



Strategy Consulting & Market Intelligence

Tracking Speech Automation, Mobile Services & Conversational Commerce

Since 1985, Opus Research has provided clients with insights, advice, networking, events and quantification of the market for software, services and solutions that combine speech processing, call processing and natural language processing for mobile devices, contact centers, web services, cloud computing and a range of “open” APIs.

Recent Reports:

- The Case for Bimodal Authentication
- Strong Authentication for Mobile Commerce
- The Conversational Cloud: Beyond the Hosted Contact Center
- Voice Biometrics Vendor Survey: “Intelliview”
- 5 Rules of Survival in the BYOD Era
- Personal Virtual Assistants: Primer and Planning Guide
- Survey Results - Caller Authentication: Likes, Dislikes and Preferences
- Conversational Commerce: IVRs Take on New Tasks

Recent Posts:

- 10 Trends to Watch: Conversational Commerce 2014
- Speech Analytics Firm Fonetic Targets Dodd-Frank Compliance, Adds Voice Biometrics
- Genesys Stratifies its Platform Strategy into Three Tiers
- Aspect Introduces Zipwire: Cloud-based Contact Center based on Voxeo
- IBM Moves Watson to The Cloud, Lures Developers and Creates an Instant Ecosystem

Upcoming Topics

Enterprise Virtual Assistants-Intelliview and Solution Provider Assessment (Jan 2014)

Decision-makers’ guide and analysis of top platform providers that enable leading-edge companies in financial services, travel/hospitality, utilities and public services to provide customer care and marketing through human-like virtual agents on smartphones or websites.

The Power of Predictive Analytics (Feb 2014)

A deep dive into predictive analytics (PA) and its potential to support new, more-efficient models for customer engagement and much-improved user experience across multiple communications channels and devices. Includes use cases that illustrate how implementation of PA leads to increasing cross-sell and upsell, improved customer satisfaction and other key success factors for customer care operations.

Conversational Cloud Update: Innovative SaaS-based Contact Center Offerings (Spring 2014)

Update of key statistics, product offerings and positioning of the leading providers of cloud-based contact center and customer self-service resources.

Conferences

Voice Biometrics Conferences (San Francisco, May 14-15, 2014 - London, November 2014)

The premier showcase for providers of voice biometric-based solutions spanning contact centers, mobile devices and multi-factor fraud prevention. A “must attend” event for product designers, system integrators, application developers and security experts for financial service providers, telcos, government, insurance companies and others who are putting secure, but friendly, customer service solutions into practice.