

Coverage Areas & Expertise

Conversational AI, Conversational 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 with special attention to Conversational AI, Generative AI, Conversational Intelligence, intelligent authentication, LLMs, and digital commerce.

UPCOMING TOPICS

GenAI Trust and Safety: Mitigating Risks and Enabling Solutions (Q4 2024)

Ensuring the reliability, accuracy, and brand alignment of GenAI-powered applications has become a pressing concern for CX organizations. This report identifies vulnerabilities associated with LLMs, outlining effective safeguards, and exploring the emerging landscape of solutions designed to help enterprises monitor and secure their GenAI applications.

2025 Conversational AI Intelliview: Self-Service and Enterprise Intelligent Assistants (Q1 2025)

Opus Research's industry-defining report explores how enterprises are navigating the transition to GenAI-powered self-service solutions and what it takes to successfully migrate legacy systems. This report evaluates the effectiveness and competitive differentiators of today's solution providers to deliver business value in deployments of Conversational AI self-service for virtual agents and customer service.

AI Trends Intelliview: Agent Assistance and Workflow Automation (Q1 2025)

Agent assistance tools have quickly advanced with "copilots" becoming common tools to enhance employee productivity, understand customer intents, and present real-time, AI-powered prompts. Opus Research examines how AI is fundamentally changing agent assistance and evaluates solutions that can save time, increase revenue, and leverage workflow automation to ensure positive customer experiences.

Future of Work: Strategies for Human-AI Collaboration (Q2 2025)

AI won't be fully replacing humans in contact centers anytime soon—but it will change the game. To succeed, contact center agents will need new skills and a seamless approach to collaborating with AI. This report uncovers the hybrid future of human-AI teamwork in contact centers.

The Changing Landscape for BPOs: Adapting to Customer Service AI (Q2 2025)

Contact center outsourcers built a multi-billion dollar industry through labor arbitrage. The two largest outsourcers employ nearly a million people between them. So, it's no wonder that outsourcers view AI—and the automation that it brings—as an existential threat to their core business model. This report will explore how outsourcers can and will use AI to change their approach to labor and to the services they provide to enterprises the world over.

Opus Research's 2025 Conversational AI Awards (Q3 2025)

Annual awards recognizing excellence and achievement for real-world deployments of Conversational AI, virtual agents, Generative AI, intelligent assistance, and innovation.

2025 Conversational Intelligence Intelliview (Q3 2025)

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.

➤ **Opus Research Conferences** - Since 2008, Opus Research has organized and produced top-notch global events that tackle real-world opportunities and challenges as enterprises embrace Conversational AI, LLMs, Generative AI, agent assistance, Intelligent authentication, real-time CX analytics, and workflow automation.

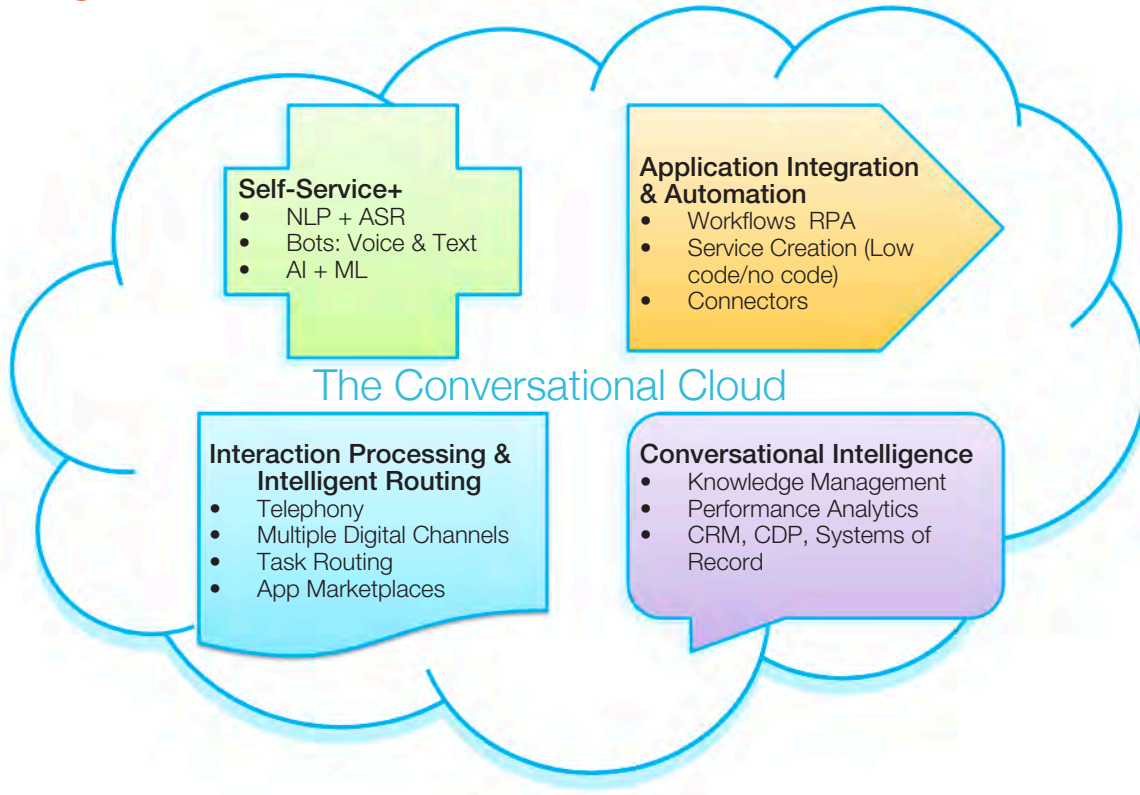
➤ **Opus Research Summits** - Opus Research-led, half-day regional summits across the globe focused on conversational commerce, intelligent authentication, and intelligent assistance.



presented by

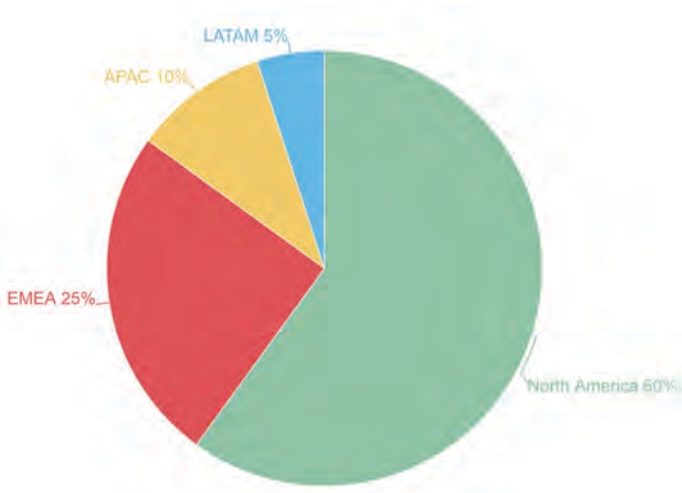
 **opusresearch**

Defining the Conversational Cloud



Opus Research Audience Demographics & Readership

Global Reach | Regional Breakdown



Industry Impact | Vertical Markets

