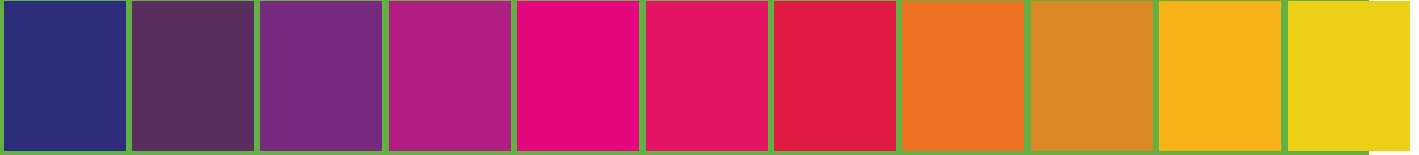


ABSTRACT



2020 Contact Center Workforce Optimization Market Share Report



*DMG Consulting LLC's 17th annual **Contact Center Workforce Optimization (WFO) Market Share Report** analyzes revenue and market share for the approximately 38 worldwide WFO suite vendors in fiscal 2019. It provides detailed coverage of WFO market activity, including a close examination of the vendors' performance and 5-year trends for this vital technology sector.*

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The contact center suite market showed healthy growth in 2019. Total company GAAP revenue increased 6.3%, from \$3,609.8 million in 2018 to \$3,838.6 million in 2019. The contact center WFO segment, in particular, saw strong results in 2019. Contact center WFO revenue grew from \$1,855.2 million in 2018 to \$2,069.8 million in 2019, an increase of \$214.6 million or 11.6%. The contact center WFO segment hit a significant milestone in 2019, when this mature IT sector exceeded \$2 billion in revenue for the first time.

2020 started off strong, looking to be the best year ever for spending on contact center technology. And then the coronavirus pandemic hit. It's too early to determine the long-term impact of the pandemic on IT sectors, including WFO. But we've already seen that a few contact center and WFO applications have proven to be particularly useful in supporting contact centers through the COVID-19 crisis, making notable contributions to organizations' service needs during these challenging times.

Among the systems that have proven their high value during these times of adversity are contact-center-as-a-service (CCaaS) solutions and speech analytics. Having a CCaaS solution in place has enabled companies to transition their staff to work at home (WAH) more rapidly and securely than businesses that rely on premise-based contact center infrastructure solutions (automatic call distributors (ACDs) and dialers). CCaaS solutions are well-suited to the needs of the WAH workforce because they do not care where interactions are delivered, on or off-premise, and they come with layers of security.

Speech analytics has also demonstrated its agility in helping contact centers respond to customers during these trying times. It enables contact center managers to identify the reasons why customers are calling, and it then uses that information

to rapidly update the department's knowledge bases, agents and self-service applications. This valuable activity can be enhanced by using a new generation of self-service solutions, referred to as intelligent virtual agents (IVAs).

The pandemic has forced many contact centers to send their employees home to work in safety. This transition was easier for some companies than others, but in general, it took place more cleanly than anticipated. This is a positive outcome of the coronavirus crisis, in that contact centers proved their flexibility and agility, setting the stage for future cultural, operational and technical changes. When the "new normal" sets in post-pandemic, companies should use their experiences in adapting to the crisis as an impetus for change and place a stronger focus on achieving a digital transformation.

Artificial intelligence (AI), analytics and automation will be instrumental in the future of contact center applications. AI and machine learning (ML) capabilities are already being applied to many components of WFO suites, including interaction (speech and text) analytics, analytics-enabled quality management, workforce management, knowledge management, and others. As contact centers strive to establish a "new normal" as the pandemic recedes, these three technology categories will help lead the way.

The 2020 Contact Center Workforce Optimization Market Share Report provides a detailed breakdown and analysis of revenue for the following 21 named vendors: 8x8, ASC, Aspect, Avaya, Calabrio, ComputerTel, CSI/Virtual Observer, DVSA Analytics, Enghouse, Envision, Genesys, HigherGround, Mitel, NICE, OnviSource, OpenText, Serenova, Verint, VirtualLogger, Xarios, and ZOOM International. (Revenue for Avaya is included at a high level, but not in the detailed analyses.)

Key Reasons to Buy this Report

- ⇒ Total company GAAP revenue and market share analysis for all vendors who sell workforce optimization suites for contact centers and other uses
- ⇒ Revenue analysis and market share for the two primary industry categories: enterprise and security
- ⇒ Drill-down analyses of WFO market revenue and market share, from total company to contact-center-only views of the data
- ⇒ Revenue and market share analyses for the two core applications of WFO suites – recording and QM
- ⇒ Year-over-year comparisons and analysis of 2018 and 2019 revenue and market share for total company on a GAAP, contact center WFO, revenue source and sales-channel basis
- ⇒ Five-year revenue trend analyses for total company GAAP revenue, contact center WFO, geography, vertical, revenue source and sales channel
- ⇒ Five-year revenue trends by application for 14 workforce optimization segments, including: recording (contact center and non-contact-center), QM, WFM (contact center and non-contact-center), interaction analytics, performance management, surveying/VoC, desktop analytics (DA), RPA, knowledge management (KM), customer journey analytics (CJA), eLearning/coaching and gamification
- ⇒ Geographical analysis of revenue and market share for North America, Europe, Asia Pacific, and Caribbean and Latin America (CALA)/Middle East and Africa (MEA) (combined), by vendor for each region
- ⇒ Back-office/branch revenue and market share analysis
- ⇒ Revenue source (license/software, cloud/hosted/software as a service (SaaS), services, and hardware) revenue and market share analysis, by vendor



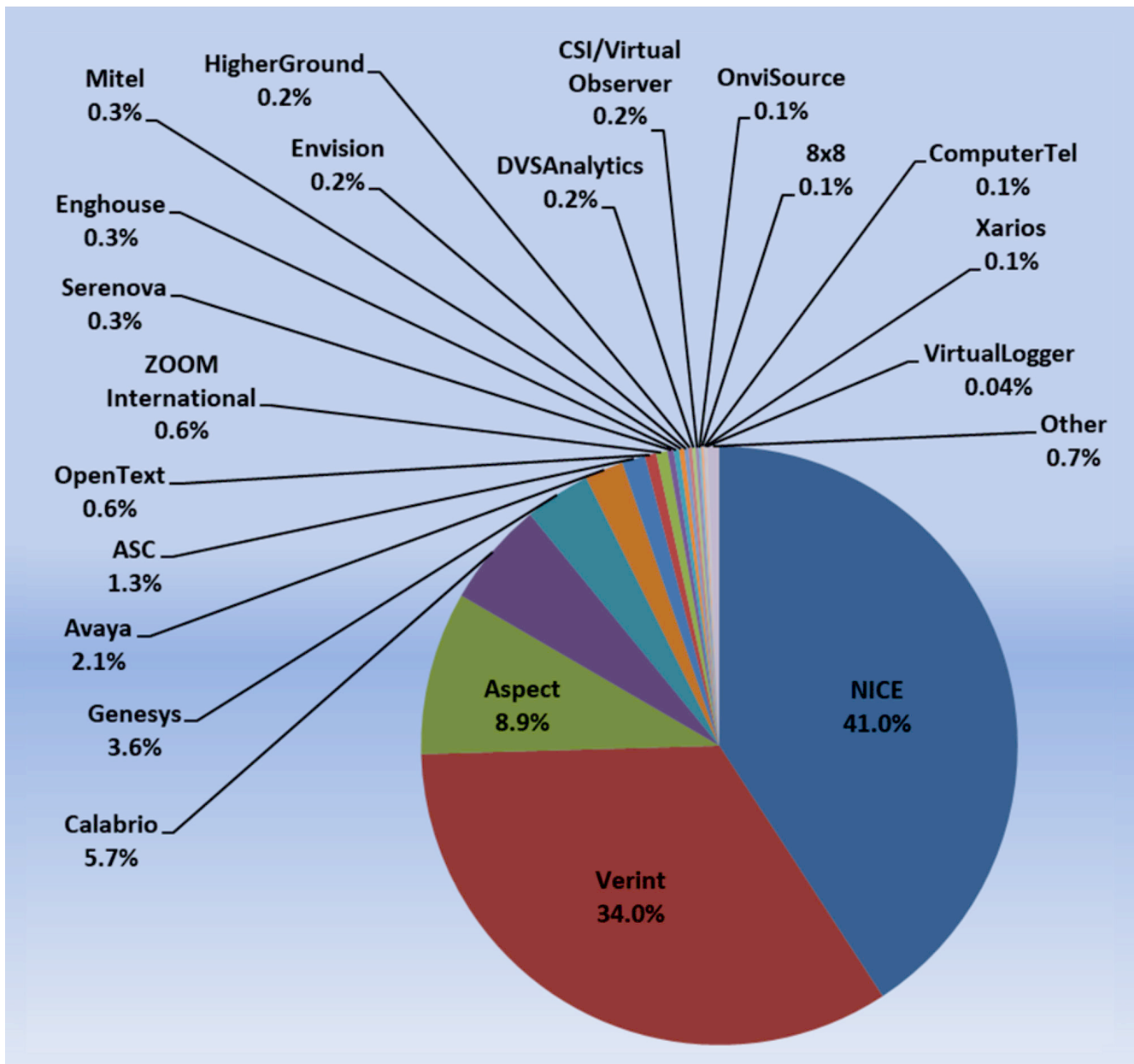
Report Highlights

- ***The WFO market, though mature, showed respectable growth in 2019:*** Total company GAAP revenue for the WFO suite market realized \$3,838.6 million in revenue in 2019, a 6.3% increase from 2018. Fiscal 2019 started off very strong but the rate of growth slowed in the second half of the year. However, the full-year increase in sales is still strong for a mature market.
- ***The coronavirus pandemic has set the stage for some WFO applications to shine:*** In response to the COVID-19 crisis around the world, companies have had to make profound changes in the way they deliver service. This includes enhanced use of self-service applications and a WAH workforce. Speech analytics and mobile-enabled WFM solutions have proven to be particularly useful in helping organizations address these needs.
- ***Artificial intelligence is key to the future of WFO suites:*** Artificial intelligence and machine learning are already being embedded in most components of WFO suites, such as interaction analytics, knowledge management, workforce management, and others. AI and ML are making these service solutions smarter and more agile. AI, along with analytics and automation, are the future of WFO applications.
- ***WFO will play an important role in the “new normal” world of service following the pandemic:*** WFO solutions are going to come out of the COVID-19 crisis stronger than they went in. Contact centers are more essential than ever, and organizations will continue to need the capabilities that WFO solutions provide. When economies around the world recover, WFO solutions will attract investments and likely see the start of a replacement cycle.



SAMPLE FIGURE

2019 Total Company GAAP Revenue Market Share



Source: DMG Consulting LLC, June 2020

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