June 2024

Coverage Areas & Expertise
Conversational Intelligence, Intelligent Assistance, Intelligent Authentication

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support digital transformation. Opus Research is focused on intelligent assistance, NLU, machine learning, conversational AI, generative AI, conversational intelligence, intelligent authentication, LLMs and digital commerce.

Recent Reports:
- Shaping the Future of Customer Care: Innovative Self-Service
- 2024 Conversational Intelligence Intelliview: Leading Solution Providers in AI-Powered Insights
- Human Intelligence: The Key to Harnessing Generative AI

Recent Posts:
- A Rising Tide Raises All (Voice) Bots?
- Salesforce Unified Knowledge: Zoomin Partnership to Power GenAI with Robust Data Integration
- United Airlines, TXU Energy, and Memorial Hermann Among Opus Research's 2024 AI Award Winners

UPCOMING TOPICS

Decision Makers' Guide: Enabling the Conversational Cloud (Q3 2024)
Rapid proliferation of advanced LLMs, data insights, and analytics resources throughout the enterprise is eroding distinctions between CCaaS, UCaaS, and CPaaS. Learn options for adding AI to cloud-based IT infrastructures and clearly defined workflows to guarantee measurable business outcomes.

2024 Conversational AI Intelliview: Enterprise Intelligent Assistants (Q4 2024)
Charting the evolutionary progress in adoption and deployment of intelligent assistance for both self-service and agent-assistance. This report explores breakthroughs in advanced LLMs and Generative AI to deliver business value and automated Conversational AI solutions for customer care, agent assistance, digital self-service, and virtual agents.

Opus Research's 2024 Conversational AI Awards (Q4 2024)
Annual awards recognizing excellence and achievement for real-world deployments of Conversational AI, virtual agents, chatbots, Generative AI, intelligent assistance, and innovation

Opus Research Intelliview: Conversational Intelligence (Q1 2025)
Seminal report evaluating leading solution providers who derive actionable insights from voice- and text-based interactions among employees, prospects, and customers. Contact centers and CX operations are the most direct beneficiaries of Conversational Intelligence to improve business objectives, optimize performance, and provide real-time agent assistance.

WEBINARS, EVENTS & LIVE VIDEO CHATS
Working in coordination with sponsor participants to drive attendance and exclusive content, Opus Research hosts webinars, events, and live video chats for thought-provoking discussions and prospect lead generation.

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› **Intelligent Authentication Conference** - Bringing executives and decision-makers together to learn how voice biometrics and multi-modal authentication strategies build enterprise security for contact centers, prevent fraud, and provide engaging customer experiences for simple, trusted digital commerce.
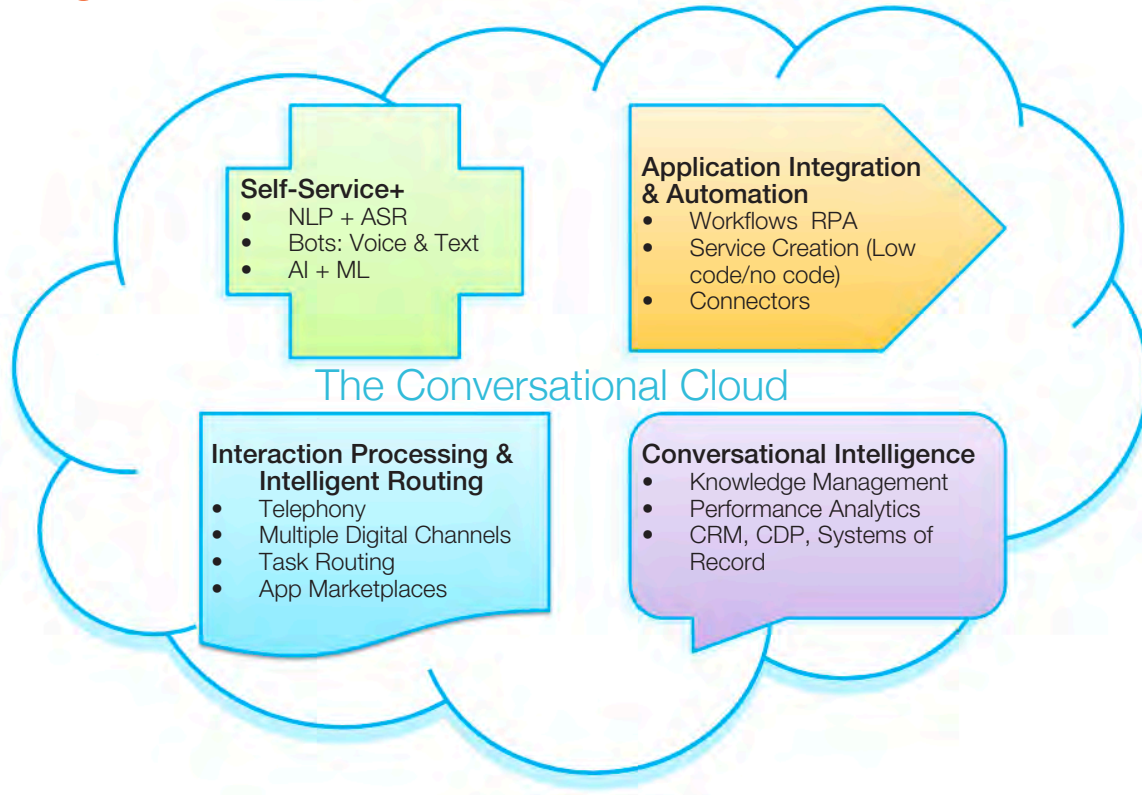
› **Conversational Cloud Conference (C3) -** C3 tackles real-world opportunities and challenges as brands and enterprises embrace Natural Language Processing, Conversational AI, chatbots, agent assistance, real-time analytics, and Conversational Intelligence.
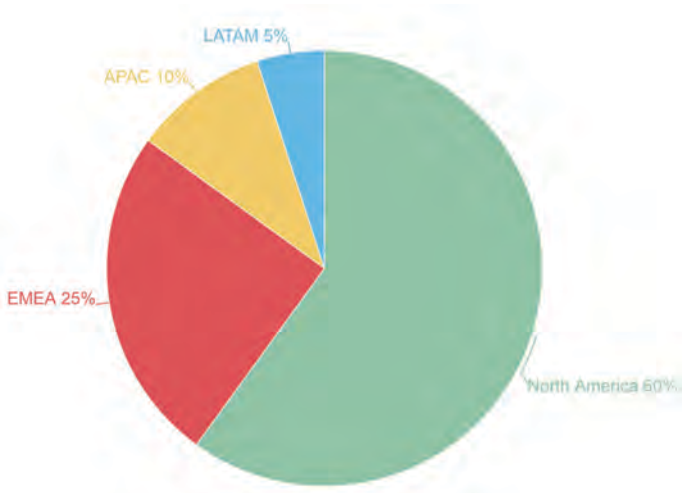
› **Opus Research Summits -** Opus Research-led, half-day regional summits across the globe focused on conversational commerce, intelligent authentication, and intelligent assistance.

Defining the Conversational Cloud

The Conversational Cloud

Self-Service+
- NLP + ASR
- Bots: Voice & Text
- AI + ML

Application Integration & Automation
- Workflows RPA
- Service Creation (Low code/no code)
- Connectors

Interaction Processing & Intelligent Routing
- Telephony
- Multiple Digital Channels
- Task Routing
- App Marketplaces

Conversational Intelligence
- Knowledge Management
- Performance Analytics
- CRM, CDP, Systems of Record

Opus Research Audience Demographics & Readership

Global Reach | Regional Breakdown

- LATAM 5%
- APAC 10%
- EMEA 25%
- North America 60%

Industry Impact | Vertical Markets

- Other 10%
- Hospitality 1%
- Manufacturing 1%
- Automotive 2%
- Retail 2%
- Healthcare 3%
- Education 3%
- Media/Advertising 5%
- Technology 42%
- Professional Services 8%
- Telecommunications 10%
- FinServ/Investing 13%