

2025 Conversational AI Intelliview:

Decision-Makers Guide to Self-Service & Enterprise Intelligent Assistants >>



June 2025

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A fundamental transformation is occurring in how Conversational AI technologies enable self-service and customer care. The market is moving away from proprietary, intent-based bot designs toward platforms that leverage LLMs and Generative AI (GenAI). The focus is now on delivering solutions that are more usable, secure, rapidly deployable, and deeply integrated with enterprise systems. The underlying technology is increasingly commoditized; the differentiator is now product experience and enterprise fit. This report evaluates 16 leading solution providers who distinguish themselves through advanced GenAI integration and align their solutions with enterprise needs for product completeness, reliability, future vision, and platform maturity.

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Executive Summary

No Doubt About It: Generative AI and LLMs Are Defining the Future of Self-Service

The CCaaS landscape is undergoing a fundamental transformation, moving away from proprietary, intent-based bot designs toward platforms that leverage LLMs and generative AI. The focus is now on delivering solutions that are more usable, secure, rapidly deployable, and deeply integrated with enterprise systems. The underlying technology is increasingly commoditized; the differentiator is now product experience and enterprise fit.

➤ **New Paradigms: From Flow-Based to Prompt-Based Agent Design**

Traditional flow builders, while predictable, are slow to adapt and require significant expertise. In contrast, prompt-based, GenAI-powered agents can be deployed much faster but need robust enterprise controls to ensure reliability and prevent unpredictable behavior. The industry is in a hybrid phase, with both models coexisting, but the trajectory clearly favors GenAI as tooling matures and becomes more controllable.

➤ **Platform Maturity and Differentiators: Pragmatists & True Believers**

Introducing a GenAI Platform Maturity Framework to evaluate vendors across five key dimensions: agent construction/orchestration, tool integration/function calling, knowledge processing, observability/control, and evaluation/trust. Vendors are categorized as “Pragmatists” (incrementally adding GenAI to flow-based systems) or “True Believers” (building GenAI-first platforms), with the most advanced solutions excelling in modularity, analytics, and continuous evaluation.

➤ **Assessing Today’s Solution Providers**

The report evaluates 16 leading solution providers, scoring them on product offering, integrations & analytics, safety & trust, deployment & maintenance, and strategy & execution. Leaders distinguish themselves through advanced GenAI integration, robust tool ecosystems, strong analytics, and thoughtful balance between accessibility and control. The most successful vendors are those that align their solutions with enterprise needs for ease of use, reliability, speed to deploy, and platform maturity.



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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, Conversational Intelligence, Agent Assistance, Intelligent Authentication, and Business Innovation. **www.opusresearch.net**

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