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The Conversational Cloud: Beyond The Hosted Contact Center





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Blame Salesforce.com and Amazon Web Services for giving enterprises confidence in running mission-critical business processes and data in remote data centers. The ripple effect from the early migrations are permeating customer care and self-service strategies where solutions leverage Big Data, Predictive Analytics, Machine Learning and Natural Language Processing to foster simple, speedy task completion and customer empowerment.



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About Opus Research

Opus Research is a research-based advisory firm providing critical insight and analysis of enterprise implementations of software and services that support multimodal customer care and employee mobility strategies. Opus Research calls this market “Conversational Commerce” with tailored coverage and sector analysis that includes: Self-Service & Assisted Self-Service, Voice & Call Processing, Web Services, Personal Virtual Assistance, Mobile Search and Commerce and Voice Biometrics. www.opusresearch.net

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