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2009 – 2010 Speech Analytics Market Report

The ***2009 – 2010 Speech Analytics Market Report*** is the most comprehensive and definitive guide to this dynamic and fast-growing market. The Report focuses on the market, vendors, technology, products, capabilities, current and planned uses, trends, competitive landscape, benefits and ROI, market share and pricing. This year's Report features customer case studies with quantified benefits, a detailed pricing analysis for licensed, hosted and managed services offerings, and results of DMG's customer satisfaction study. Additionally, it addresses the political issue of who should "own" the speech analytics process, and contains best practices to help users successfully implement their solution while avoiding common pitfalls. This Report contains all the information managers need to differentiate among the products and select the right speech analytics application, succeed with its implementation, and realize a rapid return on investment.

First introduced into the contact center market in 2004, speech analytics is one of the fastest growing contact center technology sectors. The market grew from 25 commercial speech analytics implementations at the end of 2004 to 1,764 at the end of 2008, yielding a five-year compounded annual growth rate of 190 percent. Speech analytics continues to grow at a rapid rate, despite the recession, because of its ability to help enterprises provide an outstanding customer experience, cut costs, retain customers and minimize risk. DMG Consulting predicts that this market will continue to grow year-over–year—45 percent in 2009, 40 percent in 2010, 42 percent in 2011, 32 percent in 2012, and 25 percent in 2013.

The ***2009 – 2010 Speech Analytics Market Report*** includes nine case studies from enterprises that deployed speech analytics for sales, marketing contact centers and operations. The case studies reflect the measurable benefits of speech analytics and explain how each company succeeded. The Report also includes the results from DMG Consulting's independent customer satisfaction survey for the seven top vendors profiled in this Report: Autonomy etalk, CallMiner, Nexidia, NICE, OnviSource, UTOPY and Verint. The survey includes ratings and actual customer comments on primary factors that drive the selection process, including product features, implementation, professional services, training and pricing.

The ***2009 – 2010 Speech Analytics Market Report*** profiles all 21 current and emerging competitors. It reviews the products, technology, capabilities, speech engines, accuracy rates, service delivery models, professional services, training, pricing, market share, future development plans, and more at an in-depth level for the top seven competitors. It also analyzes new offerings from Aurix, BBN, CallCopy and Envision, and provides a high-level assessment of the capabilities of Aspect, Calabrio, Cisco, eLoyalty, Interactive Intelligence, KnoahSoft, Noble, Nuance, VPI and SER. The Report's in-depth company and product critiques enable prospects to see past the hype and understand the strengths and weaknesses of each offering and assess which vendors are considered good partners.

Key Reasons to Buy This Report

- Obtain actual customer insights about the top speech analytics solutions on the market. Read nine case studies with measurable results to understand how speech analytics can be applied in your organization.
- Review the results of DMG's independent customer satisfaction survey for the top seven vendors—Autonomy etalk, CallMiner, Nexidia, NICE, OnviSource, UTOPY and Verint—with ratings and detailed comments about the products, implementation process, ongoing service and support, training, professional services, pricing and the overall customer experience.
- Gain access to detailed pricing analyses for premise-based, managed service and hosted applications.
- Understand the issues surrounding application accuracy and business relevancy so you know what to look for and the questions to ask when making a selection.
- See implementation best practices for the leading vendors and a list of the top 18 pitfalls that current users shared with DMG, so that you can avoid the same mistakes.
- Examine the most detailed activity and market share analysis available in the industry to learn more about the speech analytics market—what's happening now and projections for the future.
- Get the accurate and comprehensive vendor, product, technology, pricing, trends and market data you need to make the right investment decision for your company.

Order Information

To order a copy of the ***2009 – 2010 Speech Analytics Market Report*** , contact Deborah Navarra at 516-628-1098 or deborah.navarra@dmgconsult.com. You may also purchase the Report online at www.dmgconsult.com.

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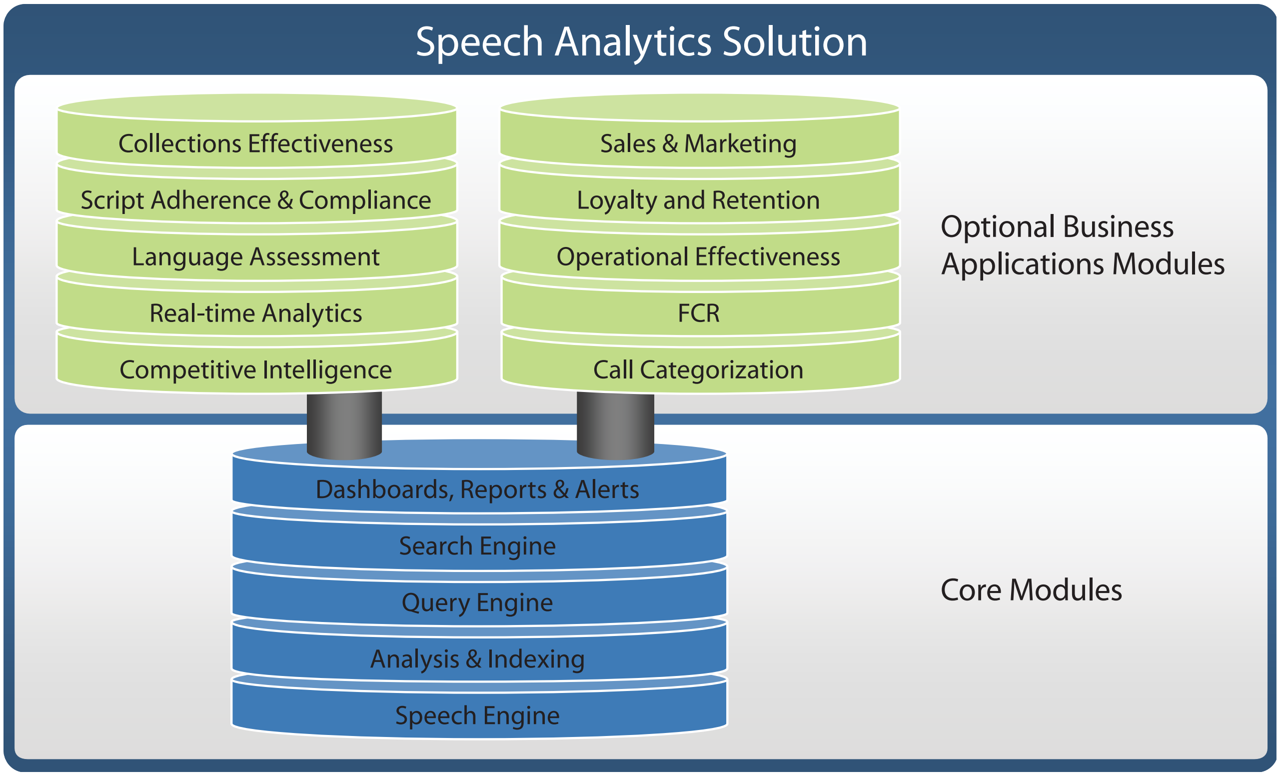
Report Highlights

- The speech analytics market outperformed the great majority of contact center and IT segments during 2008; stellar results are expected again in 2009.
- The number of speech analytics implementations increased by 42 percent, from 1,242 in 2007 to 1,764 in 2008.
- Vendors are responding to customers by developing and delivering practical, well-packaged and increasingly actionable solutions.
- There is an opportunity to speed up adoption of speech analytics by making these solutions easier to implement and manage without requiring a great deal of tuning or ongoing manual effort.
- The majority of current adopters of speech analytics are visionaries, although innovations and new simplified products are making it easier for smaller and less technically advanced contact centers to take advantage of the these solutions.
- As of the end of 2008, speech analytics solutions from NICE accounted for 37 percent of all contact center/enterprise speech analytics implementations, with Verint representing 31.7 percent and Autonomy etalk 14.3 percent. These workforce optimization vendors have a major sales advantage over the stand-alone speech analytics vendors because they have a large installed customer base to which they can up-sell.
- DMG predicts the market will grow 57 percent in 2009, 40 percent in 2010, 42 percent in 2011, 32 percent in 2012, and 25 percent in 2013.

Sample Figure:



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