



# Decision-Makers' Guide to Enterprise Intelligent Assistants



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# Decision-Makers' Guide to Enterprise Intelligent Assistants »

**Enterprise Intelligent Assistants (EIAs) offer human-like, automated services as a natural way for individuals to carry out commerce through companies' voice response systems, Web sites and mobile apps. In this report, Opus Research defines "Eight Characteristics of Highly Successful EIAs" and identifies 13 firms whose platforms best embody those traits.**

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