

# Conversational Intelligence Intelliview

Converting First-Party Data to Business Insights



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**A growing number of marketing and sales executives have joined their customer support peers and recognized that the most successful interactions with prospects and customers take the form of a digital, omnichannel conversation. Firms included in this inaugural Conversational Intelligence Intelliview come from a diverse set of disciplines; representing Speech Analytics, Call Tracking, Conversational AI and Sales Assistance. Each has built core solutions from purpose-driven analysis of conversational content and "first-party data" to increase commerce & sales and achieve business goals.**

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## Key Findings

This Opus Research report evaluates eleven solution providers who are starting to define an emerging opportunity area called “Conversational Intelligence.” They offer tools, services and platforms to help transform raw transcripts or call recordings into a source of insights and business intelligence to inform marketing, customer support, product development and operational decisions. Our evaluation is informed by the following:

- **Conversations are the New CX** – The most successful interactions with prospects and customers take the form of a digital, omnichannel conversation. They are initiated at each customer’s discretion, although they can be triggered by an ad, email, text alert or the prompting of a personal virtual assistant.
- **Commercial conversations span time, devices and modalities** – These conversations take place over long periods of time and bolster the lifetime value of each customer. They take place at any time of day, employing the individual’s device of choice and can involve both text and voice input.
- **Recordings and transcripts are a rich source of “Conversational Intelligence” (CI)** – Call recordings and chat transcripts can be aggregated into the proverbial ‘single source of truth’ that informs live or virtual agents as they assist individuals to complete their desired tasks. As “first-party data,” provided directly from a client, customer or prospect, they serve as a rich source of insights that inform each brand’s marketing, sales and support efforts.
- **Conversational Intelligence converts raw data into business insights** – When subjected to speech or text analytics, natural language understanding, machine learning, sentiment analysis and other flavors of conversational AI, these first-party data become “Conversational Intelligence” for business insights.
- **Speech Analytics, Call Tracking & Sales Productivity specialists define category** – Firms that built core technologies around purpose-driven analytics of content and metadata to support business goals have established leadership in this emerging category.
- **Next Up: Conversational Service Automation** – Conversations comprise data and that will emerge as the preferred, perhaps exclusive, key to a “360-degree view” of each customer, providing a mechanism for recognizing the intent of each individual based on their own words in context.

