2022 Conversational Intelligence Intelliview:

Evaluating 15 Leading Solution Providers Who Surface
Insights from First-Party Conversational Data

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Conversations between customers and businesses provide a rich source of insights to improve out-
comes for product development, marketing, sales, and customer support. Opus Research calls the
content of these sources or repositories "Conversational Intelligence" (CI). Successful Conversational
Intelligence initiatives promote collaboration, accelerate sales, enhance employee productivity and
job satisfaction, enable agent training, improve chatbots and intelligent assistants, and provide a
defined competitive advantage. In this document, Opus Research evaluates the services and strategic
potential of 15 firms whose technologies and product offerings helps brands and businesses make the
most of Conversational Intelligence.

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Key Findings

In this report, Opus Research seeks to learn and evaluate how select solution providers enable businesses to apply speech and conversational analytics, natural language processing, and machine learning technologies in contact centers, marketing, and sales acceleration efforts. Firms included in this report provide a panoply of technologies to capture conversations, recognize the intent of the conversation, and trigger responses based on dynamic array of information or intelligence. Successful solutions gather conversational data ingrained in call recordings, chat transcripts, product documentation, and the dynamic output of automated systems and processes. Opus Research calls the content of these sources or repositories "Conversational Intelligence" (CI).

Our analysis is informed by the following:

➤ Customers are more comfortable than ever using self-service by employing automated assistants and are calling on those "bots" to do more. In addition to Q&A and intelligent routing, they expect intelligent virtual assistants to be able to recognize, even anticipate, the purpose of their call.

➤ Real-time speech analytics is considered a foundation for Conversational Intelligence (also known as Conversation Intelligence). For call center agents, CI benefits into educed call wait times, fewer customer service representative errors, better accuracy and resolving issues faster.

➤ Success is still hinged on understanding how best to scale, and implement Conversational Intelligence across service, support, and marketing.

➤ CI has taken on first-o der importance among customer experience, contact center, marketing, revenue generation, product management and digital transformation professionals, as well as C-Suite executives. Solution providers start with call recordings or chat transcripts, subject them to AI-supported analytics, augment them with related metadata for context and transform them into the foundation for successful customer experiences and improved employee productivity.

Conversational AI Infuses Sales, Marketing, and Support

Conversational Intelligence provides a rich source of insights to inform future conversations, as well as support improved business outcomes for product development, marketing, sales, and customer support.

Many of the firms included in this eport may not compete directly with one another and, in fact, may complement each other for specific business solution . Some were founded on developing speech and text analytics, recording, capturing and transcribing natural language conversation to extract insights, detect sentiment, develop agent scoring, and dig into metadata analysis. Others are laser-focused on applied use cases for Conversational Intelligence, spanning use cases in sales, marketing, and customer support, that trigger alerts, assist agents, inform virtual agents, identify and validate marketing attribution, and, of course, lead generation.

For more information about purchasing this report and/or becoming an Opus Research client, please contact:

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About Opus Research

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that supports digital transformation. Opus Research is focused on the merging of intelligent assistance, NLU, machine learning, conversational AI, conversational intelligence, intelligent authentication, service automation and digital commerce. **www.opusresearch.net**