Decision Maker's Guide to The Conversational Cloud

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In this inaugural Intelliview report, Opus Research identifies and evaluates platforms offered by participating Conversational Cloud players and solutions providers. Firms under study include Avaya, Cisco, Dialpad, Five9, Freshworks, Genesys, LivePerson, NICE, Nuance/MSFT, Salesforce, Thrio, Verint, and Vonage. This guide is meant to serve as a valuable resource for decision-makers evaluating options for adding Conversational AI to their cloud-based IT infrastructure to meet clearly defined and measurable business outcomes.

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The Conversational Cloud: Key Findings

➤ Opus Research estimates that businesses around the world spent roughly $65 billion on cloud-based services that leverage Conversational AI in 2022. Resources and tools for building "bots" or intelligent assistants now permeate the clouds operated by tech giants, communications service providers, system integrators and business process outsourcers.

➤ As the migration of IT and contact center resources to cloud-based resources accelerates, a new consumption model is taking shape for employing Conversational AI to improve customer experience, employee productivity, operational efficiencies and business profitability.

➤ Initial migrations to the cloud were use-case-driven, built-to-purpose projects which conformed to long-standing service categories rooted in premises-based legacy systems: Contact Center as a Service (CCaaS), Communications Platforms as a Service (CPaaS), Unified Communications as a Service (UCaaS) and ultimately eXtensibility as a Service (XaaS).

➤ Enterprises today take a holistic approach to AI-informed IT investment, employing real-time analytics and understanding to derive conversational intelligence or insights that inform self-service resources, contact center infrastructure, and enterprise knowledge bases with rich data, metadata and insights.

➤ For evaluation purposes, Opus Research focuses on for categories of enabling technologies: Self-Service, Application Integration and Workflow Automation, Interaction Processing and Intelligent Routing, and Conversational Intelligence.

➤ Pricing and packaging of Conversational Cloud offerings is in flux, as seat-based or user-based licensing is balanced with consumption-based models that are more characteristic of cloud-based service providers. Feedback from enterprise buyers indicate a need to balance certainty with cost-savings.

In this document, Opus Research identifies and evaluates platforms and solutions offered by participating Conversational Cloud players and participants. Firms under study include Avaya, Cisco, Dialpad, Five9, Freshworks, Genesys, LivePerson, NICE, Nuance/MSFT, Salesforce, Thrio, Verint, and Vonage. This guide is meant to serve as a valuable resource for decisionmakers evaluating options for adding Conversational AI to their cloud-based IT infrastructure to meet clearly defined and measurable business outcomes.

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About Opus Research

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support multimodal customer care. Opus Research is focused on "Conversational Commerce," the merging of intelligent assistant technologies, conversational intelligence, intelligent authentication, enterprise collaboration and digital commerce. www.opusresearch.net

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