opusresearch »

JANUARY 2026

Coverage Areas & Expertise

Conversational AI, Conversation Intelligence, Human-AI Collaboration

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 the intersection of CX and the future of work, paying special attention to Conversational AI, Generative AI, Conversation Intelligence, Agent Assistance, Intelligent Authentication, and Contact Center Outsourcing.

UPCOMING TOPICS

A Multi-Agent CX Blueprint: From Agent Sprawl to CXO (Q1 2026)
Enterprises deploying AI agents across channels risk agent sprawl that creates inconsistent CX, fragmented governance, and weak proof of outcomes. Unleashing productivity gains with multi-agent environments requires optimizing data processes and wrestling with build-versus-buy AI architecture decisions. Conversational Experience Orchestration (CXO) provides an operating model for AI agents. This report offers a function-first blueprint for a multi-agent future, defining required capabilities like shared context, portable policies and guardrails, a reusable skill layer, and continuous evaluation, plus a practical roadmap and metrics.

The Proof of Value Scoreboard for BPO AI (Q1 2026)
BPOs increasingly claim AI impact, but "we automated some stuff" is not the same as "the business got better." This report examines how leading providers measure proof-of-value in real programs, including KPI stacks, baselines and controls, attribution rules across automation types, and review cadence. It highlights observable evidence buyers can demand and tees up Intelliview scoring on outcomes credibility, analytics rigor, and governance maturity.

Agentic Commerce: Trusted AI Agents for Buying, Service, and Discovery (Q2 2026)
Conversational AI agents help customers discover, buy, and get service. Emerging protocols allow merchants to expose catalog, pricing, and fulfillment logic into third-party agent interfaces. The use of autonomous AI agents is moving beyond shopping companions and passive product recommendations to proactive, goal-driven B2B actions and considered purchases. This report defines the agentic commerce stack and its CX implications, showing how discovery, checkout, and post-purchase support converge inside multi-agent environments and can scale safely under constraints like privacy, sovereignty, and cost.

2026 Contact Center Outsourcing Intelliview (Q2 2026)
This Intelliview will assess contact center outsourcers on more than labor and language reach, geographic spread, and efficiency. We will center on how each BPO operationalizes AI: data strategy, governance, agentic orchestration, integration with CCaaS, workforce transformation, quality and risk controls, and real business outcomes. We will also spotlight AI-native offerings, pricing, and go-to market readiness. The result is a clear, comparative map of who delivers scalable, trusted, value-driven automation.

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.

- **Opus Research Conferences -**
  Since 2008, Opus Research has organized and produced top-notch global eventsthat tackle real-world opportunities and challenges as enterprises embrace Conversational AI, LLMs, Gen AI, agent assistance, Intelligent authentication, real-time CX analytics, and workflow automation.
- **Opus Research Summits -**
  Opus Research-led, half-day regional summits across the globe focused on conversational AI, future of work, intelligent authentication, and contact center outsourcing.

C3
presented by
opusresearch