



# Contact Center Workforce Engagement Management Market Share Report

Much has changed in the world, economy, businesses, and contact centers since Workforce Engagement Management (WEM) suites' two core components, recording and quality management, were introduced to the market, but the need for these suites' capabilities continues to grow as organizations transform.

WEM vendors are converting their suites into more open and flexible platforms that can align their capabilities with the ever-evolving needs of the fast-paced contact center market.

## KEY TAKEAWAYS

- **The WEM suite market is highly resilient:** Performing well in both good and tough economic times, WEM suite vendors generated sales of \$2,395.9 million in 2022 from sales to contact centers; this is an increase of 7.1% from \$2,236.9 million in 2021.
- **Vendors are embedding artificial intelligence (AI) and automation throughout their WEM platforms:** AI, including generative AI, is enabling a new generation of WEM platforms that help organizations improve the customer and employee experience (CX and EX) while improving productivity. Generative AI is going to drive massive innovation and further reinvigorate the WEM landscape.
- **Contact center as a service (CCaaS) providers have become the “sales channel” of choice for WEM solutions:** Enterprises are purchasing WEM solutions from their CCaaS providers in order to simplify technology acquisition, application integration, and the ongoing management of their contact center systems.
- **The total addressable market (TAM) for WEM suite providers is large and growing:** Selling integrated WEM applications with CCaaS platforms represents billions of dollars in revenue for the CCaaS and WEM vendors, but this is small compared to the opportunity to sell purpose-built offerings into back-office and branch operations.

**The Report provides a detailed breakdown and analysis of contact center WEM suite revenue for 19 leading and contending vendors:**

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



## WEM Vendor Performance

Total GAAP revenue for the WEM suite vendors in fiscal 2022 was \$4,325.9 million, up a very strong 10.0% from 2021. Double-digit year-over-year increases are good for any contact center IT sector, especially one as mature as WEM.

*The substantial revenue increase reflects the strong performance and innovation coming from the WEM competitors who continue to deliver solutions that enterprise clients find compelling and valuable.*

## Included in the Report

DMG presents and analyzes WEM market revenue at the highest level, total company, then breaks it down into multiple views. The report analyzes revenue and market share by vendor, sector, application, geography, sales model, vertical (contact center, back-office/branch, first responders, financial trading, dispatch, air traffic control), and more. Key components of the report include:

- Total company GAAP revenue and market share analysis for all vendors who sell WEM suites
- Detailed analyses of WEM revenue and market share
- Revenue and market share analyses for recording and QM
- Year-over-year comparisons and analysis of 2021 and 2022 revenue and market share for total company on a GAAP, contact center WEM, revenue source, and sales-channel basis
- Revenue trend analyses for total company GAAP, contact center WEM, geography, vertical, revenue source, and sales channel for the 5-year period from 2018 – 2022
- Five-year revenue trends by application for 14 WEM sectors
- Geographical analyses of revenue and market share by vendor and region for North America, Europe, Asia Pacific, and “Rest of World” (Caribbean and Latin America (CALA), plus Middle East and Africa (MEA))
- Revenue and market share by vendor and revenue source (license/software, cloud/hosted/software as a service (SaaS), services, and hardware)
- Revenue and market share analysis by vendor, based on sales model

## WEM Suites Get Better and Better

WEM platform providers are delivering new functionality while enhancing existing capabilities. Innovation in the two core applications, recording and QM, is reinvigorating these 40+-year-old suites and driving a new wave of adoption.





DMG Consulting LLC's *Contact Center Workforce Engagement Management Market Share Report*, formerly the *Contact Center Workforce Optimization/Workforce Engagement Management Market Share Report*, provides an authoritative analysis of revenue, market share, and performance for the estimated 36 worldwide WEM suite vendors in calendar year 2022, based on DMG Consulting's in-depth coverage of this market for the past two decades.



## WEM Suites – A Global Market

Global WEM revenue is on the rise in all four geographic regions as leading providers demonstrate their benefits to companies of all sizes

- North America (US and Canada)
- Europe
- Asia Pacific
- Rest-of-World (CALA and MEA)

## Strong Cloud/Hosted/SaaS Revenue Growth

The cloud delivery model enabled WEM suite vendors to supply the processing power to deliver on a growing list of innovations (most of which are AI-based and/or real-time) faster than ever. This positions these vendors to quickly monetize their new features, fueling an ongoing cycle of investments to further enhance their offerings. As larger enterprises join the ranks of organizations migrating to the cloud, DMG Consulting expects the WEM platform vendors to continue to experience strong growth.

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