DMG
CONSULTING LLC

2022 – 2023 Cloud-Based Contact Center Infrastructure/Contact Center as a Service Product and Market Report

November 2022

This Report is intended to help contact center, IT, and enterprise leaders and managers in small, mid-size and large companies select the right solution, functionality, and partner to meet their organization's current and future cloud-based contact center infrastructure needs.

DMG Consulting LLC's fifteenth annual edition of the ***Cloud-Based Contact Center Infrastructure/ Contact Center as a Service Product and Market Report*** (formerly the Cloud-Based Contact Center Infrastructure Product and Market Report) provides a detailed analysis of vendors, products, functional capabilities, and pricing. It also includes satisfaction survey results for each of the featured vendors.

KEY TAKEAWAYS

- **A crowded market:** 200 – 300 CBCCI/CCaaS providers, from big tech companies to very small vendors, are competing to win more "desktops" in this hot – and "sticky" – IT sector.

- **Cloud technology addresses rapidly changing market – and enterprise – needs:** New generation CCaaS solutions offer flexibility and the opportunity for organizations to quickly benefit from the latest technology innovations

- **Enhanced agent user interfaces (UIs) support omnichannel interactions:** A "single pane of glass" enables agents to pivot easily from one channel to the next, handle multiple interactions simultaneously, and perform an increasingly complex job with increased empowerment, improved engagement, and more enjoyment.

- **Quantifiable benefits fuel strong future adoption:** Regardless of economic uncertainties, adoption of CCaaS solutions is likely to continue at a strong pace because they deliver productivity improvements and enhance the customer and employee experience.

Leading & Contending CBCCI/CCaaS Competitors Featured in Report:

8x8

Alvaria

Avaya*

Cisco

Five9

LiveVox*

NICE CXone

Odigo*

Puzzel

Twilio

UJET

*New participant

The Future of Contact Center Technology is in the Cloud

Vendors are investing their research and development (R&D) dollars in CCaaS offerings that are highly effective, innovative, and differentiated. There has been great progress in the reliability, security, and scalability of CCaaS solutions during the past couple of years, positioning them to support even the largest contact center environments. Adoption of CCaaS solutions is strong, and the momentum will continue to build.

AI Drives Innovation

Innovative CBCCI/CCaaS vendors have been investing in AI which is being applied to enhance many aspects of these solutions including system routing, self-service capabilities, workforce optimization/workforce engagement management (WFO/WEM), and reporting.

Although AI technology is in its early days, it has already demonstrated its ability to help companies enhance both the customer and employee experience while improving operational productivity, enabling contact centers to achieve their corporate, servicing, and sales goals.

Mobility is Essential:

Enhanced mobility capabilities for supervisors and quality management (QM) specialists provide tools to monitor and coach agents from wherever they are and wherever their agents are located – on-site, at-home, or another remote location – and system administrators can make real-time changes to contact center solutions from anywhere.

No One is an Island

CBCCI/CCaaS vendors continue to expand their partnerships, enhance their integration frameworks, and build out-of-the-box integrations with a wide variety of third-party solutions, including customer relationship management (CRM), WFO/WEM, workforce management (WFM), interaction analytics (IA), QM, automated quality management (AQM), knowledge management (KM), robotic process automation (RPA), voice of the customer (VoC), IVA, AI, unified communications as a service (UCaas), and more. Enterprises are finally getting what they need – a flexible and easy-to-integrate communication platform to facilitate omnichannel customer interactions.

EX = CX

Enhanced UIs make it easier for agents to navigate CBCCI/CCaaS solutions, see personalized information about their own performance, and have access to supervisors and subject matter experts for support and collaboration. The new desktops deliver centralized access to all of the information agents need to deliver a fully orchestrated and optimal omnichannel CX. The improved UIs are providing agents with expanded insights into the full customer journey - contact history, context, and previous activities.

WFO/WEM & CBCCI/CCaaS – It's Not Alphabet Soup

WFO/WEM applications complement CBCCI/CCaaS solutions by providing essential tools that help engage, motivate, and retain agents, and improve productivity while enhancing the CX.

What's Included

The *2022 – 2023 Cloud-Based Contact Center Infrastructure/ Contact Center as a Service Product and Market Report* provides a comprehensive analysis of this important IT sector. The Report includes an insightful review of the business, servicing, and management trends that characterize today's customer experience (CX) and the challenges confronting enterprises as they strive to address them.

Key Reasons to Buy This Report

- Overview of core and optional functional components of CBCCI/CCaaS solutions

- CBCCI market and business trends and challenges

- Market innovation – what's new and what's planned in the next year+

- How AI is transforming the EX and elevating the CX

- Redefining the CX – what delivering an outstanding CX means today

- How to improve agent engagement and empowerment and retain agents

- Review and assessment of the CBCCI competitive landscape

- High-level technical overview

- Implementation analysis

- Customer satisfaction survey results

- Vendor pricing structure for a 250-seat implementation

- Detailed company reports for the 11 featured CBCCI solution providers

- Cloud-Based Contact Center Infrastructure Vendor Directory

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