2024 Conversational Intelligence Intelliview:

Evaluating Leading Service Providers Who Surface AI-Powered Insights »

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In this report, Opus Research evaluates 18 leading solution providers that employ today's technologies to capture and analyze a wide spectrum of data to derive actionable insights from voice- and text-based interactions among employees, prospects, and customers. Conversational Intelligence (CI) serves as a cornerstone for enhancing business objectives. Contact centers and CX operations are the most direct beneficiaries of CI-informed features and functions, spanning support of quality assurance, agent training and post-call summarization, real-time agent assistance, and automated virtual assistants.

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Introduction: Defining Conversational Intelligence

Conversational Intelligence (CI) represents an evolving set of cloud-based technologies, encompassing a diverse set of features and functionalities. At its core, CI empowers enterprises to capture a wide spectrum of data across multiple formats and sources, applying advanced analytic resources to derive actionable insights from voice- and text-based interactions among employees, prospects, customers, and automated virtual assistants.

In this (our fourth) "Conversational Intelligence Intelliview," Opus Research evaluates service offerings from 18 vendors that distinguish themselves by providing enterprise customers with CI tools and resources designed to improve customer experience, employee productivity, and operating results.

Key Findings

➤ Contact Centers and CX operations are the most direct beneficiaries of CI-informed features and functions, spanning support of quality assurance, agent training and post-call summarization, and moving to real-time agent assistance. Likewise self-service chatbots and voicebots are informed by CI.

➤ Outside of centers and self-service, CI-derived insights inform classic IT applications, including Conversation Analytics, Semantic Search (advanced Q&A), Knowledge Management, Bot Development, and Sentiment Detection.

➤ High awareness of foundational Large Language Models (LLMs) and Generative AI (GenAI) resources have greatly increased enterprise decision-makers' expectations for CI solution providers to do the "heavy lifting" surrounding implementation of secure, trustworthy, and ethical AI, trained on an amalgam of relevant conversational data and metadata. In addition, the power of LLM-based tools has made real-time CI more feasible and affordable, and results in an increasing appetite among enterprises for real-time analytics.

➤ Features that initially served as differentiators for early entrants have quickly become commodities and table stakes in battle to provide innovative services. Question/answering, summarization, and PII redaction are examples of such features.

➤ Looking ahead, solution providers whose vision addresses how CI can strike a balance between humans and machines by providing consistent, accurate responses at scale through bots, search boxes, and well-designed agent or administrative screens are destined to find continued success.

For more information on becoming an Opus Research client or to purchase the report, please contact:

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About Opus Research

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