



Abstract

Interaction Analytics for the Enterprise

The interaction analytics market is 20 years old, but instead of slowing down, enterprise-wide adoption is rapidly expanding as vendors offer more effective solutions that provide actionable insights about the customer journey.

The importance, value, and benefits of interaction analytics (IA) cannot be overstated and are well-known in contact centers, where these solutions are regarded as essential. Today, the use of IA applications is growing throughout enterprises due to their ability to deliver relevant findings that can be used to improve the customer and employee experience (CX, EX). IA vendors are investing in artificial intelligence (AI) technologies to provide advanced offerings that more effectively identify customer intents, provide real-time guidance (RTG) to agents, predict customer satisfaction and propensities, automatically evaluate interaction quality, and much more. It's no wonder the IA market is expected to continue its aggressive growth trajectory.

7 vendors offering IA as part of a broader WEM suite or as a best-of-breed solution are analyzed in the Report:

Calabrio

CallMiner

NICE

OnviSource

Sestek

Verint

Xdroid



KEY TAKEAWAYS

- **20 years and getting better every day** as advancements in AI, automation, and integration move IA applications from practical to powerfully predictive.
- **Generative AI is making major contributions** to IA solutions by improving findings, enhancing system usability, and simplifying and speeding up system implementation.
- **Real-time IA-enabled capabilities** are providing in-the-moment guidance to customer-facing employees enabling them to take the correct actions during every conversation
- **Guidance, transcription, and after-interaction summarization** are just the beginning for real-time IA as these solutions see broader enterprise-wide adoption.
- **The time is right for analytics-enabled quality management (AQM)**, and companies need to replace traditional QM solutions with automated applications that can review, score, and provide insights on 100% of interactions to improve the CX, EX, and productivity.
- **IA is being embedded into third-party applications** to extend the value and contributions of these solutions (e.g., marketing, sales, call tracking, collections, customer journey analytics, and more).



Comprehensive IA solutions can include:

- Omnichannel recording
- Indexing
- Search, retrieval, and playback
- Query builder tools
- Automated categorization
- Concept extraction
- Speaker separation
- Conversation analysis
- Transcription
- Emotion detection
- Sentiment analysis
- Automated discovery
- Trend analysis
- Root-case analysis
- Redaction
- Training/tuning for accuracy
- Reporting and dashboards
- Real-time/historical alerts
- Analytics-enabled QM
- Real-time guidance
- Real-time coaching

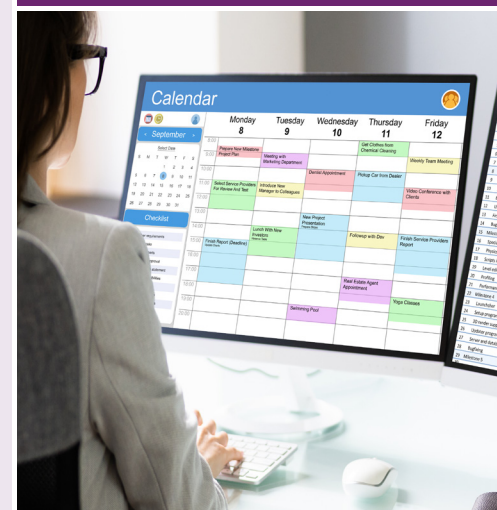
Interaction Analytics Vendor Performance

- The IA sector is experiencing the strongest growth in its 20-year history. This Report provides a detailed market share analysis for the past year, along with trends for the prior 7 years. The Report analyzes market activity based on seats and customers for 19 leading, contending, and emerging IA competitors.

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.

Historical and Real-Time IA – What's the Difference?

- Historical IA is primarily used to analyze results across the contact center or enterprise to identify high-level patterns and opportunities that impact company performance in a wide range of areas, e.g., products, services, procedures, employees, partners, and systems. It's generally utilized to analyze the contact center's performance at an aggregate level down to each agent.
- Real-time IA applications provide interaction insights as they take place. This includes the ability to dispense real-time feedback, guidance, and coaching to employees while the interaction is ongoing, enabling them to take corrective action to alter the outcome of the conversation.



DMG Consulting LLC's *Interaction Analytics for the Enterprise* report focuses on enterprise-wide IA uses in addition to contact centers. This Report provides a comprehensive and insightful analysis of the IA market, competitive landscape, products, innovation, pricing, and more, as well as market and business trends and challenges.

The Report examines recent market activity and provides 5-year growth projections. It also explores customer satisfaction with vendors, product capabilities and product effectiveness, and offers implementation and operational best practices to help users realize an ongoing return on their investment.

Report Highlights

- Interaction analytics explained, top uses for historical and real-time IA, and a high-level overview of the primary functional capabilities
- Market, business, and technology trends, challenges, and opportunities driving product innovation and influencing enterprise investments
- Vendor innovation, including recently released and planned feature and functionality enhancements
- A look at how AI is transforming IA into a business intelligence offering
- How IA is uniquely positioned to capture many aspects of the customer journey, including how the EX directly impacts the CX
- Why AQM is substantially better than traditional QM methods and how it enhances agent coaching and engagement
- Market activity, market share analysis, and 5-year projections
- Review and assessment of the IA competitive landscape
- Implementation analysis and return on investment timeframes for historical IA, real-time IA, AQM, and RTG applications
- Pricing comparison and analysis for a 250-seat cloud-based IA implementation
- Comprehensive vendor satisfaction survey
- Detailed company reports for the 7 IA vendors, analyzing their products, functionality, and future product development plans
- IA vendor directory



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DMG
CONSULTING LLC

DMG Consulting LLC

6 Crestwood Drive

West Orange, NJ 07052

(973) 325-2954

www.dmgconsult.com