

Abstract: Hosted/Managed Service IVR Market Report

After years of relative quiet, the IVR market is attracting a lot of attention and investment dollars. Sales of IVR are now growing rapidly based on the strength of new applications and product innovation from the highly competitive hosted/managed service providers. The recession has sped up the pace of adoption and infused life into the hosted/managed service IVR market. Organizations of all types – companies large and small, governments, higher education, non-profits, etc. – that previously bypassed hosted/managed service IVR offerings are not only considering these offerings, but making commitments.

This is DMG's inaugural **Hosted/Managed Service IVR Market Report**. It is the most comprehensive guide to the hosted/managed service IVR technology market. The Report thoroughly addresses both inbound and outbound IVR sectors and related applications. It examines leading and contending vendors, their offerings, underlying technology, functionality, market share, projections, pricing, benefits, return on investment (ROI), trends, challenges and planned investments. The Report gives IT and contact center decision-makers the technical, functional, financial and pricing information they need to select the best solution and negotiate terms that will enable them to succeed with an IVR initiative.

The **2009 Hosted/Managed Service IVR Market Report** provides a thorough analysis of the seven leading hosted/managed service providers: Contact Solutions, Nuance, Prairie Interactive Messaging, Tellme, TuVox, Voxify and West Interactive. Some of these players are well known and others just starting to get the market recognition they deserve. This Report also addresses all of the other competitors in this sector.

Report Highlights

- The IVR market reached almost \$2 billion in revenue in 2007, making it the second largest contact center technology sector
- By the end of 2008, more than half of IVR revenue was attributed to the rapidly growing hosted/managed service providers
- The hosted/managed service IVR market is expected to grow on the strength of product and implementation differentiators; the projected 4-year CAGR for the hosted/managed-inbound sector is 13.4%, and 18.7% for the outbound sector
- Outbound proactive customer care is the fastest growing IVR sector due to its unique, simple, cost effective and high ROI value proposition
- New multi-channel bi-directional outbound IVR solutions that support calls, SMS, emails and increasingly video, are coming on strong
- The average payback period for hosted/managed service IVR solutions is 3 to 9 months but can be as short as 1 month

Key Reasons to Buy This Report

- Learn strategies and tactics to successfully evaluate, select and implement a hosted/managed service IVR for any size organization or activity
- Shorten the vendor selection process and obtain comprehensive, objective, accurate and detailed information about competitors, offerings, technology and pricing
- Understand the benefits and trade-offs of hosted/managed service IVR and its impact on your company
- Review our decision framework to help determine if hosted/managed service IVR solutions are right for your organization
- Learn about emerging outbound/proactive customer care applications and how they can improve your enterprise profitability while enhancing the customer experience
- See which vendors are enhancing their reporting, analytics and user tools to make their solutions easier to use and more effective
- Discover how various vendors partner with their customers to optimize their IVR solutions and continuously increase call containment rates
- Debunk the vendors' gain sharing claims and understand their different pricing schemes

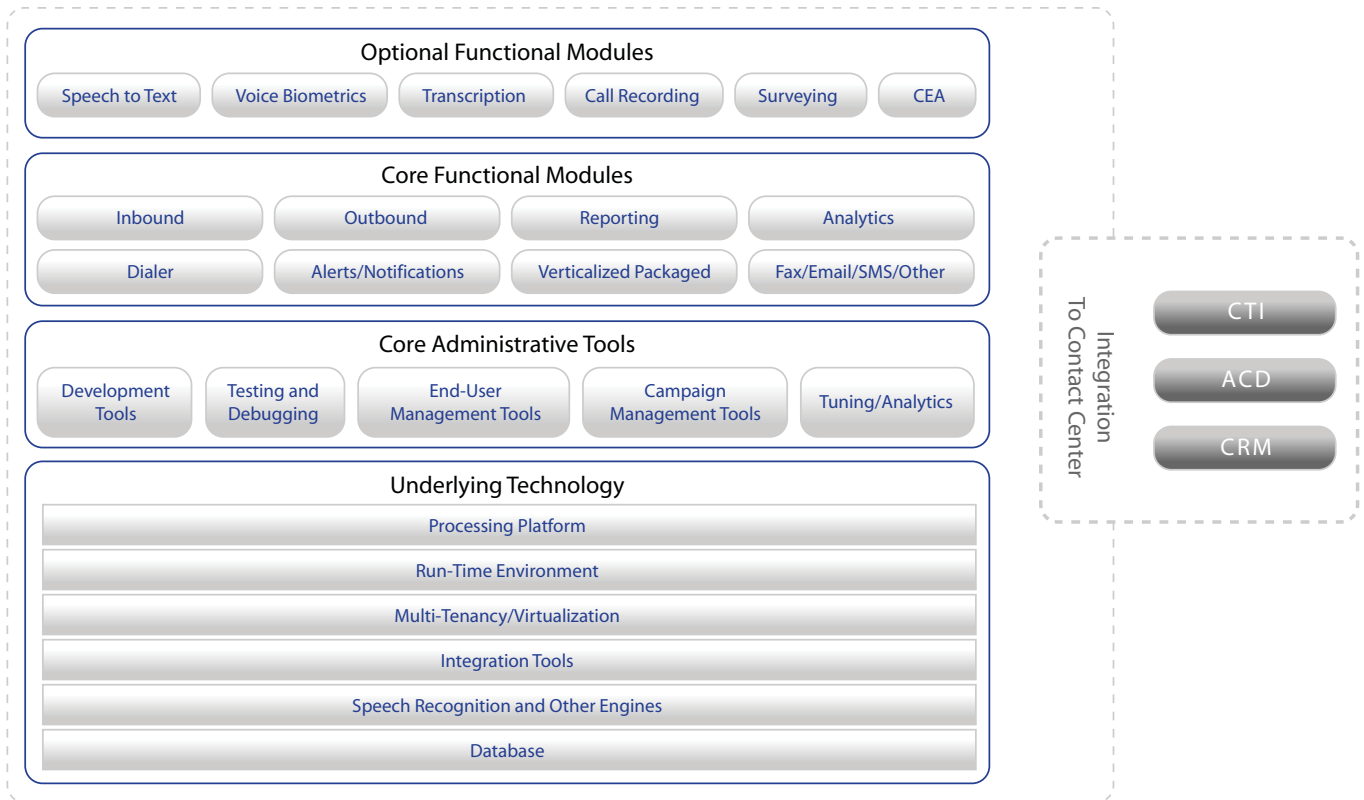
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Report Scope

- Overview of the hosted/managed service IVR market, vendor categories, trends, challenges and the future of the sector
- Clear, consistent definitions for hosted and managed service IVR solutions, making it easier for prospects to identify the right offering for their organization
- Market share, market activity and projections by IVR segment: premise-based, hosted/managed service-inbound and hosted/managed service-outbound
- Analysis of the four main technology capabilities of hosted/managed service IVR solutions, including the underlying technology, core administrative tools, core functional modules and optional functional modules
- Proven benefits, value proposition and ROI for hosted/managed service IVR in general, and for the seven market leaders reviewed in this Report
- Review of current and potential uses for outbound/proactive customer care, the fastest growing sector of the IVR market
- Analysis of the competitive landscape, including a critique of its leaders and contenders and an explanation of their market positioning
- Detailed analysis of IVR offerings and capabilities, underlying technology, system implementation methodologies, business optimization services, service guarantees, pricing models and planned product enhancements for the seven leading competitors
- Comprehensive market directory

Sample Figure: Hosted/Managed Service IVR Platforms



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