



**DMG**  
CONSULTING LLC



# Contact Center Workforce Optimization/ Workforce Engagement Management Market Share Report

July 2022

This Report presents and analyzes the WFO/WEM suite market's revenue at the highest level, total company revenue and market share, and then breaks it down by vendor, application, and sector. A detailed analysis of market share by company, contact center WFO/WEM, back-office/branch, vertical, application, geography, revenue type, and sales model is also provided.

DMG Consulting LLC's 19th annual *Contact Center Workforce Optimization/Workforce Engagement Management Market Share Report* (formerly the Contact Center Workforce Optimization Market Share Report) analyzes the revenue, market share, and execution of the estimated 36 worldwide workforce optimization (WFO)/workforce engagement management (WEM) suite vendors for fiscal full-year 2021.

**This report provides a breakdown and analysis of 99.4% of revenue for the following 19 named vendors:**

## REPORT HIGHLIGHTS

- **The vendors did an excellent job of selling WFO/WEM suites to contact centers in 2021:** Despite the maturity of many of the individual applications, WFO/WEM suite vendors generated contact center sales of \$2,236.9 million during 2021. This is an increase of \$158.5 million, up 7.6%, from \$2,078.4 million in 2020.
- **Artificial intelligence is transforming the contact center software market:** Besides enhancing the capabilities of the individual applications in a WFO/WEM suite, new AI technology is emerging to serve as a "hub" or "brain" to coordinate the operation of disparate contact center applications, enabling companies to provide a vastly improved, optimized, and personalized experience for each contact.
- **The time is right for adoption of WFO/WEM suites in departments across the enterprise:** Just as the applications within WFO/WEM suites benefit contact centers, by improving quality and the agent experience, so too can they benefit back-office and branch functions. Once these solutions are optimized for each department's use, it will open up the opportunity for sales outside of the contact center.

8x8  
Alvaria  
ASC  
Avaya (high-level revenue only)  
Calabrio  
DVSAanalytics  
Eleveo  
Enghouse  
Envision  
Five9  
Genesys  
Lifesize  
Mitel  
NICE  
OnviSource  
OpenText  
Playvox  
Verint  
Xarios  
Other (remaining 0.6% of revenue)





Total GAAP revenue for the WFO/WEM suite vendors, as of the end of fiscal year 2021, was \$3,934.0 million, down slightly from \$3,942.5 million in 2020. The small decrease of \$8.5 million in total company GAAP revenue was due to Verint’s spin-off of their Cyber Intelligence business unit, which shifted \$443.5 million to a different IT sector. On a pro forma basis, if the revenue for Verint’s Cyber Intelligence business unit is excluded for 2020, total company GAAP revenue for the WFO/WEM market would be \$3,499.0 million, resulting in a year-over-year increase of \$435.0 million to \$3,934.0 million, up 12.4%, from 2020 to 2021. A double-digit growth rate, particularly for this very mature IT segment, highlights the value of these solutions.

*The numbers reflect the strength and resilience of this market, as a majority of the WFO/WEM competitors performed very well during fiscal-year 2021.*

## WFO/WEM Suites Deliver

The applications that comprise a WFO/WEM suite are used to record (or log) and analyze customer interactions for the purpose of enhancing the CX and increasing employee engagement. These suites provide oversight and transparency regardless of where agents and supervisors are based, whether in the office or at a remote site, which is vital to support today’s work-from-anywhere staffing model. The data that these suites collect and the information they produce are essential inputs for much of the analytics used to measure the performance of contact centers and their agents.

## WFO/WEM suites are essential for capturing and measuring:

- Voice of the customer (VoC)
- Voice of the employee (VoE)

## To provide critical insights for organizations focused on improving both:

- Customer experience (CX)
- Employee experience (EX)



## Intelligent Innovation

Artificial intelligence (AI) is being used to drive innovation in each of the applications sold by WFO/WEM suite vendors. Additionally, AI technology, supported by massive repositories of unified, tagged, and targeted data is beginning to be utilized in a new framework that DMG refers to as the “AI brain.” This framework, which functions as a technology director, will enable contact centers to orchestrate a complex set of applications and systems, including WFO/WEM solutions, to ensure they all operate in concert. The AI brain will allow companies to deliver a vastly improved experience, optimized and personalized for each contact. An AI-enhanced WFO/WEM suite is an important source of the data needed by the new framework and provides much of the automation and analytics required to improve the CX and agent performance.

## Expanding Opportunity

Many of the applications that comprise today’s contact center WFO/WEM suites provide proven benefits to multiple enterprise departments, including back-office and branch-oriented functions. DMG has sized the back-office opportunity and estimates that it is over 2 times larger than the contact center total addressable market (TAM) for WFO/WEM suites. The challenge facing WFO/WEM suite vendors is to convince business executives and leaders to implement these solutions beyond the contact center. Using AI to provide a more flexible and customizable technology framework suited to the specific needs of each enterprise department should help open up the TAM for these solutions outside of the contact center.

## Key Reasons to Buy This Report

- Total company GAAP revenue and market share analysis for all vendors who sell WFO/WEM suites for contact centers
- Detailed analyses of WFO/WEM revenue and market share, starting with total company and drilling down to contact-center-only views of the data
- Revenue and market share analyses for recording and QM – the two core applications in WFO/WEM suites
- Year-over-year comparisons and analysis of 2020 and 2021 revenue and market share for total company on a GAAP, contact center WFO/WEM, revenue source and sales-channel basis
- Revenue trend analyses for total company GAAP, contact center WFO/WEM, geography, vertical, revenue source and sales channel for the 5-year period from 2017 – 2021
- Five-year revenue trends by application for 14 WFO/WEM sectors, including: recording (contact center and non-contact-center), QM, WFM (contact center and non-contact-center), interaction (speech and text) analytics, performance management, surveying/VoC, DA, RPA, KM, 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
- Analysis of revenue and market share by revenue source (license/software, cloud/hosted/software-as-a-service (SaaS), services and hardware), by vendor
- Revenue and market share analysis, by vendor, based on sales model (direct/indirect)



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The logo for DMG Consulting LLC is located in the upper left quadrant. It consists of the letters "DMG" in a large, bold, white sans-serif font, with a thin white horizontal line underneath. Below this line, the words "CONSULTING LLC" are written in a smaller, white, all-caps sans-serif font. The logo is centered within a dark teal circular area that is partially enclosed by a white arc on its left side. The background of the entire page is a teal color with a large, light green circular shape on the right side.

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