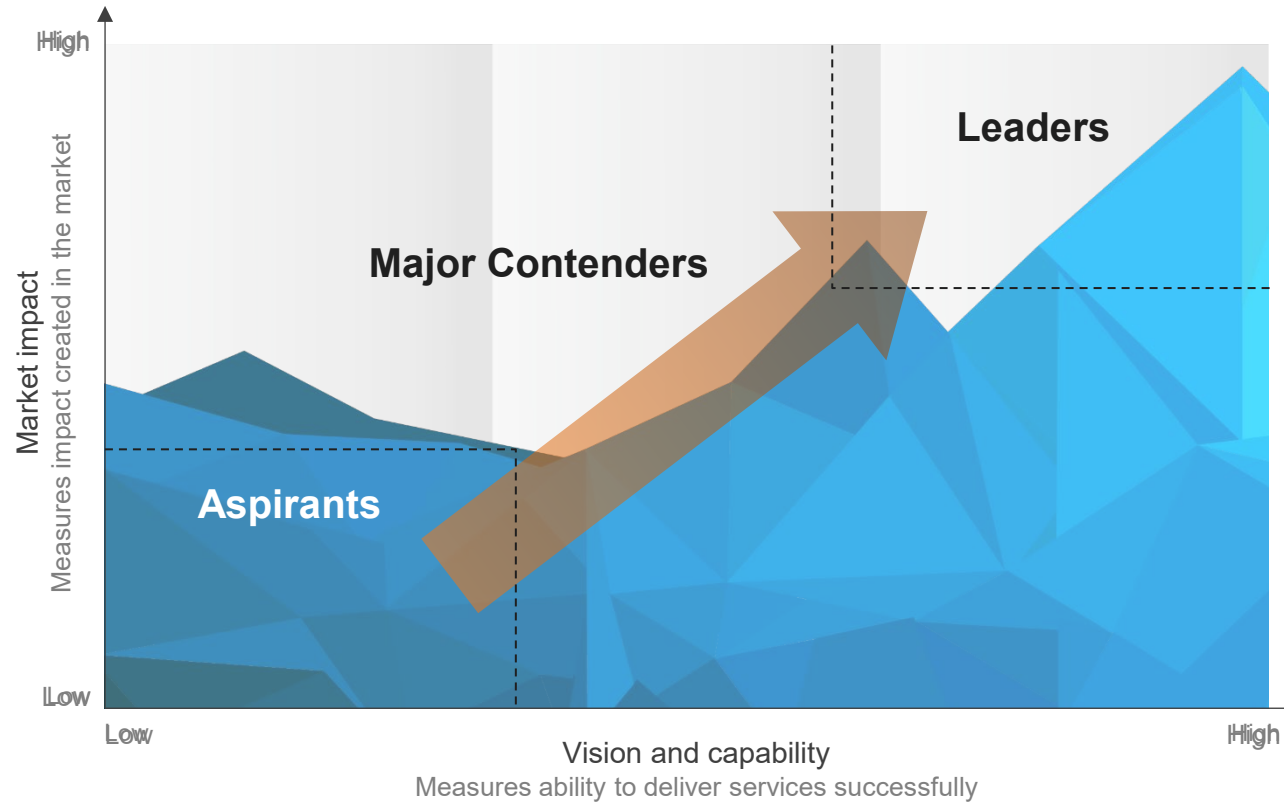
Everest Group PEAK Matrix for healthcare customer experience management intelligent operations

Characteristics of Leaders, Major Contenders, and Aspirants

Provider capability summary dashboard

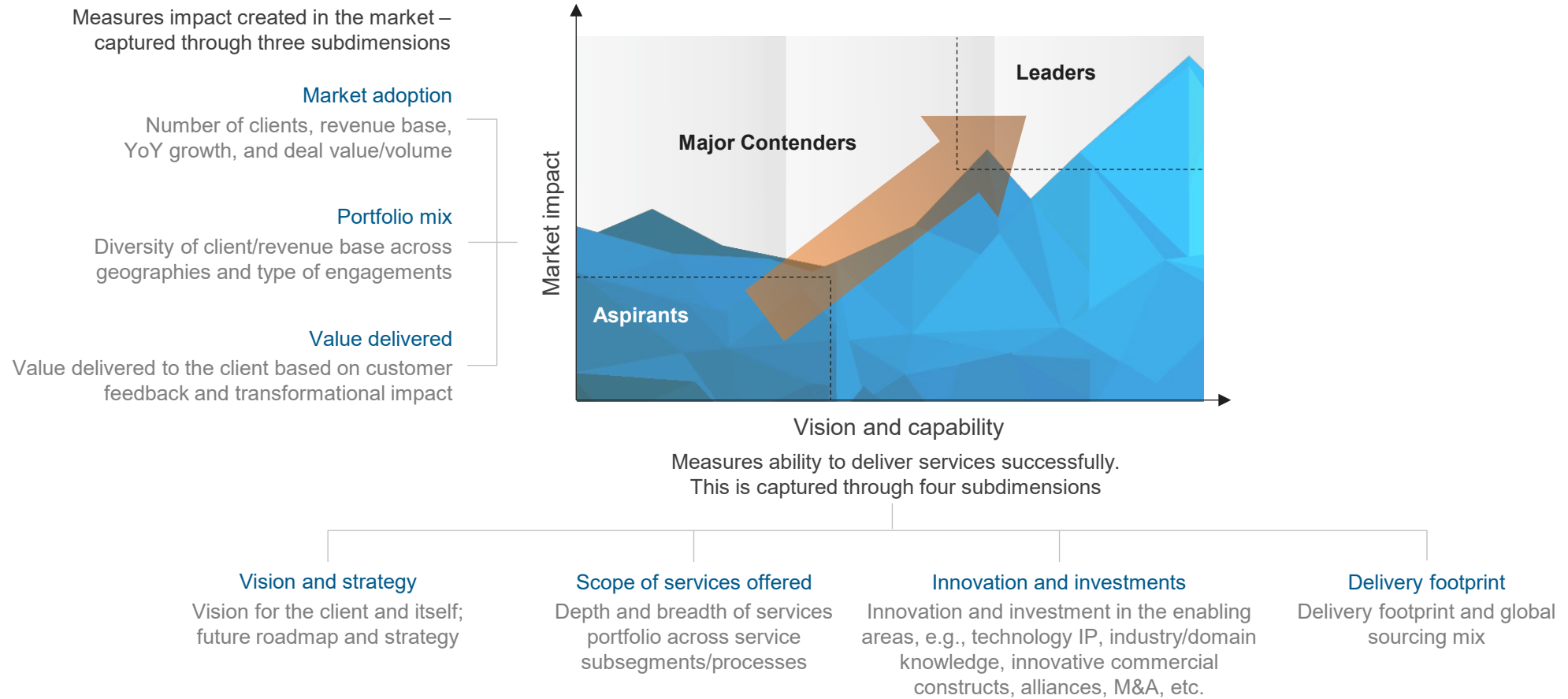
# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



Please click [Everest Group PEAK Matrix®](#) for more information

# Services PEAK Matrix® evaluation dimensions

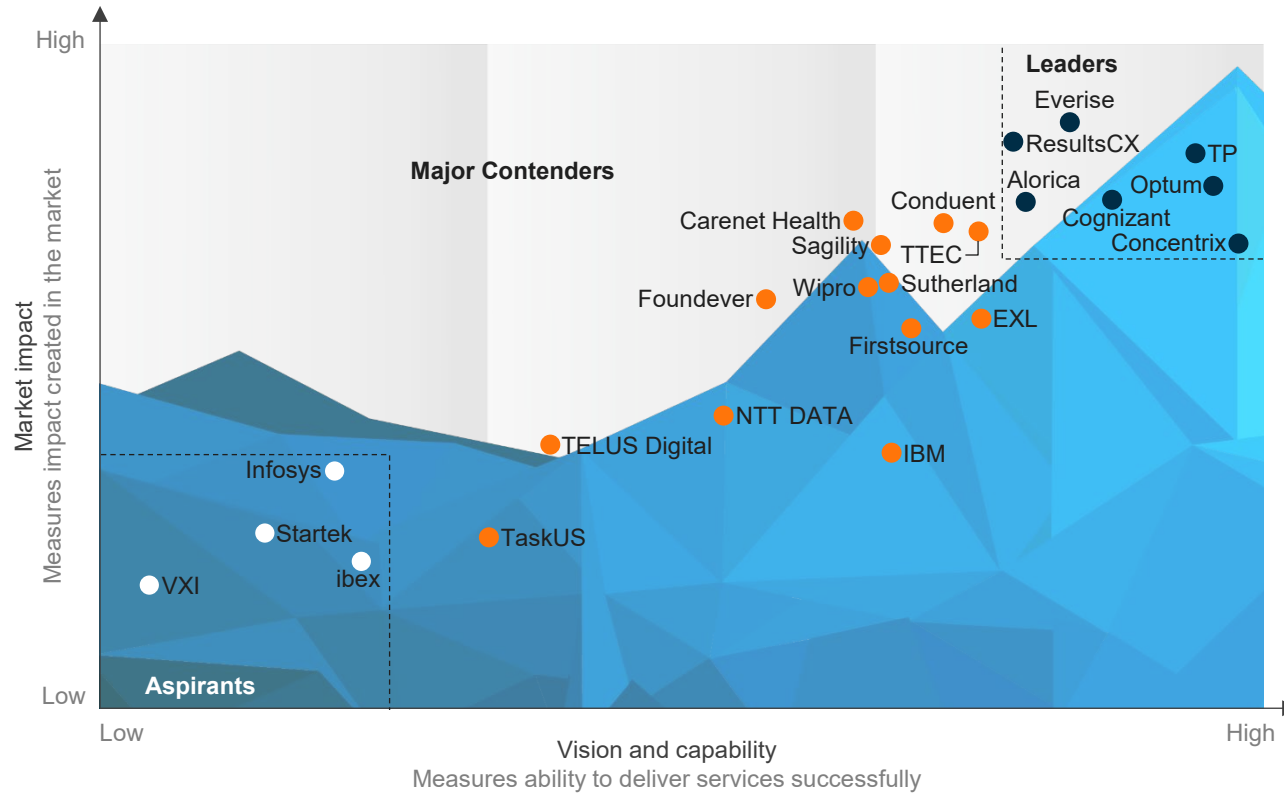


# Everest Group PEAK Matrix®

## Healthcare Customer Experience Management (CXM) Intelligent Operations PEAK Matrix® Assessment 2026

### Everest Group Healthcare Customer Experience Management (CXM) Intelligent Operations PEAK Matrix® Assessment 2026<sup>1</sup>

- Leaders
- Major Contenders
- Aspirants



<sup>1</sup> Assessments for Foundever, ibex, Optum, Startek, TELUS Digital, TaskUS, and VXI exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and interactions with buyers  
Source: Everest Group (2026)

# Healthcare customer experience management intelligent operations services PEAK Matrix® characteristics

## Leaders

Alorica, Cognizant, Concentrix, Everise, Optum, ResultsCX, and TP

- Leaders demonstrate robust operational scale and comprehensive almost end-to-end coverage across healthcare payer and provider value chains. Leaders serve a broad spectrum of clients, consistently delivering high-value outcomes at industry-leading scale
- They leverage deep healthcare domain knowledge with expansive global delivery networks. Backed by portfolios of renowned healthcare clients and success stories, Leaders reliably support large-scale, complex CX operations with unparalleled consistency and quality
- These providers are deploying enterprise-wide, AI-first strategies to standardize member and provider journeys. By embedding generative and agentic AI into core workflows, they are transitioning from basic automation to governed, end-to-end orchestration that optimizes both costs and experiences

## Major Contenders

Carenet Health, Conduent, EXL, Firstsource, Foundever, IBM, NTT DATA, Sagility, Sutherland, TaskUS, TELUS Digital, TTEC, and Wipro

- They offer flexible service models capable of supporting healthcare organizations of varying sizes. Major Contenders demonstrate growing delivery footprints and the ability to meet diverse client needs reliably, reflecting expanding reach and solidifying their market impact
- They excel in key healthcare customer journeys, such as member and provider support. These providers deploy advanced engagement solutions (e.g., AI-enabled chatbots and voice bots) to improve service quality and patient/member experiences across multiple channels
- They are expanding capabilities through focused investments and partnerships, while serving healthcare enterprises seeking incremental CX optimization

## Aspirants































































ibex, Infosys, Startek, and VXI

- They operate with targeted focus in select CXM areas. Aspirant providers often specialize in specific healthcare processes or client segments, delivering highly focused value and personalized service within their chosen niches
- Their technology capabilities are developing, with limited proprietary healthcare CX platforms or advanced AI-led orchestration; however, they provide structured, reliable support models for organizations prioritizing cost control and operational continuity
- Aspirants invest in building healthcare domain capabilities and strategic partnerships. They signal strong potential for future scalability and greater market impact by continuously enhancing their service portfolio and expanding operational capacity as they mature

# Summary dashboard | market impact and vision and capability assessment of providers for healthcare customer experience management (page 1 of 4)

## Leaders























































Measure of capability:  Low  High

Provider	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Alorica									
Cognizant									
Concentrix									
Everise									
Optum									
ResultsCX									
TP									

# Summary dashboard | market impact and vision and capability assessment of providers for healthcare customer experience management (page 2 of 4)

## Major Contenders
































































Measure of capability:  Low  High

Provider	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Carenet Health									
Conduent									
EXL									
Firstsource									
Foundever									
IBM									

# Summary dashboard | market impact and vision and capability assessment of providers for healthcare customer experience management (page 3 of 4)


## Major Contenders





































Measure of capability:  Low  High

Provider	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
NTT DATA									
Sagility									
Sutherland									
TaskUS									
TELUS Digital									
TTEC									
Wipro									

# Summary dashboard | market impact and vision and capability assessment of providers for healthcare customer experience management (page 4 of 4)

Aspirants

Measure of capability:  Low  High

Provider	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
ibex									
Infosys									
Startek									
VXI									

# Enterprise sourcing considerations










## Leaders

- Alorica
- Cognizant
- Concentrix
- Everise
- Optum
- ResultsCX
- TP

# Alorica

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Alorica has a strong foundation in serving healthcare payers and is expanding into provider CXM, leveraging adjacent domain expertise to support emerging provider-focused engagement requirements
- Alorica has invested in proprietary platforms such as EvoAI and ReVoLT to enable automation-led delivery, supporting multilingual engagement, reduced interaction friction, and improved agent productivity through guided workflows
- Alorica maintains a balanced delivery footprint with a mix of onshore and offshore FTEs, enabling scalability, cost efficiency, and consistent service delivery across geographically distributed healthcare programs
- Alorica operates at significant scale across FTEs and delivery centers, enabling capacity flexibility, volume absorption, and standardized process execution for large healthcare payer and provider programs










### Limitations

- Alorica’s concentration within large payer and provider enterprises may prompt mid-sized organizations to evaluate alignment of engagement flexibility, pricing models, and governance structures with their operational scale
- Its healthcare provider portfolio is largely concentrated on patient support, with limited presence in patient enrollment, care coordination, and patient outbound management, which may potentially reduce suitability for larger end-to-end provider outsourcing engagements

# Cognizant

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Cognizant maintains a strong presence across healthcare payer segments of varying sizes, including commercial and government plans, enabling consistent CXM delivery across diverse regulatory requirements and operating environments of nationwide scale
- Healthcare enterprises have highlighted Cognizant’s talent management, implementation rigor, and account responsiveness, which support delivery stability across complex workflows, including transformation-led healthcare CXM engagements at enterprise scale
- Cognizant differentiates its healthcare CXM through Autonomous Customer Engagement (ACE) solutions by integrating AI agents, and automated quality assurance to improve interaction containment, operational efficiency, and service consistency across payer operations
- Cognizant demonstrates omnichannel CXM capabilities across payer and provider engagements, supporting voice and digital interactions aligned with varied member and patient engagement preferences across channels










### Limitations

- Healthcare enterprises have indicated delays in scaling delivery teams during certain new engagement ramp-ups, highlighting opportunities to strengthen workforce onboarding, operational readiness, and IT-BPO workforce integration across complex transition phases
- Cognizant maintains a relatively limited onshore and nearshore delivery footprint, which may lead some healthcare enterprises to further evaluate alignment with regional staffing or regulatory proximity preferences

# Concentrix

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Concentrix supports a diversified healthcare provider CXM portfolio, engaging independent physicians, standalone hospitals, and large health system networks, allowing balanced service delivery across varied provider operating models and organizational complexities
- Through its modular iX suite, including iX Hello, iX Hero, and iX Wisdom, Concentrix delivers comprehensive healthcare CXM capabilities enabling interaction containment, agent enablement, and data-driven intelligence across workflows
- Concentrix enables omnichannel CXM transformation through pre-built orchestration and decisioning capabilities, including predictive engagement, real-time transcription, and personalized agent coaching, strengthening digital-first delivery maturity across healthcare interactions and service journeys










### Limitations

- Concentrix needs to scale tailored CXM offerings for small and mid-sized payers and increase focus on Original Medicare and Medicaid segments to broaden relevance across regulated healthcare payer markets nationally
- Concentrix maintains limited onshore and nearshore delivery presence, which may restrict its suitability for healthcare buyers requiring domestic staffing for regulatory compliance, clinical sensitivity, or member-facing interactions

# Everise

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Everise supports diversified engagement channels for patient and member interactions, enabling voice and digital touchpoints to accommodate varying engagement preferences and accessibility requirements
- Healthcare enterprises have highlighted Everise’s account management, flexibility, and implementation support, reflecting stable client relationships and effective operational governance across healthcare CXM engagements
- Everise via its EverAI Labs demonstrates a mature AI strategy, providing proprietary tools for simulation, quality assurance, multilingual translation, and agent-assist to improve time-to-proficiency and operational efficiency
- Everise maintains a balanced delivery footprint between onshore and nearshore locations, allowing healthcare buyers to align regulatory requirements, talent availability, and cost considerations within regionally optimized delivery models










### Limitations

- Everise has limited presence within the healthcare provider CXM segment, which may constrain visibility and competitiveness in provider-focused outsourcing engagements
- Healthcare enterprises have indicated challenges related to retention and onboarding within domestic delivery centers, which may impact readiness for high-complexity or US-centric healthcare CXM engagements requiring rapid scaling

# Optum

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Optum maintains diversified presence across payer and provider segments and small, mid-sized, and large healthcare payers and healthcare providers, supporting CXM delivery across varied operating models and regulatory environments
- Optum delivers end-to-end support across enrollment, eligibility, claims inquiries, billing, and grievances, tailored to government and commercial payers and varied provider environments with scalable governance models
- It leverages proprietary tools such as One Assist for conversational AI and agent-assist, alongside digital patient intake and communication solutions enabling end-to-end interaction management across payer and provider touchpoints
- Optum’s CXM delivery is supported through a clinically aware workforce and integrated care management systems, enabling contextual outreach, prior authorization assistance, and post-discharge engagement across complex care journeys and member programs










### Limitations

- The Change Healthcare cybersecurity incident may lead to increased due diligence from healthcare enterprise clients and heightened attention to ecosystem resilience, data governance, and enterprise risk management practices
- Optum’s limited nearshore delivery presence may restrict options for buyers seeking balanced regional delivery across cost efficiency, geographic proximity, and operational resilience requirements across healthcare CXM engagement models globally for payers

# ResultsCX

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

## Strengths

- ResultsCX maintains a diversified delivery footprint across onshore, limited nearshore, and offshore locations, enabling healthcare buyers to balance regulatory requirements, talent availability, and cost considerations
- ResultsCX leverages a Work-at-Home Agent (WAHA) model, enabling flexible workforce scaling, geographic talent access, and business continuity for healthcare payers and providers managing variable demand patterns
- Healthcare enterprises have highlighted ResultsCX’s agility, tactical execution, and operational resilience, particularly in managing volume fluctuations and ensuring service continuity during disruption or crisis scenarios
- ResultsCX offers a digital CX stack through the proprietary SupportPredict™ platform, enabling AI-based knowledge assist, real-time agent guidance, and automated summarization across healthcare interactions










## Limitations

- ResultsCX maintains limited presence in healthcare provider CXM, with lower visibility across patient-facing and clinically adjacent workflows, potentially constraining suitability for provider-centric outsourcing requirements
- Healthcare enterprises have observed spike in attrition levels in certain geographic location, prompting selective volume adjustments and highlighting the importance of ongoing workforce stabilization efforts

# TP

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- TP maintains a diversified presence across healthcare payer and provider CXM, including Medicaid, select commercial plans, and hospital systems, supporting varied buyer types and engagement requirements
- Healthcare enterprises have highlighted TP’s account responsiveness, onboarding agility, and operational flexibility, reflecting its ability to adapt delivery models to varying client technology maturity levels and transition requirements
- TP operates at a broad delivery footprint across onshore, nearshore, and offshore locations, enabling buyers to balance regulatory needs, talent access, and cost efficiency across healthcare CXM engagements
- TP has invested in vertical-specific innovation, including agentic AI-enabled orchestration for workflows such as prior authorization and risk scoring, supporting automation and consistency across regulated healthcare processes

### Limitations

- TP demonstrates comparatively lower presence among independent physicians and standalone hospitals, which may encourage these provider segments to further assess experience alignment for sized care settings
- Healthcare enterprises have indicated opportunities to strengthen analytics maturity by progressing beyond operational reporting toward predictive and diagnostic insights that better support healthcare CX transformation objectives

# Enterprise sourcing considerations










## Major Contenders

- Carenet Health
- Conduent
- EXL
- Firstsource
- Foundever
- IBM
- NTT DATA
- Sagility
- Sutherland
- TaskUS
- TELUS Digital
- TTEC
- Wipro

# Carenet Health

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Carenet Health’s balanced portfolio across Commercial plans, Medicaid Managed Care, Medicare Advantage, State Medicaid, and Original Medicare positions it to support diverse regulatory, operational, and member engagement requirements across payer segments
- Carenet Health’s proprietary Intelligent Engagement Platform assists in journey orchestration; expanding multilingual and analytics depth could strengthen scalability and insight-driven personalization across member interactions
- Healthcare enterprises highlight Carenet Health’s ability to consistently deliver quality clinical care, effective call volume management, and responsive account management










### Limitations

- Carenet has limited adoption in billing, payment collections, and payer, provider, and third-party interaction workflows, which may hinder its suitability for CXM outsourcing across healthcare operations
- Carenet Health delivery model is heavily anchored in onshore operations, which may constrain cost optimization and scalability compared to peers with broader offshore delivery footprints
- Healthcare enterprises indicate challenges around limited call transcript accessibility and a less competitive cost and pricing structure, which may impact transparency and value perception for cost-sensitive buyers

# Conduent

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Conduent serves a diversified healthcare payer base across small, mid-sized, and large organizations, enabling flexibility in supporting varied scale, regulatory complexity, and operational maturity requirements
- Conduent delivers an integrated healthcare operations stack via the proprietary HSP Suite, unifying administration, CXM, and analytics to enable standardized workflows and consistent governance across multiple healthcare lines of business
- Healthcare enterprises highlight effective account management and leadership engagement, and responsiveness supporting delivery stability across long-term, complex healthcare outsourcing programs










### Limitations

- Conduent has limited adoption in provider-centric CXM, with narrower process coverage, potentially reducing suitability for provider-facing or clinically adjacent outsourcing requirements
- Conduent has limited adoption in healthcare payer workflows such as care coordination, outbound member engagement, and provider and third-party interaction services, constraining suitability for end-to-end payer CXM programs
- Healthcare enterprises indicate a need to scale Spanish bilingual delivery, suggesting that multilingual capacity expansion remains critical to support increasingly diverse member and patient populations

# EXL

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- EXL demonstrates strong non-voice CXM maturity across email, chat, and digital platforms, enabling scalable, digital-first member and patient engagement aligned with evolving interaction preferences
- Healthcare enterprises highlighted EXL’s flexibility and healthcare domain expertise, supported by effective relationship and talent management, enabling collaborative delivery across complex payer-focused CXM outsourcing programs
- EXL offers proprietary accelerators such as Smart Agent Assist™ and Audit.AI™, automating transcript analysis and quality assurance to reduce implementation timelines and strengthen compliance










### Limitations

- EXL has limited proven experience in provider-focused CXM delivery, which may reduce suitability for provider-specific engagements
- Healthcare enterprises indicate variability in onboarding quality, particularly CX-specific talent calibration during early ramp-up phases, limiting realization of value despite advanced automation capabilities
- EXL maintains a limited onshore delivery footprint, which may constrain options for buyers prioritizing domestic staffing for regulatory, clinical, or member-facing healthcare interactions

# Firstsource

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Firstsource expanded healthcare CXM presence by evolving its BPO services into the UnBPO model, aligning business process outcomes with digital automation to enhance flexibility and operational relevance
- The company maintains a diversified delivery footprint across onshore and offshore locations, enabling healthcare payers and providers to balance regulatory compliance, talent availability, scalability, and cost efficiency across CXM engagements
- Firstsource has developed a comprehensive AI-driven CXM stack under its RelAI platform, integrating process mining, document automation, and agentic orchestration across payer and provider workflows to enable scaled digital transformation










### Limitations

- Firstsource demonstrates comparatively limited presence among small healthcare plan sizes, which may prompt smaller payers to further assess scalability and tailored engagement models aligned to lean operational environments
- Firstsource’s comparatively limited experience in judgment-intensive functions such as post-discharge management, may prompt healthcare organizations to assess its capabilities in longitudinal patient engagement and continuity-of-care workflows

# Foundever

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Foundever supports a broad range of payer contact center operations, including member services, appointment scheduling, and benefits inquiries, addressing high-volume, transaction-oriented engagement needs
- It has invested in omnichannel enablement by integrating self-service, voice automation, and asynchronous messaging, improving accessibility and supporting cost-efficient engagement across diverse member populations
- Foundever maintains a diversified delivery footprint across offshore and nearshore locations, enabling healthcare buyers to balance cost efficiency, language capabilities, and regional coverage requirements










### Limitations

- Foundever's alignment with government healthcare programs may lead Commercial payers to further evaluate its experience across employer-sponsored plans
- Foundever has comparatively limited presence among small to mid-sized healthcare plans, which may prompt these healthcare enterprises to further evaluate alignment with scaled, standardized outsourcing models
- Foundever has comparatively limited depth in judgment-intensive healthcare workflows such as nurse triage, appeals management, and prior authorization, which may prompt buyers to further assess healthcare clinically oriented capability coverage

# IBM

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- IBM is gradually shifting toward outcome-based engagement models, and is positioned to deliver bundled technology, operations, and consulting services for healthcare CXM operations for healthcare payers and healthcare providers
- It has scalable contact center modernization through integrated AI components, including Watson, agent-assist, transcription, sentiment analytics, and call summarization, enhancing its patient and member engagement
- IBM maintains strong offshore delivery footprint, enabling healthcare payers and providers to achieve cost efficiency and scalability for standardized, process-driven CXM and back-office healthcare operations










### Limitations

- IBM demonstrates strong presence in large enterprises and comparatively limited presence in mid-market payers and providers, which may present opportunities to further tailor standardized, day-to-day scalable solutions
- It has limited depth in judgment-intensive healthcare functions such as care coordination, post-discharge follow-ups, nurse triage, and health risk assessments, constraining applicability for clinically adjacent workflows

# NTT DATA

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- NTT DATA delivers integrated CXM transformation by combining healthcare-focused digital engineering, omnichannel platform deployment, and AI-enabled workflows to support member and patient interactions across payer and health system environments
- NTT DATA provides flexible omnichannel engagement models spanning outreach, self-service, and human-assisted interactions
- It maintains a balanced onshore and offshore delivery footprint, enabling healthcare buyers to align regulatory requirements, talent availability, and cost considerations within blended delivery models










### Limitations

- NTT DATA has relatively limited presence within the large payer segment; large health plans may review its ability to effectively support complex, multi-line operational requirements
- NTT DATA demonstrates comparatively limited presence across member and patient support, and payer–provider–third-party interaction workflows, which may prompt healthcare enterprises to further evaluate on their operational coverage of healthcare CXM engagements

# Sagility

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Sagility has a strong presence in healthcare payer CXM, with a diversified client base across payer sizes, supporting scalability and operational consistency for small, mid-sized, and large health plans
- Healthcare enterprises have provided strong feedback for healthcare domain expertise, innovation, and account management, contributing to stable delivery outcomes and effective governance across long-term engagements within regulated environments
- Sagility integrates automation and compliance through its Project Moonshot virtual agent suite, enabling agent-assist workflows that improve first-contact resolution while managing CTM risk in appeals and prior authorization processes efficiently










### Limitations

- Sagility maintains limited adoption in provider-focused CXM services, with lower visibility across provider buyer segments, which may be potentially constraining relevance for provider-centric outsourcing requirements across diverse patient and care delivery environments
- Sagility continues to exhibit strong reliance on voice-based engagement models; while omnichannel investments are underway, non-voice penetration remains comparatively limited and buyers prioritizing digital-first CXM strategies need to evaluate it in greater depth

# Sutherland

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Sutherland provides comprehensive healthcare CXM coverage, spanning member support, care coordination, billing, and provider interactions, supported by established capabilities across payer-focused environments
- Sutherland integrates agentic AI, conversational AI, and agent-assist tools within its CX ecosystem, supporting workflow orchestration, compliance monitoring, and productivity optimization across payer and provider CXM operations
- Healthcare enterprises highlight healthcare domain expertise, effective implementation management, and ongoing innovation, contributing to measurable value-addition across scalable CXM engagements










### Limitations

- Sutherland maintains relatively limited presence among large national healthcare payers, this may lead large payer enterprise to review its ability to carry out complex, multi-line operational requirements
- Within provider operations, Sutherland’s presence is more concentrated in billing, payment collections, and patient enrollment, with comparatively less depth across patient support, care coordination, and outbound engagement workflows
- Sutherland’s risk- and outcome-based commercial models continue to evolve, which may be a consideration for healthcare enterprises that prioritize highlighted commercial contracting structures

# TaskUS

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- TaskUS provides engagement with a strong digital orientation, supporting chat, email, and in-app interactions suited for technology-enabled healthcare engagement models across scalable member and patient service journeys and access programs
- TaskUs has built a proprietary AI ecosystem anchored by TaskGPT, enabling modular solutions such as AssistAI and AuthorAI that integrate retrieval-augmented generation, real-time knowledge access, and multilingual support
- The company maintains an offshore-heavy delivery footprint, enabling healthcare payers and providers to access cost-efficient, scalable CXM delivery for standardized and volume-driven interaction workflows










### Limitations

- TaskUS has a relatively limited presence in healthcare payer segments, indicating a need to expand capabilities and references across larger, regulated payer environments including government-sponsored programs and compliance-intensive operations
- TaskUs demonstrates limited depth in judgment-intensive healthcare functions such as nurse triage, appeals processing, and health risk assessments, potentially constraining suitability for clinically adjacent outsourcing requirements

# TELUS Digital

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- TELUS Digital has growing adoption across healthcare CXM engagements, supporting expanding use cases in member and patient interaction management for healthcare payers and provider organizations
- It delivers scalable operations through offshore delivery models, supporting cost efficiency and volume scalability for large healthcare payer programs with fluctuating demand patterns
- TELUS Digital supports member and patient engagement across voice, chat, and email, enabled by conversational AI to improve contact containment and interaction efficiency for healthcare payers










### Limitations

- TELUS Digital’s growing yet limited footprint in healthcare provider CXM may require healthcare enterprises to assess its depth across patient access, health system coordination, and provider network-centric engagement models
- TELUS Digital’s experience in judgment-intensive healthcare workflows may hinder evaluation by payers and providers seeking support across prior authorization, health risk assessments, outreach initiatives, wellness programs, and nurse triage services
- TELUS Digital’s risk- and outcome-based commercial models continue to evolve, which may be a consideration for healthcare enterprises that prioritize highlighted commercial contracting structures

# TTEC

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- TTEC supports a diverse set of healthcare payers and providers across small, mid-sized, and large organizations, enabling flexibility in addressing varied regulatory, operational, and scale-driven CXM requirements
- Healthcare enterprises have highlighted TTEC’s implementation management, operational flexibility, healthcare domain expertise, pricing adaptability, and overall talent quality across healthcare CXM engagements within regulated outsourcing environments
- TTEC has a balanced delivery footprint across onshore, nearshore, and offshore locations, enabling buyers to align regulatory requirements, talent availability, and cost objectives










### Limitations

- TTEC demonstrates comparatively limited presence in billing, payment collections, and proactive member or patient outbound engagement workflows, which may prompt healthcare enterprises to further assess in case of end-to-end engagement coverage
- Healthcare enterprises highlight opportunities to strengthen innovation advisory and long-term transformation guidance, particularly around deeper integration between client platforms and TTEC tools to enable more personalized member engagement outcomes sustainably

# Wipro

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Wipro offers a broad healthcare CXM portfolio covering member and provider support, enrollment, billing and payment collections, and documentation automation, supporting end-to-end operations for large, mid-sized, and small payers and providers
- Wipro leverages deep IT-BPS integration to orchestrate automation at scale, enabling gen AI-powered claims copilots, intelligent document ingestion, and real-time contact center augmentation to improve accuracy and operational efficiency
- It serves a diversified payer base across Commercial employer plans and government programs, including Medicare Advantage, Original Medicare, State Medicaid, and Medicaid managed care, supporting varied regulatory and operational requirements

### Limitations

- Wipro demonstrates comparatively limited presence among large healthcare provider organizations, which may prompt large enterprise health systems to further evaluate them for large patient engagement
- Wipro demonstrates limited commercial innovation through gainshare or outcome-linked pricing, with most engagements structured under traditional models, potentially reducing alignment with value-based sourcing preferences

# Enterprise sourcing considerations










## Aspirants

- ibex
- Infosys
- Startek
- VXI

# ibex

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- ibex primarily supports healthcare payer clients, delivering member enrollment, care coordination, billing, and collections workflows across regulated programs and complex operating environments
- ibex enables omnichannel engagement across voice, chat, email, and SMS, supported by selective digital containment and virtual assistant capabilities for member-facing service scenarios










### Limitations

- ibex’s limited presence in healthcare provider CXM may require provider organizations to evaluate its experience across patient-facing, care-adjacent, and clinically aligned workflows
- ibex’s engagements are concentrated among large healthcare payers and providers, reducing relevance for small or mid-sized healthcare enterprises seeking scaled outsourcing support
- ibex presents comparatively limited depth in serving government healthcare programs such as Original Medicare and state Medicaid, which may prompt payers to further evaluate regulatory and program-specific experience alignment

# Infosys

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Infosys provides an integrated CXM stack combining Cortex, Topaz, and Helix platforms, enabling workflow orchestration across self-service, agent-assist, compliance, and after-call automation within healthcare CXM operations for payer environments
- It maintains a strong onshore delivery presence, supporting buyers prioritizing regulatory compliance, data security, and high-touch member or patient-facing healthcare interactions










### Limitations

- Infosys demonstrates relatively low channel mix diversity, with limited traction from non-voice channels engagement, which may constrain relevance for buyers prioritizing digital services CXM across healthcare payer and provider
- Infosys’ concentration among large healthcare payers and providers may prompt small and mid-market organizations to assess the flexibility, scalability, and standardization of its engagement models for their operational requirements
- Infosys’ healthcare CXM client base is primarily concentrated in North America, which may limit appeal for buyers seeking global delivery experience across diverse regional healthcare markets

# Startek

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Startek maintains a strong offshore delivery footprint supported by WAHA agents, enabling scalability, workforce flexibility, and cost-efficient delivery for healthcare engagement programs with fluctuating demand
- Startek offers proprietary enablement through Startek GPT and Agent-Assist, supporting real-time guidance, knowledge access, and agent productivity across healthcare member and patient interaction workflows










### Limitations

- Startek has limited adoption in the healthcare payer segment, with lower visibility across payer buyer sizes, constraining relevance for payer-focused CXM outsourcing in regulated healthcare markets
- It has minimal penetration within Commercial health plans, which may limit applicability for employer-sponsored and commercially administered healthcare payer engagement requirements
- Startek demonstrates limited depth in judgment-intensive healthcare workflows, including care coordination, nurse triage, post-discharge follow-ups, appeals, and health risk assessments

# VXI

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- VXI leverages an offshore-heavy delivery model to support healthcare payers and providers seeking cost-efficient CXM delivery across standardized, volume-driven interaction workflows
- VXI has experience supporting core front-office healthcare workflows, including member benefits administration, enrollment assistance, and outbound engagements, demonstrating domain familiarity across commercial and government payer segments

### Limitations

- VXI maintains limited visibility and scale within the broader healthcare payer segment, which may potentially constrain suitability for large, regulated payer outsourcing programs
- It maintains limited presence within Commercial healthcare payer plans, which may reduce relevance for employer-sponsored and commercially administered engagement programs seeking specialized CXM support
- VXI has limited adoption in judgment-intensive healthcare processes such as appeals, prior authorization, post-discharge follow-ups, and health risk assessments

# Appendix

Glossary

Research calendar

## Glossary of key terms used in this report (page 1 of 2)

Accent neutralization	Accent neutralization refers to techniques or processes used to minimize the impact of different accents in customer interactions, ensuring clear and effective communication between customers and service representatives. This can enhance customer satisfaction and improve the overall customer experience	FTEs	Full-time Employees on the rolls of the company
ACV	Annualized Contract Value is calculated by dividing the Total Contract Value (TCV) by the term of the contract	Gen AI	Generative AI is a branch of AI focused on creating new knowledge, data, or content by identifying patterns in existing datasets. It leverages advanced machine learning models, especially deep learning techniques, to generate text, images, music, and other media
Agent-assist	This is a type of assistive technology that assists agents during customer support calls through features such as real-time transcriptions, displaying customer profiles, and suggesting the next-best reply	ITO	Information Technology Outsourcing is the transfer of ownership of some or all information technology processes or functions to a provider. This could include administrative-, delivery-, or management-related processes or functions
BPO	Business Process Outsourcing refers to the purchase of one or more processes or functions from a company in the business of providing such services at large or as a third-party provider	IVR	This is a type of technology that allows users to interact with the host system using voice and keypad input through the user device
Buyer/Healthcare enterprise	The company/entity that purchases outsourcing services from a provider of such services	LLMs	Large Language Models are advanced AI systems that are trained in large datasets, which excel in comprehending and generating human-like data
Contract term	It refers to the duration of the outsourcing contract. It drives the schedule over which the buyer or provider amortizes capitalized costs or the period over which Net Present Value (NPV) / Internal Rate of Return (IRR) is calculated	NLP	Natural Language Processing is a cognitive intelligence-based methodology to interpret human languages
FAO	Finance and Accounting Outsourcing is the transfer of ownership of some or all finance and accounting processes or functions to a provider. This could include administrative-, delivery-, or management-related processes or functions	Offshoring	This refers to the transferring of activities or ownership of a complete business process to a different country from the country (or countries) where the company receiving the services is located. This is primarily done to access a lower-cost labor market but may also be undertaken to access additional skilled labor or establish a business presence in a foreign country. Providers may utilize offshoring either through an outsourcing arrangement with a third party or by establishing their own Global In-house Center (GIC) presence in the offshore location, among other business structures

## Glossary of key terms used in this report (page 2 of 2)

RPA	This is a type of automation that interacts with a computer-centric process through the User Interface (UI) / user objects of the software application supporting that process, typically deployed on virtual machines, and can enable end-to-end process automation without the need for human triggers
Sentiment analysis	This indicates an understanding of the mood and emotions of the user by deploying NLP, text analysis, and computational linguistics
TCV	Total Contract Value is the potential revenue associated with the contract and estimated at the commencement of the contract (e.g., sum total of revenue accrued to the provider from the contract over the entire contract term, usually measured in millions of dollars)
WAHA	Work-At-Home Agent refers to a remote staffing model where customer experience professionals operate from home, utilizing cloud-based infrastructure to deliver flexible, scalable, and cost-effective service solutions for organizations

# Research calendar

## Healthcare Payer Intelligent Operations

	Published	Current release	Planned
Report title	Release date		
Healthcare Payer Intelligent Operations PEAK Matrix® Assessment 2026			February 2026
<a href="#">Healthcare Customer Experience Management (CXM) Intelligent Operations PEAK Matrix® Assessment 2026</a>			April 2026
Tech Provider Spotlight: Risk Adjustment and Quality Management			Q2 2026
Utilization Management 3.0: The Convergence of Domain Expertise, Data, and Digital Intelligence			Q2 2026
Healthcare Payer Operations – Service Provider Compendium 2026			Q2 2026
Prior Authorization: Tech Provider Spotlight			Q2 2026
From Fear to Innovation: Charting the Enterprise Roadmap to AI-first Business Process Management (BPM) Transformation			Q2 2026
Voice of Customer: Healthcare CXM Intelligent Operations			Q2 2026
From Reform to Reality: Healthcare Payer State of the Market 2026			Q2 2026
Post-AI Plateau in Healthcare: What's Real, What's Hyped?			Q2 2026
Pre-payment Integrity Solutions PEAK Matrix® Assessment 2026			Q2 2026
Healthcare Core Admin BPaaS Solutions PEAK Matrix® 2026			Q3 2026
Healthcare Payer & PBM CX Intelligent Operations PEAK Matrix® Assessment 2026			Q4 2026
Upcoming Whitespaces in the Healthcare Market – TPAs, PBMs, and AHPs   Strategies for Service Providers			Q4 2026
Healthcare Payer BPaaS Solutions Compendium 2026			Q1 2027

Note: [Click](#) to see a list of all of our published Healthcare Payer Intelligent Operations reports

# Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Notice and disclaimers

**Important information. Please read this notice carefully and in its entirety. By accessing Everest Group materials, products or services, you agree to Everest Group's Terms of Use.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use](http://www.everestgrp.com/terms-of-use), is hereby incorporated by reference as if fully reproduced herein. Parts of the Terms of Use are shown below for convenience only. Please refer to the link above for the full and official version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulation Authority (FINRA), or any state or foreign (non-U.S.) securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity. All properties, assets, materials, products and/or services (including in relation to gen AI) of Everest Group are provided or made available for access on the basis such is for informational purposes only and provided "AS IS" without any warranty of any kind, whether express, implied, or otherwise, including warranties of completeness, accuracy, reliability, noninfringement, adequacy, merchantability or fitness for a particular purpose. All implied warranties are disclaimed to the extent permitted by law. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon such.

Everest Group is not a legal, tax, financial, or investment adviser, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Everest Group materials, products and/or services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to Everest Group materials, products and/or services does not constitute any recommendation by Everest Group to (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group material, product and/or service is as of the date prepared and Everest Group has no duty or obligation to update or revise the information or documentation.

Everest Group collects data and information from sources it, in its sole discretion, considers reliable. Everest Group may have obtained data or information that appears in its materials, products and/or services from the parties mentioned therein, public sources, or third-party sources, including data and information related to financials, estimates, and/or forecasts. Everest Group is not a certified public accounting firm or an accredited auditor and has not audited financials. Everest Group assumes no responsibility for independently verifying such information.

Companies mentioned in Everest Group materials, products and/or services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.

