



# Customer Experience (CX) Design & Execution Services: Global

*The leaders in defining and supporting customer experience excellence*

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

## ABOUT THIS SHORTLIST

The agencies and boutique firms that design and execute on customer experience strategies and activities combine traditional creative design capabilities with deep knowledge of customer data, analytics, creative content creation and digital media engagement. They work with clients to define immersive campaigns and programs that extend across channels—including both digital and offline. These campaigns may cover branding, marketing and other customer interactions such as sales engagement and customer service. Increasingly, these firms are being tasked with identifying integrations beyond marketing to include sales and service engagements in more holistic CX strategies.

Because immersive programs necessarily involve customer data, advanced analytics, marketing technology (martech) capabilities and programming requirements, these firms have effectively become equal parts technology experts or data scientists and creative design or content creation experts. They are increasingly becoming CX engagement leaders that cross marketing, sales, service and operations groups while establishing end to end content supply chains to tie customer engagement strategies to asset engines powering personalization at scale. They typically operate some portion of these capabilities on behalf of clients and often serve as a key point of integration between clients' customer data and marketing systems as well as their proprietary systems.

In addition to analyzing customer behaviors and journeys, agencies and boutique firms also evaluate overall performance of customer-facing systems such as websites and commerce sites. They take a comprehensive view of delivering brand experiences, regardless of channel. Increasingly, these experience architects are being asked to map opportunities to introduce and integrate AI capabilities, especially generative AI solutions, to increase the velocity and capacity to deliver highly immersive, personalized and contextually unique assets from written word to wildly creative and engaging visuals and video. This capability requires that the technologists seamlessly blend with the creative planners and creators to meet the heightened expectation of both client and end-user customers.

## LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email [ShortList@ConstellationR.com](mailto:ShortList@ConstellationR.com) for more info.

To learn more about Constellation Research Shortlists visit: [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)

## 9 SOLUTIONS TO KNOW

Constellation evaluates more than 100 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.



**DIGITAS**



**HARTE HANKS**



**DENTSU (MERKLE)**



**INFOSYS ASTER**



**IBM IX**



**INTERPUBLIC GROUP (IPG)  
ACXIOM**



**MRM//MCCANN**



**PROPHET**



**WPP (WUNDERMAN  
THOMPSON)**



## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Strategy planning
- Messaging assessment and development
- Best-practices methodology
- Art-of-the-possible strategy and technology road map
- Customer data integration and management
- Design and creative space
- Design thinking approach
- Program/campaign execution
- Operating in three continents
- Innovation centers
- Expertise crossing content creation, deployment and continuous optimization
- Analytics and intelligence methodologies to track business impact and return

## BUSINESS THEMES



Technology Optimization



New C-Suite



Next Generation Customer Experience



Marketing Transformation



Matrix Commerce

## ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



### R "Ray" Wang Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation— impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.



### Liz Miller VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.

