

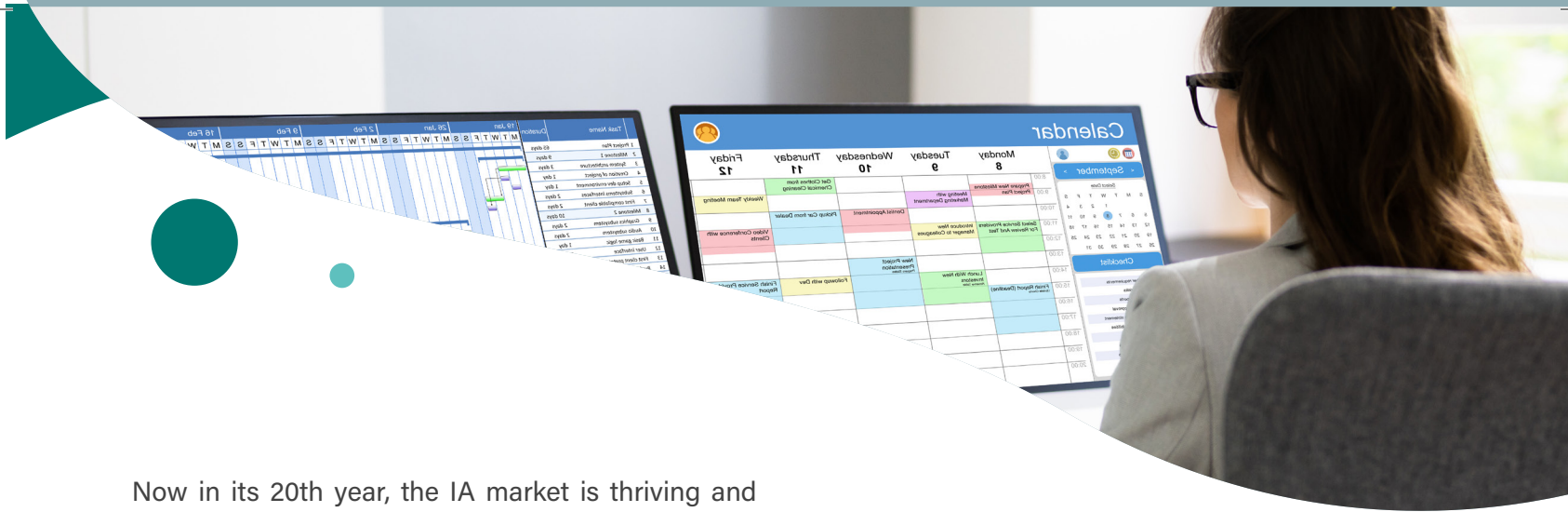


Abstract

2022 – 2023 Interaction Analytics for the Enterprise

The *2022 - 2023 Interaction Analytics for the Enterprise* report is DMG Consulting LLC's 17th annual publication on the interaction analytics (IA) sector. This edition of the Report, formerly the Interaction Analytics Product and Market Report, has been renamed to reflect its exploration of the broadening and exciting application of interaction analytics to a growing number of enterprise-wide activities. The expanded utilization of IA, in addition to the existing contact center uses, increases the contributions of these valuable solutions to customers, employees, business units, and the enterprise overall.





Now in its 20th year, the IA market is thriving and is expected to continue to grow rapidly. Historical speech analytics is considered essential in many contact centers and text analytics is delivering critical insights into the burgeoning volume of text-based interactions. After a slow start, analytics-enabled (automated) quality management (AQM) is also selling well. And real-time IA (which includes real-time guidance, RTG) is gaining traction. The vendors are investing in research and development (R&D) to enhance and build out their offerings. The benefits of IA solutions will expand even further as the underlying technology is embedded into third-party applications.

To realize IA's broader benefits, contact centers need to apply these capabilities to all incoming and outgoing voice and digital interactions. Gaining customer insights from all service channels provides contact center leaders with valuable data to deliver constructive feedback to agents, improve training, increase employee engagement, and enhance the customer experience (CX). For contact centers that employ work-at-home (WAH) agents, IA is mission-

critical, as it gives supervisors visibility into all of their agents' interactions, regardless of location.

The use cases for IA continue to grow thanks to its strategic value. Interaction transcripts and structured data from IA are increasingly being leveraged to revise enterprise processes and workflows, including improvements to the customer journey and enablement of artificial intelligence (AI) initiatives. Interaction analytics can also be used to identify customer sentiment and emotion. Companies can leverage these insights to enhance self-service solutions and to help agents resolve issues, increasing the chances of successful and profitable outcomes. A new feature of IA, auto-summarization, is already enabling organizations to reduce agent wrap-up time by empowering employees to quickly and easily enter accurate notations concerning their interactions, enhancing the employee experience (EX) and, ultimately, the CX, as well.

Real-time analytics, the underlying technology that powers RTG and next-best-action (NBA) solutions, is critical to the future of contact centers. Real-time



solutions position agents to optimize their performance by giving them alerts, tips, best practices, scripts, knowledge articles, and other guidance they need to achieve the best outcome for each transaction. This allows agents to spend their time helping customers instead of looking for the information needed to assist them. Real-time guidance and NBA capabilities reduce agent onboarding time, improve productivity, increase sales and collections, and greatly enhance employee engagement.

The 2022 - 2023 Interaction Analytics for the Enterprise report provides a comprehensive and insightful analysis of the IA market, competitive landscape, products, innovation, as well as market, business and servicing trends and challenges. The Report examines market activity and provides 5-year projections. It also explores customer satisfaction with vendors, products, and pricing and offers

implementation and operational best practices to help users realize an ongoing return on their investment. This Report is intended to help contact center and enterprise leaders and managers in small, mid-size, and large companies select the right solution, technology, functionality, and partner to meet their organization's current and future interaction analytics needs. The Report features six vendors that offer interaction analytics suites: Calabrio, NICE, OnviSource, Sestek, Verint, and Xdroid. Three real-time guidance vendors, ASAPP, Balto, and Cresta, are covered at a higher level.

Report Highlights

- **The uses of IA are growing enterprise-wide** - The current generation of IA solutions is effective at capturing, identifying, and delivering actionable insights into the customer and employee experience. The contributions and value of these solutions is growing as IA technology is embedded into third-party applications and adoption extends throughout organizations.
- **Interaction analytics should be applied to all incoming and outgoing interactions** - Using IA to analyze 100% of the interactions that flow through touchpoints across the enterprise offers benefits for consumers, employees, and the organization as a whole. Having a view into activities in all service channels allows companies to identify training needs, improve the CX, and address employee-related issues proactively.
- **Real-time solutions are game-changers for improving performance** - Recent innovations in the area of natural language processing (NLP) and the cloud have made real-time features viable for front-line contact center employees. Real-time solutions help optimize agent performance by giving them the information they need to deliver a successful resolution while the interaction is in progress. This enhances the CX while improving agent productivity.
- **The outlook for the IA market is very positive** - Less than half of contact center seats are estimated to be equipped with IA functionality. In addition to this large opportunity, the value and benefits of IA increase when it is applied as an enterprise business intelligence (BI) solution to provide a broad view of the customer journey. Users can now avail themselves of a wide variety of features that enhance the customer and employee experience.



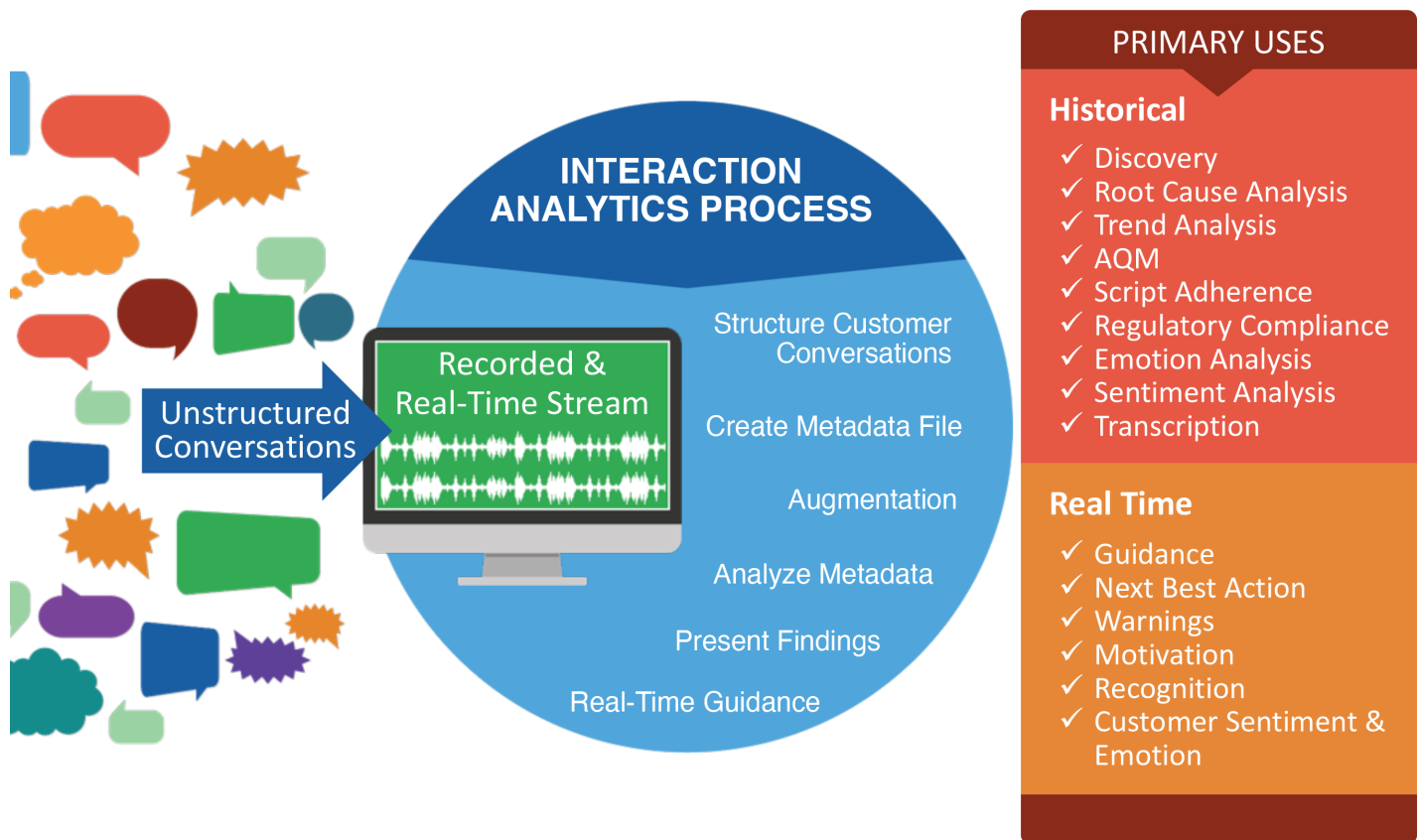
Key Reasons to Buy This Report

- ▶ Interaction analytics explained, top uses for historical and real-time IA and a high-level overview of the key functional capabilities in the featured IA solutions
- ▶ The market and business trends and challenges that are driving vendor innovation and enterprise investments
- ▶ Vendor innovation: feature and functionality enhancements recently released and near-term updates planned for the next 12 – 18 months
- ▶ A look at how IA is capturing the voice of the customer and being leveraged to understand and improve the CX
- ▶ Discussion of how RTG solutions are transforming the agent experience and elevating the CX while delivering quantifiable benefits
- ▶ How AQM solutions are delivering many proven contributions and benefits to contact centers, improving agent coaching and engagement, enhancing the CX, and much more
- ▶ Examination of how IA findings are being operationalized and applied to broader enterprise-wide functions
- ▶ Market activity, market share analysis, and 5-year projections
- ▶ Review and assessment of the IA competitive landscape
- ▶ High-level functional overview and analysis of the key functional capabilities of the featured IA solutions: AI, machine learning and automation, transcription, security and compliance, system administration and business intelligence (BI), reporting and dashboards
- ▶ Implementation analysis: training and workshops, professional services, benefits for building a business case, and return on investment (ROI) time frames
- ▶ Pricing comparison and analysis for 250-seat on-premise and cloud-based implementations
- ▶ Comprehensive customer satisfaction survey results that measure and rank vendor approval ratings across 10 vendor categories, 8 product capabilities, and 9 product effectiveness categories
- ▶ Detailed company reports for the 6 IA vendors and 3 real-time guidance solutions covered in this Report
- ▶ Interaction Analytics Vendor Directory



Sample Figure:

Standard Capabilities of a Full-Featured IA Solution



Source: DMG Consulting LLC, September 2022

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