DATAMARK Named a Major Contender in Everest Group's 2026 CXM Services PEAK Matrix® Assessment

DATAMARK improved its standing across two key dimensions of Everest Group scoring: market impact and vision and capability.

DATAMARK
America's Premier Outsourcing Partner

DATAMARK, Inc., a global contact center and business process outsourcing company

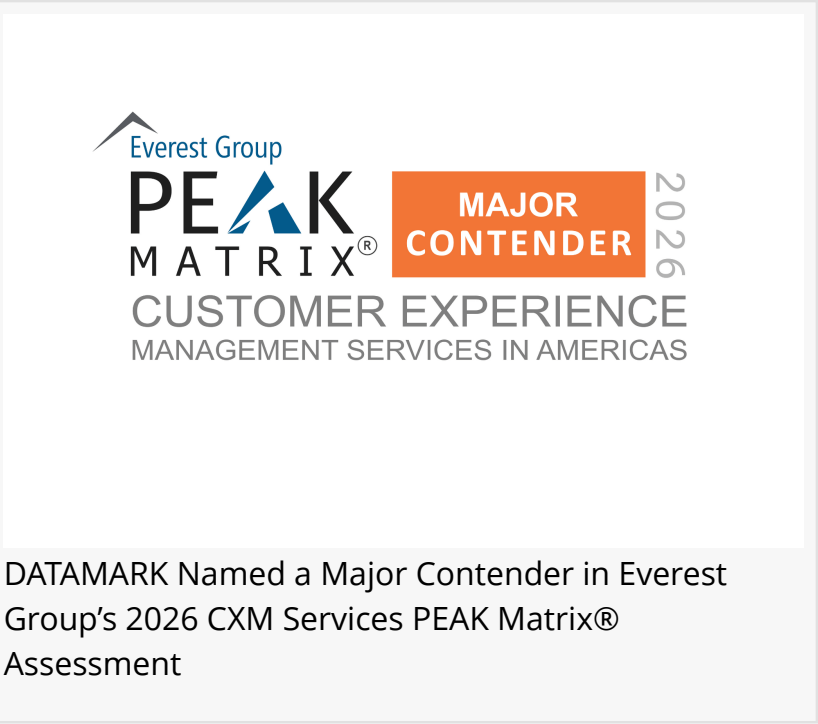
EL PASO, TX, UNITED STATES, September 11, 2026 / EINPresswire.com/ -- Everest Group and its Customer Experience Management (CXM) Services PEAK Matrix® Assessment is rightfully esteemed for its trustworthy evaluation of customer experience service providers. DATAMARK was named one of the Major Contenders in the Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2026 - Americas. The company's placement improved in two key scoring dimensions: market impact and vision and capability.

> DATAMARK provides the capabilities and technology of a large provider with the flexibility, attention, and accountability of a true operating partner."
>
> *Ali Karim, VP of Global Sales and Marketing*

"DATAMARK 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 experience across banking, insurance, and healthcare, its onshore, nearshore, and offshore delivery capabilities, and continued investments in AI-enabled CX," said Chhandak Biswas, Vice President, Everest Group. "Its delivery footprint across the US, Mexico, and India provides enterprises with flexibility to align talent availability, language requirements, cost considerations, and operating models with their CX needs. DATAMARK complements this delivery model with proprietary capabilities across knowledge assistance, summarization, and predictive guidance, alongside partnerships in areas such as automated quality assurance, conversational AI, agent assist, and AI-enabled training."

DATAMARK runs contact center and back-office operations for Fortune 500 enterprises in core industries, including banking and finance, healthcare, insurance, energy and utility, and transportation and logistics. The company staffs those engagements from nine locations in the

United States, Mexico, and India, with 4,600+ trained professionals working in more than 25 languages. DATAMARK clients can adopt brick-and-mortar, hybrid, and work-from-home staffing models based on their cost and continuity requirements, with flexibility should those requirements change.



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"Ours is a people-first model. The technology we add has to make their work more accurate and more consistent," said Bill Randag, President of DATAMARK. "That's true whether it's in a contact center or a claims processing environment. Improving our position this year affirms the approach we take in every market we serve."

On the technology side, DATAMARK develops its own agent tools and deploys them inside client operations. "An agent shouldn't have to hunt for an answer while a customer waits," Ali Karim, VP of Global Sales and Marketing at DATAMARK. "DataSmart puts the current best answer on the screen for agents, and DataNext suggests a next step based on where the conversation is going." For call summaries and sentiment scoring, DataScribe automates both when the call ends, giving supervisors additional insight beyond traditional sampled QA reviews. Building these tools in-house is part of how DATAMARK has expanded its enterprise capabilities while maintaining high-level service quality.

"This is our second consecutive year as a Major Contender in the Americas assessment," said Randag. "Our improved position reflects the investments we continue to make in our people, technology, and service capabilities."

DATAMARK was also named a Major Contender in the Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2025 – Americas. For more information about DATAMARK's 2026 recognition and to access the assessment, visit DATAMARK's Everest Group PEAK Matrix® Assessment report page.

About DATAMARK, Inc.

DATAMARK is a leading global contact center and business process outsourcing (BPO) company headquartered in El Paso, Texas. DATAMARK serves Fortune 500 companies, large enterprises, and government agencies from delivery centers in the United States, Mexico, and India. The company offers a wide range of customer experience and BPO services, including omnichannel

and multilingual contact center services, document lifecycle management, and digital mailroom services. For more information, visit www.datamark.net.

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