



TTEC Recognized by Everest Group for Sixth Consecutive Year in CXM Services PEAK Matrix® Assessment for the Americas

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Everest Group recognizes TTEC's CXM capabilities across vision and strategy, scope of services, innovation and investments, and global delivery

AUSTIN, Texas, Oct. 06, 2026 (GLOBE NEWSWIRE) -- [TTEC](#), a leading global consulting, technology, and managed services company delivering solutions at the intersection of data, AI, and customer experience (CX), today announced it has been recognized by [Everest Group](#) for the sixth consecutive year in its **Customer Experience Management (CXM) Services PEAK Matrix® Assessment for the Americas**. [In the 2026 assessment, TTEC was positioned as a Major Contender in the Americas](#), and a **Major Contender and Star Performer** in EMEA.

The Everest Group assessment evaluates CXM providers across **Market Impact** and **Vision & Capability**, including vision and strategy, scope of services offered, innovation and investments, and delivery footprint. TTEC received strong evaluations across all these areas and placed **among the top five providers in the Americas for Vision & Capability**.

"TTEC continues to be positioned as a Major Contender in Everest Group's Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2026 – Americas, supported by its broad CXM service portfolio, diversified enterprise client base, and combination of operational and technology expertise," said **Chhandak Biswas, Vice President, Everest Group**. "Alongside **TTEC Digital's** CX consulting and implementation capabilities, TTEC has invested in applying AI directly to frontline performance through areas such as simulation-based learning, coaching, knowledge support, and performance management. Its ability to combine these capabilities with scaled service delivery and high-touch support enables it to address both operational improvement and customer experience transformation."

TTEC combines CX operations, technology, consulting, and AI-enabled services

TTEC's CXM services span customer service, technical support, sales, order fulfillment and transaction processing, talent management, knowledge management, and customer retention. AI-enabled capabilities include proprietary solutions such as [TTEC ADDI](#) for voice translation, [TTEC Let Me Know](#) for agent knowledge support, and [TTEC Perform](#) for coaching and performance management.

"Customer experience is entering a new era in which AI must work alongside people, technology, and operations to deliver meaningful business results," said **John Abou, CEO of TTEC Engage**. "Our focus is on helping clients connect those capabilities to improve customer interactions, strengthen operations, and create lasting value."

The recognition extends across TTEC's global CXM capabilities. In Everest Group's 2026 EMEA CXM Services PEAK Matrix® Assessment, TTEC was recognized as both a Major Contender and Star Performer. The Star Performer designation recognizes providers that demonstrate the greatest improvement from one assessment cycle to the next across the variables evaluated.

AI and technology integration are reshaping customer experience management

Everest Group reports that enterprises are moving beyond stand-alone generative AI tools toward integrated human-AI operating models and early agentic workflows, with greater emphasis on governance, integration, adoption, and measurable returns.

TTEC combines AI and technology with CX operations through a broad ecosystem spanning cloud, CRM, CCaaS, analytics, automation, conversational AI, workforce management, and knowledge management. Its technology ecosystem includes Microsoft, AWS, Google Cloud, Salesforce, Genesys, NICE, and Cisco, among others.

The Everest Group assessment is based on its annual request for information process, interactions with CXM service providers, client reference checks, and ongoing analysis of the CXM services market. The 2026 Americas assessment features 63 CXM service providers.

Read the full assessment to learn how TTEC's CXM capabilities, AI-enabled solutions, technology expertise, and global delivery contributed to its recognition: [TTEC Recognized by Everest Group for Sixth Consecutive Year in CXM Services PEAK Matrix® Assessment for the Americas | TTEC](#)

About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global consulting, technology, and managed services company delivering solutions at the intersection of data, AI, and customer experience. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the enterprise, touch every virtual interaction channel, and improve each step of the customer journey. TTEC Digital designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The company also delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back-office, and fraud prevention services. Founded in 1982, TTEC brings technology and humanity together to deliver differentiated customer experiences and business results. The company's employees operate on six continents. To learn more, visit [ttec.com](#).

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Media Contact
Meredith Matthews
meredith.matthews@ttec.com

