

2023 Conversational AI Intelliview:

Decision-Makers Guide to Enterprise Intelligent Assistants »

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October 2023

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The release of ChatGPT one year ago unleashed tremendous expectations for enterprises to leverage Large Language Models (LLMs) and Generative AI resources. Businesses are steadily exploring applications and use cases that improve customer experience, employee productivity, and prospects for increased revenue. In this 2023 edition of the Conversational AI Intelliview, Opus Research evaluates 15 leading Enterprise Intelligent Assistants providers who are under increasing pressure to leverage emerging technologies for automated, natural-language, self-service solutions and the ongoing refinement of voicebots, chatbots, and other conversational assistants.



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Executive Summary

We've entered the "post-transformer era." Enterprises of all sizes have high awareness of and expectations for Large Language Models (LLMs) and Generative AI resources to fuel applications and use cases that improve customer experience, employee productivity, and prospects for increased revenue. Leading Conversational AI providers are under increasing pressure to leverage these emerging technologies, while running the risk of obsoleting past investments by enterprise customers in precursor "Conversational AI" technologies, meaning ones focused on natural language processing, intent discovery, and multiple bots.

In this seventh edition of evaluating Conversational AI and Enterprise Intelligent Assistants solutions, Opus Research analyzed each vendor's offering according to specific criteria for enterprise options. The top considerations include:

- **Feature-Rich and Highly Functional Resources:** Fifteen vendors qualified to participate in this year's Enterprise Intelligent Assistant (EIA) Intelliview. They distinguished themselves by offering tools and resources that support creation, monitoring, and sustaining of automated virtual assistants for self-service and agent assistance across multiple channels.
- **Robust Connectors to Sources of Knowledge and Back-Office Systems:** Successful use cases for bots and agent assistants must connect to a wide variety of data sources and systems through well-documented APIs and pre-configured connectors. Respondents received extra credit for creating and maintaining libraries that can easily be integrated into EIA workflows.
- **Proven Record of Transformation without Disruption:** Enterprises have significant investment and loyal staff vested in legacy technologies built on industry and company-specific data and knowledge (Conversational Intelligence). Reference accounts describe how vendors provide tools and support to help existing personnel leverage legacy technologies and integrate Conversational AI into both their employee and customer care workflows.
- **Vision for LLMs and Generative AI to Augment Offerings:** LLMs and Generative AI resources can eliminate many labor-intensive tasks involved with building and maintaining bots and delivering on the promise of agent assistants.
- **Shifting from Rule-based, Task-specific Language Models:** Early bots were not much more than "conversational FAQs," enabling users to use their own words to query static knowledge repositories. Significant resources have been invested in building language models to support a broader range of activities and outcomes. The next progression has been to employ LLMs and Generative AI resources to improve understanding, recognize intents, extract insights, and generate personalized and accurate responses.

All of the firms evaluated in this document are worthy of consideration by enterprises evaluating their options for introducing Enterprise Intelligent Assistants. Our criteria take into account both their core technologies and their competencies to provide long-term support as the pace of technological change accelerates in this post-transformer era.



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