Figure 9.1: Customer Experience (CX) Management

Calabrio	CallMiner	NiCE	OnviSource
Please explain how your CA solution can be used to:			
Support the analysis of omnichannel and multimodal interactions combining speech, text, sentiment and emotional cues (multimodal intelligence) to provide insights into customer interactions and the CX			
Calabrio analyzes 100% of customer interactions across all channels—including calls, chats, emails, and SMS—in a single platform to understand the full customer journey, not isolated channel moments. Calabrio surfaces these multimodal insights in dashboards, helping leaders identify friction points, sentiment shifts, and emerging CX challenges—regardless of the interaction format.	CallMiner's solution supports the analysis of omnichannel and multimodal interactions by combining advanced AI-enabled speech analytics, text analytics, sentiment analysis, and emotional cue detection to deliver comprehensive multimodal intelligence. It captures and processes interactions across various channels—including voice calls, chats, emails, social media, and digital self-service—integrating both structured and unstructured data to create a unified, 360-degree view of the customer experience (CX). By analyzing speech content, written text, sentiment shifts, and emotional tones, CallMiner uncovers insights into customer needs, preferences, and pain points. This holistic analysis enables organizations to identify trends, assess customer satisfaction and loyalty, and pinpoint areas for improvement across all touchpoints.	NiCE Interaction Analytics supports omnichannel and multimodal analysis across many languages. 100% of interactions are analyzed, automatically surfacing insights into each interaction and the entire customer journey on pre-built, customizable dashboards. Interactions across different channels, data sets, and time can be analyzed, searched, and evaluated individually or as a whole experience. Customer sentiment and emotional indicators of the quality of experiences such as silent time, sentiment polarity, and contextual cues are incorporated, and specific models are available to hone in on frustration, sales effectiveness, and more. Also, Enlighten AI for CSAT evaluates agent performance across nine soft skills proven to impact sentiment and CSAT.	All multimodal interactions are converted to standard text with identifiers of their original formats. The texts are then analyzed by Nexe`llecta to discover a broad range of insights, emotions, sentiments, etc.

Figure 9.2: Customer Experience (CX) Management

SESTEK	Verint	Xdroid
Please explain how your CA solution can be used to:		
Support the analysis of omnichannel and multimodal interactions combining speech, text, sentiment and emotional cues (multimodal intelligence) to provide insights into customer interactions and the CX		
Knovvu Analytics supports the analysis of omnichannel and multimodal interactions by integrating data from voice, chat, email, and other digital channels into a unified	Verint captures and unifies interaction data across all customer touchpoints:	The system takes every interaction into a processing phase to generate insights. Some of these insights include intent, categories, sentiment analysis, for both voice and text,

Figure 9.2: Customer Experience (CX) Management		
SESTEK	**Verint**	**Xdroid**
analytics framework. The solution combines speech and text inputs with sentiment analysis, emotion detection, acoustic cues, and behavioral indicators to generate multimodal intelligence and a holistic view of each customer interaction, regardless of the channel.	• Voice (calls, voicemails) • Text (chat, email, social media, messaging apps) • Digital (web, mobile, surveys) This includes both structured and unstructured data for a 360° view of the customer journey. Verint's Da Vinci AI and Analytics engine applies advanced techniques to extract meaning from each modality: • Speech analytics: Transcribes and analyzes voice interactions for keywords, topics, silence, talk-over, and acoustic signals. • Text analytics: Uses NLP to detect intent, sentiment, and emerging issues in written interactions. • Sentiment and emotion detection: Identifies emotional tone and intensity across channels using vocal tone, word choice, and context. • Behavioral cues: Detects stress, frustration, or satisfaction through voice pitch. All interactions are stored in Verint Engagement Data Hub and then presented holistically in Engagement Data Insights. Engagement Data Insights provides insights into customer interactions using out-of-the-box and customizable dashboards. Some of the capabilities include: • Analyze Sentiment trends and what is driving sentiment. • Identify agent coaching opportunities.	including acoustic features for voice. These automatically derived results without any configuration can be used to analyze customer experience with various customized reporting options. On top of that, users can build their own tags and categories to dig in deeper to their data.

Figure 9.2: Customer Experience (CX) Management		
SESTEK	**Verint**	**Xdroid**
	• Analyze categories. • Trigger alerts of drivers that are impacting CX. • Surface anomalies in data.	

Source: DMG Consulting LLC, July 2025

Figure 12.1: Automated Quality Management (AQM)			
Calabrio	**CallMiner**	**evaluagent**	**NiCE**
Please describe the AQM capabilities of your CA solution.			
• Provides prediction-driven quality evaluations by automating Calabrio's Analytics engines including speech, text, and desktop. • Automate repetitive tasks and provide feedback to employees, managers, and other stakeholders, highlighting areas for improvement and providing actionable insights. • Increased efficiency and productivity by reducing the time and resources required for manual evaluation. • Improved customer experience by identifying quality issues in customer interactions. • Improved quality and consistency by ensuring that quality standards are consistently met across all interactions.	CallMiner's AQM capabilities are designed to help contact centers deliver improved CX by uncovering lack of consistency in agent quality and driving improvement through continual feedback and agent coaching. This is realized through: • Quality scoring that can be scaled to offer hybrid or fully automated approaches. • Coaching workflows that are designed to support both self-coaching and bi-directional supervisor-agent collaboration. • The Guided Coaching Module that supports supervisors and QA leaders by automatically identifying who to monitor, what score they need to focus on, how to frame the response (praise, encourage, rescue), and selects a sample contact based on the recommendations. • Dashboards that expose trends	When a customer interaction is ingested, a scorecard can automatically apply to it. For more flexibility, different scorecards can be applied to different types of conversations based on the insights surfaced during the analysis stage. This means that specific scorecards can be assigned to specific types of conversations. Where all line items on a scorecard are automated, these results can be published directly to reports and to the agent.	NiCE AQM leverages Interaction Analytics to analyze and score 100% of interactions using Topic AI, Enlighten AI models, agent behavior, sentiment analysis, desktop analytics, and/or metadata. The analysis automatically pinpoints the agents and conversations that need further evaluation and coaching. The supervisor and agent dashboards provide the ability to view key performance indicator (KPI) and AQM performance trends. Supervisors and quality teams can stack rank agent teams by KPIs, review transcripts and transcript summaries, evaluate interactions, assign coaching to individual agents or groups of agents, and assess coaching effectiveness. Agents can also access completed evaluations, replay interactions, request coaching, request a rescore, and access coaching tasks.

Figure 12.1: Automated Quality Management (AQM)			
Calabrio	**CallMiner**	**evaluagent**	**NiCE**
	and scoring to unlock performance on a per-agent basis, as well as support management of entire teams. • Trend identification to pinpoint coaching opportunities and uncover compliance initiatives. • Analysis and identification of key recent contacts that expose competitive mentions, customer sentiment, and product and marketing requirements. • Screen recording to identify inefficiencies and distractions, while driving improved processes and outcomes. • Agent behavior identification to provide customizable and actionable feedback. • Sharing of best practices after identifying "best-case" interactions that can help scale improved outcomes.		

Figure 12.2: Automated Quality Management (AQM)			
OnviSource	**SESTEK**	**Verint**	**Xdroid**
Please describe the AQM capabilities of your CA solution.			
• Quality and compliance management for 100% of interactions – Processing all interactions against various QA templates and providing QA	AQM allows users to create agent performance evaluation forms. Managers can establish assignments with the forms to foster a dependable QM process while optimizing resource management. It allows the agent to review their evaluated	With the Verint Quality Bot, customers can automate evaluating up to 100% of their voice or digital interactions, helping organizations automate and scale their quality assurance efforts more efficiently.	Xdroid's AQM module evaluates interactions through user-created digital scorecards. The rules in the scorecard are configured by the needs of the operation through the end user interface. AQM can work in 2 ways: rules-based or using AI.

Figure 12.2: Automated Quality Management (AQM)			
OnviSource	**SESTEK**	**Verint**	**Xdroid**
scoring supported by explanations and reasoning • Work and process adherence. Agents' processes and the timely conduct of various interactions are monitored, reported, and agents are notified in real time. • Improvement of agent soft skills, attitude, mannerisms, and professionalism. Using ML/DL and generative AI, soft skills are discovered, and notifications can be sent to the agent. • Compliance management - focuses on agents' compliance with work and interaction requirements.	conversations and receive feedback with the opportunity to request a second review.	Automated Answer Rules Specific Phrases: Automatically evaluates responses based on exact terms or phrases defined in the rule, enabling precise, rule-based quality checks. Automated Answer Rules with Ask a Question: Uses generative AI and natural language processing to interpret and evaluate open-ended questions based on meaning and context. Fully Automated Form Scoring: Enables 100% automated scoring of voice, chat, and email interactions, improving quality coverage and compliance monitoring. Partially Automated Form Scoring: Prepopulates evaluation forms with AI-generated scores while allowing manual input for selected questions, blending automation with human oversight. Additionally, the Disputes Workflow enables employees to dispute both automated and manual evaluation scores, and evaluators to manage the dispute review through a formalized process and apply updated evaluation scores.	Every scorecard includes quality ratings, which include defined automated rules. A rule can include the introduction script, a hold duration rule, or the agent's customer verification steps. These rules can be configured with the composer by adding scripts or using Xdroid iQ. RAG documents are used in accordance with AI quality ratings to add more context to the prompt for the evaluation.

Source: DMG Consulting LLC, July 2025