

Conversational Intelligence Intelliview »

Evaluating Eleven Firms That Surface Insights from First Party-Data

Conversational Intelligence has taken on first-order importance among customer experience, contact center, and Digital Transformation professionals as a fundamental business asset. Successfully leveraging NLP and AI-infused analytics to capture and analyze customer conversations is improving sales and marketing campaigns, customer experiences, and employee productivity. In this document, Opus Research evaluates the products, services, positioning and potential of eleven firms that show leadership in helping enterprises make the most of Conversational Intelligence, i.e. the value of conversational analytics derived from chats, phone calls, and voice discussions with both live and virtual agents.

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Key Findings

Culling insights, action items, and other triggers from the conversations between companies and their customers or prospects have taken on heightened importance over the past fifteen months of pandemic-driven lock-down. In this document, Opus Research evaluates the products, services, positioning, and potential of eleven firms that show leadership in helping enterprises make the most of Conversational Intelligence, i.e. meaning derived from the chats, phone calls and voice discussion with both live and virtual agents.

Our analysis is informed by the following:

- First-party data is the ideal basis for understanding the true “Voice of the Customer” and is fundamental for every company pursuing a customer-centric strategy.

- Customers are more comfortable than ever using self-service by employing automated assistants and are calling on those “bots” to do more. In addition to Q&A and intelligent routing, they expect their intelligent virtual assistants to be able to recognize, or even anticipate, the purpose of their call.

- Chatbots, voicebots and other Intelligent Assistants have been called upon more frequently to complete increasingly complex sets of tasks on behalf of both customers and employees. This requires them to understand and rapidly respond to natural language input.

- Both virtual assistants and live agents are best informed by a panoply of technologies to capture conversations, rapidly recognize (or even predict) the intent of each contact, and trigger responses based on a dynamic array of information or intelligence ingrained in call recordings, chat transcripts, product documentation, and the dynamic output of automated systems and processes. Opus Research calls the content of these sources or repositories “Conversational Intelligence” (CI).

- CI has taken on first-order importance among Customer Experience, Contact Center, Marketing, Product Management and Digital Transformation professionals, as well as C-Suite execs. Solution providers start with call recordings or chat transcripts, subject them to AI-supported analytics, augment them with related metadata for context, and transform them into the foundation for successful customer experiences and improved employee productivity.

Whether they are dealing with an intelligent virtual assistant or an agent/advisor in a contact center, callers expect to benefit from resources in the “back office” or “in the cloud” that provide consistently correct answers, recommendations or actions 24/7/365 at a high scale. That moves the center of gravity in automation and self-service efforts from shallow “conversational user interfaces” to more useful automated assistants or agents. The difference is that they are informed by an amalgam of resources that Opus Research calls “Conversational Intelligence.”

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