



Analysis & Expertise in Conversational Commerce

Conversational Intelligence, Intelligent Assistance, Intelligent Authentication

Opus Research is a diversified advisory and analysis firm providing critical insight on technologies that support multimodal customer care. Opus Research is focused on “Conversational Commerce,” the merging of intelligent assistance, machine learning, intelligent authentication, enterprise collaboration and digital commerce.

Recent Reports:

- Conversational Voice Response: Bringing the Best Tech Forward
- In the Post-Telephone World, it is all about Conversational Messaging
- Global Survey: Drivers For Deploying Speech Analytics (Year 3)
- Decision Makers’ Guide to Enterprise Intelligent Assistance” (2018 Edition)

Recent Posts:

- Data Shows How Chatbots Help Businesses Perform Better and Improve Customer Experience
- Five Guiding Principles for Conversational Commerce in 2019
- Verizon Now Offers Pindrop’s Anti-Fraud Services to Cloud Contact Center Customers

UPCOMING TOPICS:

Defining Business Metrics for Conversational Commerce and Intelligent Assistance (January 2019)

Customers are increasingly engaging with businesses across all channels (chatbots, messaging, digital assistants, smart speakers, etc.) This report models the cost-benefit analysis for intelligent assistance deployments understanding the business case and determining the appropriate metrics and key performance indicators (KPIs) for bringing Conversational AI into customer experiences.

Intelligent Authentication Intelliview: Solutions to Optichannel Challenges (March 2019)

Opus Research provides enterprise executives competitive context and a global view of firms offering authentication solutions that include voice biometrics, identity management, and continuous authentication to support trusted commerce.

Conversational AI Solutions for Employee Assistance and Worker Productivity (April 2019)

Natural language processing (NLP) and conversational technologies are fundamentally changing the workplace. By leveraging AI, many businesses are building operational efficiencies and glean business insights with intelligent assistants to redefine CRM and sales technology strategies, digitize human workflows, improve scheduling and collaboration, and operationalize worker productivity across multiple business units (IT help desk, agent training, R&D, and more).

Decision Makers’ Guide to Enterprise Intelligent Assistants (Summer 2019)

Opus Research presents an annual, comprehensive assessment of the current Intelligent Assistant (IA) and bot solution provider landscape with special focus on vendors offering “enterprise-grade” solutions for virtual agents, chatbots and platforms for conversational commerce.

Global Survey: Deployments of Speech Analytics (Summer 2019)

In its fourth year, this global survey of 500 contact center decision-makers detects and documents changes of the perceived value of Speech Analytics on contact center operations, workforce optimization, virtual agents, value of data, customer experience, and business insights

EVENTS

› **Intelligent Authentication Conference | Europe, Spring 2019** | This unique event brings together executives and decision-makers to learn how simple, trusted digital commerce using multi-modal biometrics and seamless identity & verification strategies can provide fraud prevention, enterprise security and engaging customer experiences.



› **Conversational Commerce Conference (C3) | New York, Summer/Fall 2019** | C3 tackles real-world opportunities and challenges as brands and enterprises embrace Natural Language Processing, Machine Learning, bots, “VoiceFirst” strategies, conversational sales & marketing, and Intelligent Assistance.



› **Road Shows** | Opus Research-led regional summits across the globe focused on conversational commerce, intelligent authentication, and intelligent assistance to address customer concerns, highlight customer deployments and free for all qualified end user attendees (CX, contact center, security, digital channels, etc.).

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