

2025 Conversation Intelligence Intelliview:

Introducing Conversational Experience Orchestration



December 2025

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Conversation Intelligence has reached an inflection point in 2025, evolving from analytics software that transcribed and scored calls into the orchestration layer for autonomous customer service. Today's leading platforms execute actions end-to-end—initiating outreach, fulfilling requests, and resolving issues by converging conversational data, real-time intelligence, and automation to drive complex workflows across systems. Opus Research's 2025 Conversation Intelligence Intelliview profiles 9 leading providers, detailing their products, technology differentiators, business impact, and GenAI strategies to help enterprises evaluate solutions for improving customer experiences and operational efficiency.



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Intro & Key Findings

The Conversation Intelligence landscape in 2025 has reached an inflection point. What began as analytics software that transcribed and scored customer calls has evolved into something far more consequential: the orchestration layer for autonomous customer service.

Today's leading CI platforms are moving beyond systems that merely suggest next actions to those that execute them, initiating outreach, fulfilling requests, resolving issues from start to finish. This is where conversational data, real-time intelligence, and automation converge to proactively plan next steps, and initiate complex workflows across diverse systems, all in real time, driving unparalleled customer and business value.

Opus Research's 2025 Conversation Intelligence Intelliview includes detailed information from 9 leading solutions providers. This report outlines specific products and services, technology differentiators, business impact, and future strategies for advanced LLMs and GenAI. The goal is to help enterprises understand current state-of-the-art capabilities when evaluating solutions to improve overall customer experiences and operational efficiencies.

Key Findings

- Conversations are evolving into an active signal and control layer that not only understands interactions, but continuously decides what should happen next and triggers action across channels and systems in real time.
- Introducing Conversational Experience Orchestration (CXO) – a single, cohesive operating model leveraging a conversational fabric that fuses insight, reasoning, and action and becomes the steering mechanism for automation.
- Conversational data, real-time intelligence, and automation are coming together to drive measurable improvements in both operational performance and lived experience.
- New Opus Research data suggest CI technologies are benefiting a wide range of traditional contact center metrics with GenAI demonstrating significant value in enhanced summarization (55%) and efficient handling of customer interactions (35%).



From Conversation Intelligence to Conversational Experience Orchestration (CXO)

In 2024, most enterprises still treated Conversation Intelligence as a rear-view mirror. Insights derived from customer interactions were analyzed to understand what was said, generate a score, surface insights, coach humans. In 2025, CI is becoming something different. It is evolving into an active signal and control layer that not only understands interactions, but continuously decides what should happen next and triggers action across channels and systems in real time.

At the same time, many Contact Center as a Service (CCaaS) vendors are rallying around the language of Customer Experience Automation (CXA). That framing is useful, but incomplete. It focuses on automating the customer journey, yet it often treats the conversations themselves as one channel among many rather than the primary medium through which needs are expressed, promises are made, and problems are solved.

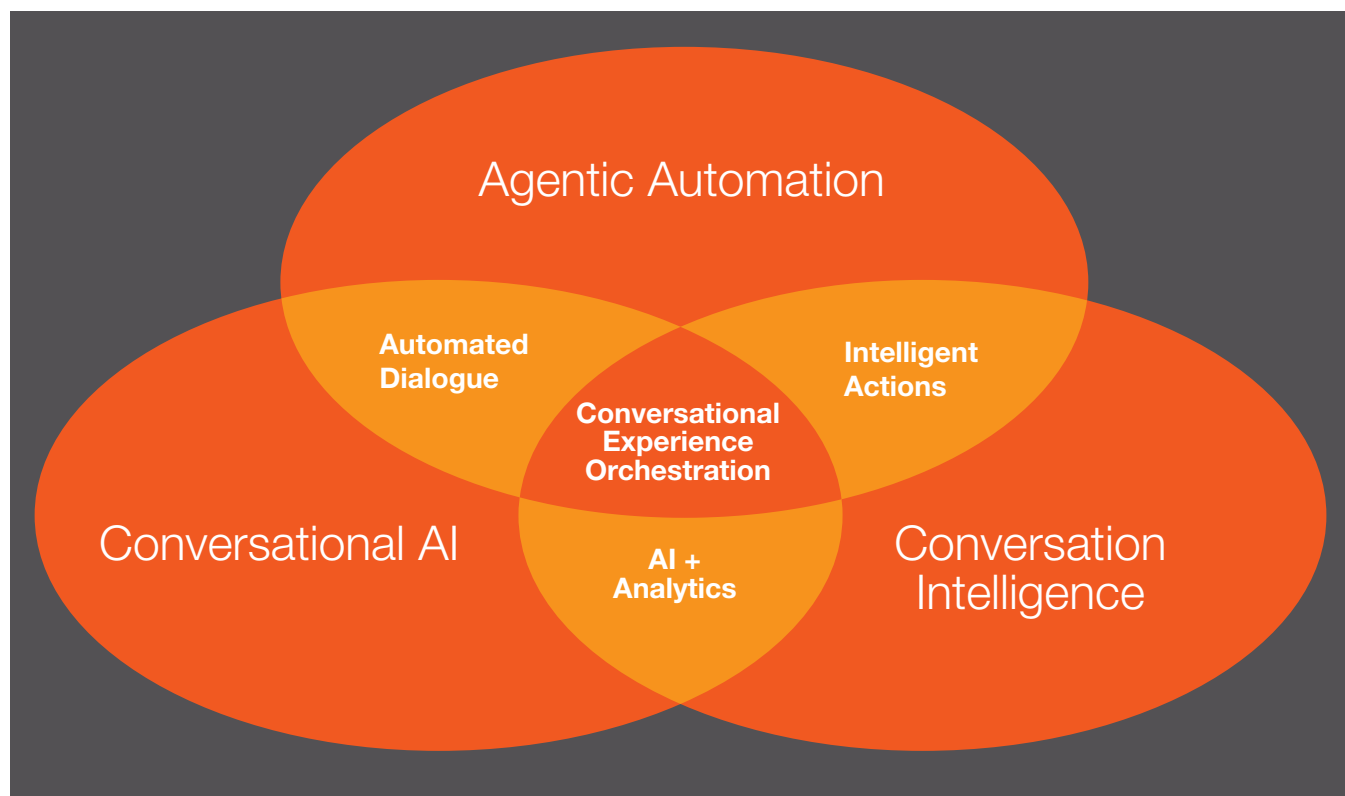
Opus Research takes a different view. We argue that conversations are the substrate of customer service and support. Customers, agents, and increasingly AI agents negotiate, explain, and coordinate in language. Systems of record and unstructured data stores are full of language. Even when machines start “talking” directly to other machines, they will do so through structured exchanges that can still be modeled as conversations, monitored for risk, and optimized for outcomes.

When that conversational fabric becomes the steering mechanism for automation, we arrive at what we call Conversational Experience Orchestration (CXO).

Opus Research defines Conversational Experience Orchestration (CXO) as the operating model that unifies Conversational AI, Conversation Intelligence, and Agentic Automation into a single loop. CXO listens to every interaction, understands what is happening, decides what should happen next, and then executes and monitors those actions across channels and business systems to shape the customer and employee experience.

CXO as the next frontier in customer experience unifies Conversational AI, Conversation Intelligence, and Agentic Automation into a single, cohesive operating model: Conversational Experience Orchestration (CXO). Instead of fragmented systems, CXO fuses insight, reasoning, and action. It creates an intelligent layer where agents learn from every interaction, proactively plan next steps, and initiate complex workflows across diverse systems, all in real time, driving unparalleled customer and business value.

CXO creates an intelligent layer where agents learn from every interaction, proactively plan next steps, and initiate complex workflows, driving unparalleled customer and business value.

Figure 1: Introducing Conversational Experience Orchestration (CXO)

In this sense, “Conversational Experience” is a term of art. It refers to the experience of interacting with a brand through conversation whether you are a customer, an agent, a partner, or an AI agent acting on their behalf. It is the sequence of language-based exchanges, plus the tasks they trigger, plus the way that sequence feels and performs for everyone involved.

“Orchestration” captures the shift in where value is created:

- **From analyzing conversations after the fact,**
- **To augmenting agents in real time,**
- **To orchestrating a fleet of human and AI agents, workflows, and systems based on conversational signals.**

In a CXO model:

- CI platforms no longer sit on the side as analytics tools. They become the real-time intelligence layer for CXA, continuously interpreting conversations and triggering the right next action.
- Conversational AI, copilots, and autonomous agents no longer act in isolation. They are orchestrated as part of a coordinated experience, with behavior governed by shared policies, guardrails, and objectives.

- Experience and business metrics such as CSAT, NPS, FCR, revenue per interaction, and containment rate become live optimization targets. The orchestration layer does not just report on them. It actively steers toward them.

How CXO Relates to CXA

CXA and CXO are not competing buzzwords. CXA describes the broader shift to automating customer journeys and service work. CXO describes the conversation-centric way that shift is implemented:

- CXA asks: “Which pieces of the customer experience can we automate?”
- CXO asks: “Given what is happening in this conversation right now, what is the best next action, and who or what should take it?”

For buyers, this distinction matters. A CXA offering that lacks a strong CXO layer risks automating in the dark, with brittle rules and limited visibility into why customers behave the way they do. A CXO-capable platform, by contrast, uses CI to understand intent and context, uses agentic AI to plan and act, and closes the loop by measuring the impact on real outcomes.

Yet this convergence does introduce new complexity. As systems gain autonomy, questions of governance, transparency, and control become critical. How do organizations ensure AI operates within business rules and regulatory requirements? How do they maintain oversight without sacrificing speed? How do they balance the efficiency of automation with the judgment required for nuanced situations? The vendors succeeding in CXO aren’t just those with the most sophisticated AI, they’re those who’ve solved for safe, auditable, controllable deployment of autonomous capabilities at enterprise scale.

In the remainder of this report, when we evaluate Conversation Intelligence vendors, we are therefore not just asking who can “analyze interactions” most accurately. We are asking who is building toward a full Conversational Experience Orchestration model: one where conversational data, real-time intelligence, and automation come together to drive measurable improvements in both operational performance and lived experience.

Goal-Driven Automation Extends Across the Business

Beyond the contact center, a broader infrastructure is emerging to support this shift. New protocols enable AI agents to communicate and collaborate, complete transactions, and introduce new workflows. Secure connectors provide access to business systems. The friction between identifying a customer need and resolving it is collapsing, replaced by software agents that detect intent, take action, and close the loop autonomously.

Conversation Intelligence is the sensory and command system that enables goal-driven automation. Today’s leaders in CI:

- Generate reliable, multimodal signals from every customer interaction
- Transform those signals into safe, supervised autonomous action
- Demonstrate measurable business impact at scale: faster resolution, lower cost to serve, higher satisfaction

Customers increasingly accept and even prefer automation when it solves their problems quickly. Buyers reward platforms that handle the work invisibly, freeing specialized workforces for complex, high-value interactions that require human judgment.

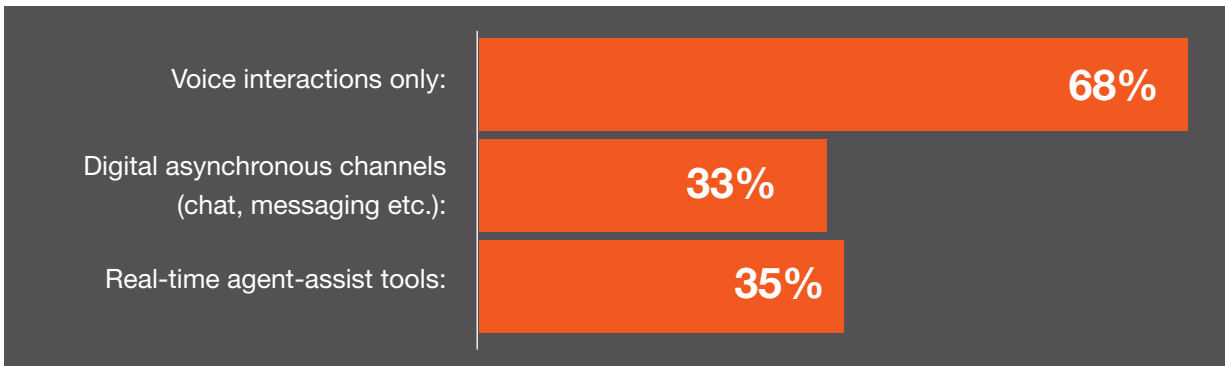
Data Insights: Tracking the Growth of Conversation Intelligence

To assess the current momentum and expanding deployment of Conversation Intelligence (CI) platforms, Opus Research asked solution providers to self-report specific data on existing field deployments. We have aggregated the data below to understand trends in interactions by channel, actionable business metrics, and what the integration of GenAI means for contact center operations.

The research offers an industry snapshot: Adoption of CI solutions is growing. Organizations seek proven evidence of operational savings, improved customer experiences, predictive analytics, and transformed workflows resulting directly from embedded AI intelligence.

In Figure 2 below, Opus Research found that voice continues to be a primary channel for analyzing conversations with 68% of current deployments classified as “voice interactions only.” Yet the deployment landscape is diversifying. Roughly one-third of CI implementations involve digital or asynchronous channels, and more than a third now leverage real-time agent assistance—signaling a shift from retrospective analysis toward proactive engagement and augmented agent support.

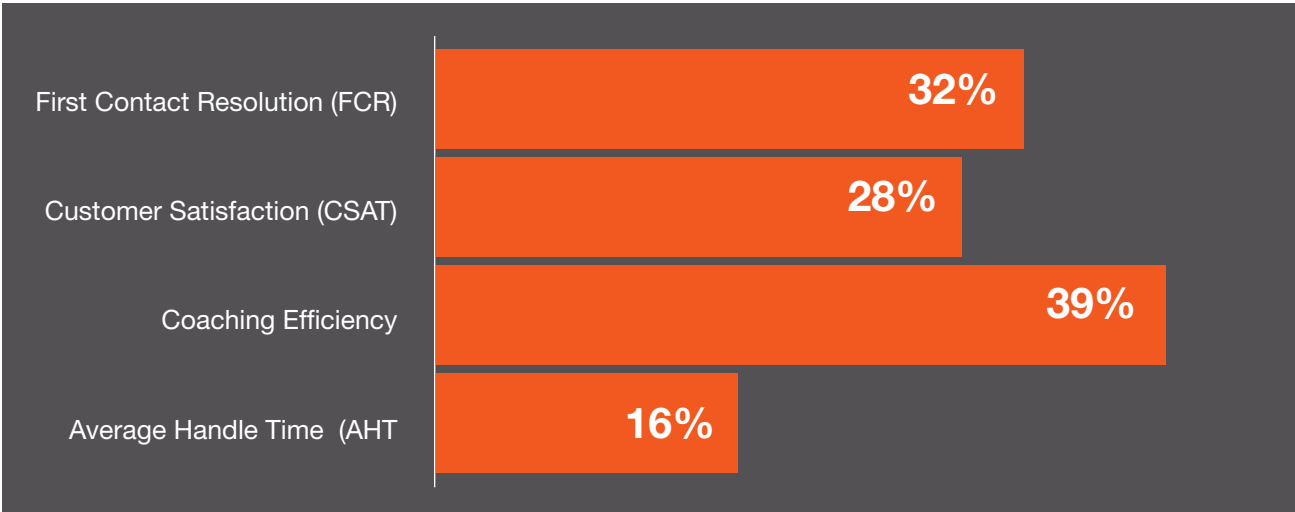
Figure 2: Interactions by Channel Used for Analyzing Conversation Intelligence



SOURCE: Opus Research survey data (2025)

When asked about how CI technologies benefit a wide range of traditional contact center metrics, the solution provider data provides some much-needed evidence of ROI. Vendor calculations pointed to significant contact center improvements (Figure 3 below) in first contact resolution (32%), reduced agent handling time (16%) and a bump in customer satisfaction (28%). Additionally, operational gains were seen with coaching efficiency improvements in 39% of deployments.

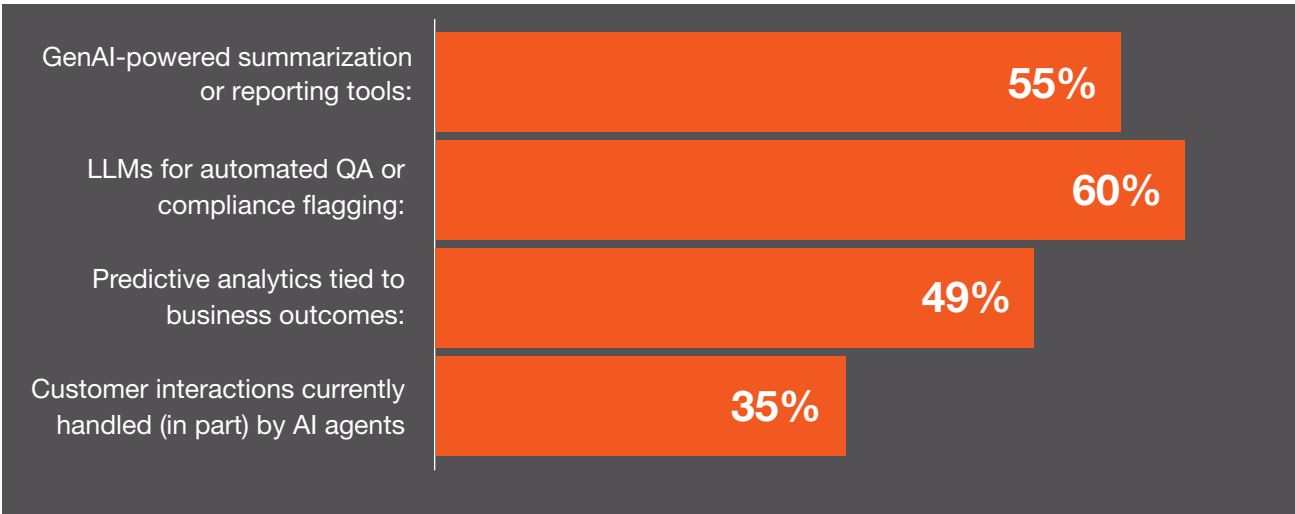
Figure 3: Impact on Contact Center Metrics by Leveraging CI



SOURCE: Opus Research survey data (2025)

AI is demonstrating significant value as GenAI marks a qualitative leap in the capabilities of CI technologies. According to the research, businesses are leveraging GenAI for a variety of advanced applications (Figure 4 below). This includes enhanced summarization and reporting tools (55%), automated quality assurance and compliance flagging (60%), predictive analytics (49%), and the efficient handling of customer interactions (35%).

Figure 4: Demonstrated Growth in AI and GenAI Adoption



SOURCE: Opus Research survey data (2025)

We've yet to truly see detailed business calculations and a clear, documented ROI in the use of GenAI among customer care organizations. But this small data snapshot provides growing evidence that GenAI-powered solutions are transforming how organizations analyze conversations and extract insights, driving both operational improvements and better customer experiences.

Roster of Solution Providers

In this report, we evaluate solutions to help enterprise customers choose providers from a diverse set of disciplines. Conversation Intelligence applies AI and machine learning technologies to analyze customer, employee, and prospect conversations across channels to discover intents, glean insights, improve business outcomes, and identify performance improvements.

Each company represented in this report responded to a request for information about their firms and the products, services, and capabilities they bring to the marketplace. We believe their offerings define current state-of-art capabilities for enterprises evaluating solutions to improve overall CXO and operational efficiencies.

Figure 5: 2025 Conversation Intelligence Intelliview Participants

CallMiner	Experienced leader in AI-powered conversational analytics to augment agents, insights, intelligence
Cresta	Leverages a unified AI platform to customize dynamic workflows that automate processes
Five9	Integrated orchestration engine, derives insights to action across entire service delivery infrastructure
Invoca	Bridges marketing, ecommerce, and CC intelligence for visibility across the entire customer journey
Medallia	Connects CC conversational data with enterprise-wide systems to provide cross-departmental visibility
NiCE	Advanced hybrid architecture that balances autonomous AI capabilities for reliable, scalable deployment
Observe.AI	QA-first architecture that prioritizes quality intelligence and workflows, moving to autonomous in real-time
SESTEK	Knovvu platform integrates proprietary ASR with humans & multi-agent AI framework to orchestrate workflows
Verint	Extensive conversational data assets to power both pre-built automation bots and customizable solutions

Evaluating Solution Providers: Understanding the Criteria

To derive scoring insights for participating providers, Opus Research reviewed responses to a detailed questionnaire, coordinated subsequent briefings, and followed up directly with solution providers for further guidance.



Solution providers are evaluated on the following key pillars:

Product Offerings / Platform Capabilities

Opus Research assessed technologies and services related to: core platform applications; agent assist and copilot capabilities; revenue-generating use cases; GenAI safety and data protection; real-time AI agent orchestration; multimodal interactions; and AI and human performance evaluation and coaching.



Highly differentiated and innovative offering; cutting-edge aggregation and analysis; feature-rich application of GenAI and LLMs; excellence in user design and capabilities.



Exemplary service offering; starting to incorporate GenAI and LLMs with legacy products; effectively addressing specific business needs and outcomes.



Solid offering leveraging proven and compliant technologies.

Integrations / Workflows

The assessment evaluates solution providers based on their ability to integrate with existing systems and workflows, apply predictive and prescriptive intelligence, and enable autonomous workflow orchestration at advanced levels.



Ambitious and widespread integrations with demonstrable business value; exceptional levels of autonomy, orchestration, and embedded actions.



Focus on analytics and identifying specific business outcomes; some visibility across business units; emerging autonomous workflow opportunities.



Clearly defined, routine workflows, base-level connectors, restrained coordination.

Track Record & Business Impact

Evaluation focuses on each provider's overall performance and credibility in the market, including details about their customer base, engagement strategies, representative use cases and deployment scope, measurable business outcomes, and pricing models or packaging approaches.



Large, growing customer base; broad spectrum of proven use cases; advanced differentiation and distinguished architecture



Significant field experience; demonstrated customer value with flexible pricing; able to scale at enterprise level.



Demonstrated business value with standard business approach

Future Vision & Roadmap

An assessment of how vendors expand and refine their CI offerings in alignment with measurable business outcomes, commitment to innovation through the adoption of LLMs and GenAI, plans to maintain affordability and enterprise value, and ability to anticipate an evolving environment shaped by automation, multimodal data, and AI agent collaboration. Providers also shared how they expect CI and agentic automation to converge over the next 18–24 months.



Ambitious plans for keeping pace with and integrating emerging technologies and practices while expanding the capabilities of their product suite

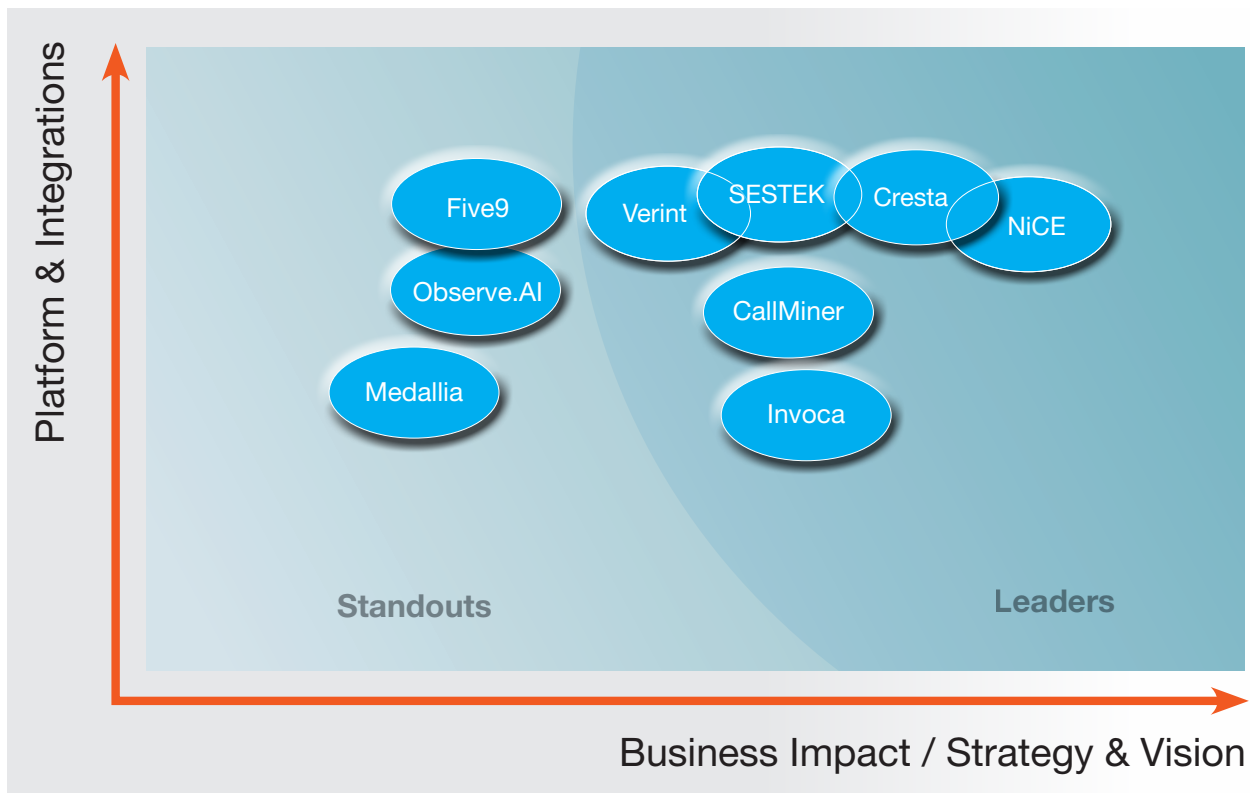


Clear strategy for continued product improvements and adoption of new technologies, especially GenAI and LLMs



Plans for organic future improvements to the product based on evolution of current products and services.

Figure 6: 2025 Conversation Intelligence Intelliview Map



LEADERS

Cresta

Cresta positions itself as both a CI platform provider and a transformation partner, with a focus on real-time agent support through an autonomous AI agent architecture. This architecture prioritizes enterprise scalability, low-latency performance, and deep integration with contact center systems. Cresta's unified AI platform encompasses Agent Assist, AI Assist, conversational intelligence and insights, quality management, and coaching capabilities within a single environment. Opera, the company's workflow engine, enables organizations to create and customize AI workflows that automate processes, reinforce best practices, and scale operational improvements across the contact center.

NiCE

Thanks to the acquisition of Cognigy, NiCE's technical architecture demonstrates a sophisticated approach to conversational AI through domain-specific CX models trained on extensive interaction datasets. The platform employs a hybrid methodology that balances agentic AI capabilities with deterministic, rule-based controls to ensure reliability and governance. The infrastructure is designed for enterprise scalability, enabling deployment across global, multi-region environments to meet the performance and compliance requirements of large contact center operations.

SESTEK

SESTEK's Knovvu Platform employs a tightly integrated approach combining proprietary ASR and acoustic analysis with generative AI capabilities. The platform utilizes a multi-agent agentic AI framework designed to orchestrate both autonomous AI-driven workflows and human-assisted processes. The platform also features unified performance management tools that provide visibility across both human agent and AI agent interactions, facilitating comprehensive quality monitoring and optimization across the contact center ecosystem.

Invoca

Invoca distinguishes itself by bridging marketing, ecommerce, and contact center intelligence within a unified platform, creating visibility across the entire customer journey. The company's approach emphasizes strong closed-loop attribution between conversations and revenue outcomes, enabling organizations to quantify the business impact of conversational interactions. Invoca's AI agents are trained on customer-specific conversation data to ensure relevance and accuracy in their respective deployment environments.

CallMiner

CallMiner provides comprehensive depth in voice analytics and omnichannel coverage, with extensive visibility across diverse customer interaction channels. The platform emphasizes strong compliance capabilities, addressing the regulatory and governance requirements critical to enterprise contact center operations. A unified framework for managing and analyzing performance across both human agents and AI agents enables organizations to maintain consistent quality standards and operational insights as they integrate autonomous AI capabilities alongside their traditional agent workforce.



Verint

Verint's differentiation stems from the substantial scale of its conversational data assets, which provide a foundation for training and refining AI models across diverse use cases. The company offers breadth through its packaged automation bots and open platform architecture, enabling organizations to deploy pre-built solutions while maintaining flexibility for customization and integration with existing systems. A key distinguishing factor is Verint's emphasis on moving from insight to closed-loop action, shifting the focus beyond traditional analytics to drive automated interventions and operational improvements directly within contact center workflows.

STANDOUTS

Five9

Five9 has deep integration within the company's broader Intelligent CX Platform suite, positioning CI not as a standalone analytics layer but as an orchestration engine that actively influences routing, coaching, and operational workflows in real-time. The platform's capabilities are deeply integrated into its CCaaS and workforce engagement management (WEM) ecosystem, while also offering extensibility into enterprise systems beyond the contact center. This positioning allows Five9 to leverage CI as a core enabler of adaptive, AI-driven customer experience orchestration across the entire service delivery infrastructure.

Observe.AI

Observe.AI offers a QA-first architecture that prioritizes quality assurance workflows as the foundation of its CI platform. The solution features an integrated ASR and correction layer designed to improve transcription accuracy, which is critical for downstream analytics and compliance applications. A key differentiator is Observe.AI's emphasis on explainability and evidence-based AI outputs, providing transparency into how the system reaches its conclusions rather than relying on opaque automation. Observe.AI enables organizations to build trust in automated insights while maintaining human oversight and accountability.

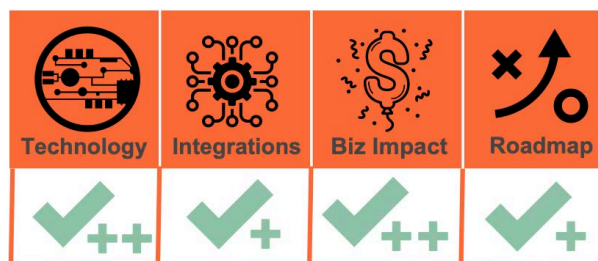
Medallia

Medallia has an emphasis on cross-departmental visibility, enabling organizations to surface contact center insights beyond operations teams to stakeholders across the enterprise. The platform's strength is its ability to connect contact center conversational data with enterprise-wide root causes and actions, bridging the gap between customer interactions and broader business processes, product development, and strategic decision-making. This approach allows organizations to identify systemic issues that manifest in contact center conversations but originate in other parts of the customer journey or business operations.

Appendix A: Company Dossiers

CallMiner

CallMiner provides a cloud-based conversation intelligence and CX analytics platform with deep roots in voice analytics and regulated industries. Founded in 2002 and backed by institutional investors, the company serves mid-to-large enterprises across financial services, retail, healthcare, insurance, energy & utilities, BPO, technology/telecom, and travel & hospitality, in North America, EMEA, and South Africa.



Product Offerings / Platform Capabilities

- **Eureka Platform:** Core analytics platform that ingests, transcribes, and analyzes omnichannel interactions, providing the unified data and intelligence layer for all CallMiner applications.
- **Analyze:** Post-interaction analytics engine for large-scale conversation analysis, covering sentiment, emotion, topics, effort, trends, and root-cause discovery.
- **Coach:** Performance enablement module supporting QA, targeted coaching, and structured agent development workflows.
- **Real-time:** Live interaction intelligence layer delivering in-session transcription, sentiment signals, alerts, and next-best-action guidance.
- **OmniAgent (formerly VOCALLS):** Voice-first and digital virtual agent capability, integrated with Eureka, enabling semi- and fully autonomous handling of routine interactions with seamless handoff.
- **Outreach:** Proactive engagement and feedback module using CI insights to trigger follow-ups, surveys, and outbound campaigns.
- **Visualization & EQL:** Role-based dashboards built on a unified analytics model, supported by Eureka Query Language (EQL) for advanced behavior and pattern analysis.

Full-Lifecycle Conversation Analytics

- High-accuracy speech-to-text with speaker separation and timestamped utterances.
- Normalized analysis across voice, chat, messaging, and email.
- Sentiment, emotion, effort, and topic modeling applied consistently across channels.

Generative AI & RAG Intelligence

- Automated interaction summarization for case notes, compliance, and knowledge capture.
- Retrieval-augmented generation grounded in interaction history, knowledge bases, and customer context.



QA, Compliance, and Risk Management

- Automated QA scoring across 100 percent of interactions.
- Monitoring and alerting for regulatory and internal compliance, including PII detection and redaction.
- Enterprise-grade security, access control, and data governance to support regulated environments.

Agent Assist / Copilot Functionality

- Real-time transcription and contextual guidance during interactions.
- Live sentiment signals, escalation cues, and policy/knowledge retrieval.
- Automated task extraction and workflow triggers for CRM and ticketing systems.

Revenue and Retention Intelligence

- Detection of churn risk, buying signals, and upsell/cross-sell opportunities.
- Opportunity scoring and lead qualification based on interaction content and behavior.

Unified Multimodal Coverage

- Single analytics framework spanning voice, chat, messaging, and other digital channels.
- Cross-channel customer and journey views for QA, coaching, and CX optimization.

Integrations / Workflows

CallMiner positions Eureka as an intelligence layer across CCaaS, CRM, WEM, ticketing, and enterprise systems, supporting both embedded insights and automated actions.

Key elements include:

- Open APIs and native connectors to ingest interaction data and push insights, scores, and tags into enterprise platforms.
- Event-based triggers that create or update CRM records, launch retention workflows, or route interactions based on sentiment, risk, or opportunity signals.
- Real-time alerts enabling supervisor intervention or dynamic routing during live interactions.
- Support for advisory, human-in-the-loop, and automated workflow models, as well as OmniAgent-powered autonomous experiences.

Pricing is described as a mix of named-agent and interaction-based models, with tiered bundles and volume scaling.



Track Record & Business Impact

CallMiner deployments typically progress from QA automation and compliance use cases to broader CX analytics, real-time guidance, and revenue enablement.

Reported impact areas include:

- Expanded QA coverage to 100 percent of interactions with improved scoring consistency and reduced manual effort.
- Faster agent ramp times and improved performance through targeted coaching and real-time assistance.
- Identification of friction points and root causes driving CX improvements and reductions in churn.
- Increased revenue opportunities through better detection of buying intent and improved campaign effectiveness.
- Reduced regulatory and compliance risk via automated monitoring and redaction, especially in highly regulated industries.

CallMiner differentiates through depth in voice analytics, omnichannel coverage, strong compliance capabilities, and a unified framework for both human and AI agent performance.

Future Vision & Roadmap

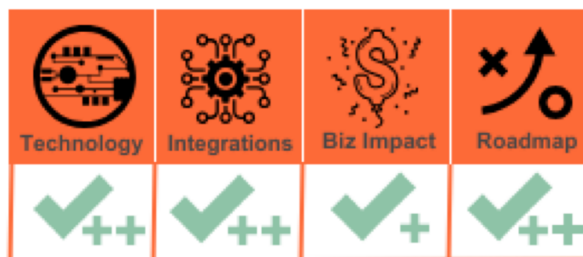
CallMiner is evolving from retrospective analytics toward a CX automation and orchestration layer that supports outcome-driven, agentic operations.

Key focus areas include:

- Deeper integration of conversation intelligence into agentic automation workflows with continuous feedback loops.
- Unified performance management across human agents and virtual agents within the same QA and coaching framework.
- Expansion of multimodal analytics to include additional data sources such as screen activity and operational context.
- Stronger grounding of generative AI through domain-specific RAG and expanded multilingual and simulation capabilities.

Cresta

Cresta (founded 2017) is a GenAI-native conversation intelligence and contact center automation company focused on large enterprise and upper mid-market deployments across North America, Europe, and APAC. The company positions itself as both a CI platform provider and a transformation partner, combining real-time agent support, AI-driven quality management, and autonomous AI agents on a unified architecture. Cresta emphasizes enterprise scalability, low-latency performance, and deep domain customization as core differentiators.



Product Offerings / Platform Capabilities

Cresta organizes its offering around an integrated set of applications spanning live interaction support, post-interaction analytics, and automation design:

- **Real-time Agent Assist & Behavioral Guidance:** Live transcription and contextual guidance across voice and digital channels, including compliance prompts, workflow checklists, AI-generated suggestions, and continuously updating Live Notes.
- **Knowledge Assist (RAG-based):** A proprietary, multi-model retrieval and generation system that proactively detects when knowledge is needed, retrieves contextually relevant content from enterprise sources, and delivers grounded answers with cited sources.
- **AI Summarization Suite:** Multiple summary formats, including real-time Live Notes, post-call conversation summaries, entity extraction, and batch summaries that integrate into CRM and QA workflows.
- **Insights & AI Analyst:** Unsupervised topic, FAQ, and behavior discovery paired with a natural language query interface that produces evidence-grounded analysis supported by conversation snippets and thematic breakdowns.
- **Quality Management & Coaching:** A hybrid AI + human QA framework with explainable auto-scoring, manual calibration, agent appeals, and AI-recommended coaching plans.
- **Opera (No-Code AI Orchestration Engine):** Cresta's environment for training behaviors and intent models, building triggers, and orchestrating multi-step workflows.
- **Cresta AI Agent:** A fully autonomous conversational AI agent evaluated and optimized using the same behavioral and outcome frameworks applied to human agents.

Across these components, Cresta emphasizes several unifying capabilities:

- **Task-optimized AI stack:** A blend of proprietary and third-party models fine-tuned on customer-specific data for transcription, intent detection, summarization, and outcome prediction.



- **Evidence-grounded analytics:** Multi-stage analysis with non-LLM grounding to reduce hallucination risk and improve traceability of insights.
- **Unified human and AI performance management:** A single behavioral and compliance framework to evaluate, compare, and optimize both human agents and AI agents.
- **Multimodal intelligence:** Unified analysis across voice and digital channels, with support for channel-specific or cross-channel performance views.
- **Enterprise-grade safety and governance:** Built-in PII detection, redaction, and policy controls, supported by industry-recognized security and AI management certifications.

Integrations / Workflows

Cresta positions integrations and workflow orchestration as central to moving from insight to operational execution:

- **CCaaS and Telephony Integrations:** Native integrations with leading platforms such as Genesys, NICE, Five9, Amazon Connect, Twilio Flex, RingCentral, and others, using both desktop and server-to-server models.
- **Business Systems Connectivity:** Pre-built connectors for CRM, knowledge, and enterprise platforms (e.g., Salesforce, ServiceNow, Zendesk, Dynamics, Confluence, Snowflake), complemented by open APIs and webhooks for custom environments.
- **Workflow Automation via Opera:** Trigger-based automations that drive real-time actions such as CRM updates, case creation, escalations, and personalized agent guidance using combinations of behaviors, metadata, sentiment, and predictive outcomes.
- **Predictive and Prescriptive Intelligence:** Embedded outcome prediction (e.g., for resolution, CSAT, conversion) that directly informs coaching prioritization, escalation logic, and real-time guidance, not just post-interaction reports.

Track Record & Business Impact

Cresta's deployments are concentrated in complex, high-scale environments where embedded AI in traditional CCaaS platforms has often been insufficient:

- **Common deployment areas:** Customer care and support, service-to-sales, retention and churn-prevention, and collections.
- **Outcome orientation:** The platform is designed to link observable behaviors and conversation dynamics directly to measurable outcomes, including resolution quality, revenue performance, compliance adherence, and customer satisfaction.
- **Enterprise migration driver:** Cresta has gained traction as a complementary or replacement layer for AI capabilities within large CCaaS ecosystems, particularly where prior AI deployments failed to meet performance or ROI expectations.

- **Operational impact:** Beyond agent and customer metrics, Cresta highlights improvements in agent ramp time, supervisor workload efficiency, and scalability of coaching operations as key secondary benefits.

Future Vision & Roadmap

Cresta's roadmap reflects a shift from conversation intelligence as analysis toward CI as the intelligence layer for agentic automation:

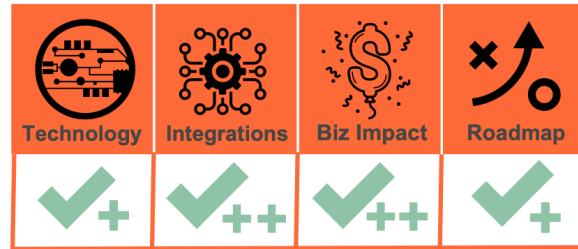
- **Next-generation AI Agents:** Capabilities for automation opportunity discovery, rapid AI agent prototyping, and an AI Agent Operations Center for real-time supervision and intervention.
- **Expanded Agent Assist:** Planned enhancements include real-time voice translation, screen-based automation for non-API systems, and AI-powered training simulators for onboarding and continuous learning.
- **Conversation-driven knowledge development:** Using historical interactions to generate FAQs, SOPs, and troubleshooting flows, transforming customer conversations into an active knowledge pipeline.
- **Journey and multimodal intelligence:** Deeper customer journey insights across multiple interactions and enhanced analysis combining conversation data with screen-based context.

Cresta defines agentic automation as goal-oriented AI systems capable of interpreting intent, planning, and acting within defined guardrails. Its vision is that conversation intelligence becomes the core layer guiding where, when, and how AI and human agents operate in increasingly hybrid contact center environments over the next 18–24 months.

Five9

Five9 is a publicly traded cloud contact center and customer experience provider (NASDAQ: FIVN), founded in 2001 and operating globally across North America, EMEA, LATAM, and Asia Pacific. Its Conversation Intelligence (CI) strategy is tightly integrated into the broader

Five9 Intelligent CX Platform and Genius AI Suite, with a focus on using AI-driven analysis of customer-agent interactions to improve performance, compliance, and experience optimization.



Product Offerings / Platform Capabilities

Five9's CI capabilities are delivered as an integrated suite inside the Five9 Intelligent CX Platform, rather than as a standalone analytics add-on.

- **Five9 AI Insights** – GenAI-powered conversation analytics that ingests omnichannel transcripts, identifies topics and intent, and surfaces CX metrics, sentiment trends, anomalies, and automation opportunities via configurable dashboards.
- **Agentic Quality Management (AQM)** – Next-generation QA that automatically evaluates 100% of human and AI-led interactions and connects quality scoring to routing, assistance, and coaching. (GA planned 2026.)
- **AI Analyst** – Natural-language interface that lets users query conversation and performance data using plain language and receive guided analytical responses. (Beta 2026.)
- **Five9 Interaction Analytics** – Omnichannel transcription and analytics for voice and digital interactions, detecting sentiment, intent, and tone as inputs to quality, coaching, and performance workflows.
- **Five9 Agent Assist** – Real-time agent support with AI summaries, dynamic guidance, compliance checklists, and context-aware knowledge retrieval.
- **Five9 GenAI Studio** – Configuration and governance environment for LMM-driven features, including prompt management, model controls, safety guardrails, and performance monitoring.

All components operate on a shared data and AI services layer supporting multiple LLM providers and ensuring consistent context, governance, and observability across CI functions. Five9's philosophy positions CI as a continuous improvement loop: listen, analyze, guide, and optimize.

- **Conversation analysis and insight generation** – Full-transcript ingestion across channels with detection of intent, sentiment, topics, and emerging trends. Dashboards support proactive monitoring and anomaly detection.



- **Automated quality and performance management** – GenAI-driven scoring against configurable quality and compliance frameworks, with correlation analysis linking behaviors to business outcomes.
- **Real-time agent enablement** – Context-sensitive guidance cards, checklists, knowledge suggestions, and live summarization that adapt to conversation dynamics and agent workflows.
- **Commercial intelligence applications** – Identification of revenue opportunities, conversion drivers, and friction points in customer journeys, informing sales, marketing, and CX improvement initiatives.
- **Governance and safety** – Built-in PII redaction, prompt governance, model observability, and human-in-the-loop controls to manage risk, compliance, and responsible AI usage.

Integrations / Workflows

Five9's CI capabilities are deeply embedded into its CCaaS and WEM ecosystem and extend into enterprise systems.

- Native integration with Five9's agent and supervisor desktops and direct alignment with CRM platforms such as Salesforce and Zendesk.
- Compatibility with third-party workforce management and coaching systems, enabling automated training and scheduling interventions based on CI outputs.
- Event-driven automation via Five9 Workflow Automation, allowing intents, sentiment shifts, or quality triggers to launch downstream actions across systems.
- Coordinated AI-human orchestration for seamless handoffs, with AI-generated context passed to live agents and continuous evaluation across both segments.

CI is positioned not only as an analytics layer but as an orchestration engine that actively influences routing, coaching, and operational workflows.

Track Record & Business Impact

Five9 highlights enterprise-scale adoption of its CI capabilities across multiple industries, including telecommunications, healthcare, financial services, and retail. The company expects CI to shift from sampled QA toward near-universal coverage, with benefits including:

- Shortened feedback loops for coaching and performance improvement.
- Identification of high-impact automation opportunities.
- More consistent compliance enforcement and reduction of manual QA burden.
- Better alignment between agent behaviors, customer outcomes, and business KPIs.



Publicly referenced customers include TruConnect, Aeroflow Health, Equitable Bank, Mason Companies, and Doctor Care Anywhere, each using Five9's CI and AI capabilities to improve operational efficiency, service quality, or revenue outcomes.

Future Vision & Roadmap

Five9's forward strategy centers on agentic AI, multimodality, and deeper CI-driven orchestration across the customer journey.

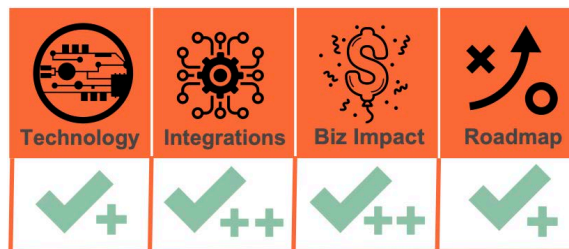
Key directions include:

- **Agentic Experience Engine** – A multi-agent AI framework supporting tool use, memory, and collaboration between AI agents and humans across service workflows.
- **CI-driven experience orchestration** – Using conversation intelligence signals to dynamically influence routing, segmentation, assist, and self-service flows.
- **Multimodal knowledge and analytics** – Expansion from text and voice into images, video, and dynamic content sources, enabling richer insight generation and knowledge automation.
- **Agentic control and learning** – Introduction of features that allow supervisors to observe, guide, and train AI agents in real time, and AI systems to learn from human performance data and recorded workflows.

Five9's vision moves CI beyond analytics and agent assistance toward a continuously learning, agentic ecosystem where AI and humans collaborate to manage and optimize customer experiences at scale.

Invoca

Invoca is a conversation intelligence provider founded in 2008, with roughly 400 employees and about \$120M in ARR. The company focuses on enterprise and mid-market organizations in “considered purchase” verticals such as automotive, healthcare, financial services, insurance, telecom, home services, and travel, primarily in North America and the UK. Recently acquired Symbl.ai, specialist in AI-powered conversational analytics. Invoca’s core stakeholders span marketing, ecommerce, contact center, and multi-location sales teams.



Product Offerings / Platform Capabilities

Invoca positions itself as a unified, revenue-focused conversation intelligence and AI agent platform that connects digital, phone, and SMS interactions to business outcomes.

Core CI platform

- AI analyzes every interaction (voice and messaging) to detect intent, outcomes, topics, sentiment, and agent behaviors.
- Generative AI supports call summaries, automated QA scoring, and coaching workflows.
- Signal AI Discovery uses unsupervised learning to cluster conversations and surface emerging issues and opportunities without manual rule-building.
- Dual-channel recordings and high-accuracy transcripts support search and review, with automated redaction and compliance for regulated environments (HIPAA, SOC 2 Type 2, ISO 27001, PCI DSS, GDPR/CCPA).

AI agents and journey orchestration

- **PreSense** provides real-time “know-before-hello” context (ad clicked, pages viewed, form data, cart content) for smarter routing and agent readiness.
- **AI Messaging Agent** engages customers over SMS, qualifying leads, managing appointments, and re-engaging stalled prospects, trained on the customer’s own top-performing calls.
- **AI Voice Agent** automates voice interactions for common use cases such as FAQ handling, lead qualification, and appointment scheduling, with continuous learning from transcripts and outcomes.

Revenue attribution and optimization

- Closed-loop attribution ties calls and messages to marketing sources (search, paid media, social, TV/CTV, web sessions) and downstream revenue.
- AI tags conversations by intent, outcomes, and product interest, with the ability to ingest CRM revenue data.



- Insights flow back into ad and martech platforms to support bid optimization, retargeting/suppression, and budget allocation.

Management and governance

- Smart alerts for anomalies such as sentiment changes, conversion drops, or emerging call themes.
- Role-based dashboards for marketing, contact center, and operations teams.
- Enterprise security features including SSO/SAML, 2FA, granular access controls, and redundant, multi-region infrastructure.

Integrations / Workflows

Invoca emphasizes deep integration across martech, CCaaS, and CRM environments to make conversation intelligence actionable.

Ecosystem connectivity

- Adtech and analytics: Google Ads, Microsoft Ads, Meta, TikTok, The Trade Desk, Snap, Google Analytics, Adobe, Contentsquare, LinkedIn Ads, iSpot, Optimizely, others.
- CRM and CDP: Salesforce, HubSpot, Segment, Tealium, Adobe Experience Platform.
- CCaaS/telephony: NICE, Five9, Genesys, Amazon Connect, plus SIP and on-prem integrations.
- BI and middleware: Domo, Tableau, Zapier, MuleSoft.

Workflow enablement

- Pre-call data enrichment via webhooks and APIs for routing, IVR, and screen pops.
- Post-call delivery of AI tags, outcomes, and scores into CRM and marketing systems.
- Signal AI-driven triggers for retention flows, save-desk routing, and targeted follow-ups.
- Callback prioritization based on conversion likelihood or churn risk.

Invoca supports advisory, human-in-the-loop, and fully autonomous operating models across these workflows.

Track Record & Business Impact

Invoca's customer base is strong in verticals with complex buying journeys and high-value customer interactions. Representative use cases:

- Marketing teams use Invoca for call attribution, digital-to-phone journey analysis, and campaign optimization.

- Contact centers and sales groups use PreSense to improve routing, shorten discovery time, and increase conversion.
- QA organizations scale from manual sampling to AI-based analysis across 100% of conversations.
- AI agents handle lead qualification and conversion, appointment setting, after-hours demand, overflow calls, and repetitive interactions.

Invoca references customers such as Banner Health, DIRECTV, MoneySolver, Renewal by Andersen, Kinetic by Windstream, Nemours Children's Health, Senior Helpers, and BBQ Guys. These deployments are associated with improvements in marketing efficiency, call conversion rates, lead close rates, and revenue per call, as customers connect conversation insights directly to revenue and campaign performance.

Invoca's positioning centers on:

- Bridging marketing, ecommerce, and contact center intelligence in a single platform.
- Strong closed-loop attribution between conversations and revenue.
- AI agents trained on customer-specific conversation data.
- Patented scoring and correlation analytics linking conversational behaviors to business outcomes.

Future Vision & Roadmap

Invoca frames its roadmap around converging conversation intelligence with agentic automation.

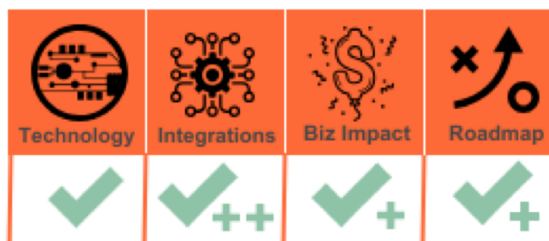
Key strategic directions

- Expansion of AI Messaging and AI Voice Agents into more complex, multi-step workflows and vertical-specific use cases.
- Introduction of internal workflow AI agents to assist customers with deployment, configuration, and optimization of the Invoca platform.
- Broader data ingestion across channels and conversion types, with deeper activation across marketing, sales, and support systems.

Invoca views conversation intelligence as the intelligence layer that will increasingly orchestrate when and how AI and human agents engage, while feeding continuous learning loops for both automation and human performance. Overall, the company is positioning itself as a revenue execution and agentic orchestration platform built around the modern buyer journey.

Medallia

Medallia, founded in 2001 and acquired by Thoma Bravo in 2021, positions its Conversation Intelligence (CI) capabilities as part of a larger experience management platform rather than a standalone speech analytics product. Its CI offering targets large, global enterprises across industries including financial services, healthcare, retail, telecom, and the public sector.



Product Offerings / Platform Capabilities

Medallia defines CI as the ability to capture, interpret, and act on insights from two-way customer interactions across voice and digital channels. It is powered by **Medallia AI**, which supports speech analytics, text analytics (NLU, ML, and rules), and intelligent alerts.

Key capabilities include:

- Automated transcription across 20+ languages with acoustic metrics such as silence, overtalk, and emotion detection.
- AI-based summarization and outcome attribution that links conversations to business outcomes like churn risk, loyalty, or revenue.
- Automated QA and compliance scoring, including policy adherence and detection of missed or prohibited actions.
- Agent behavior analytics, including detection of empathy, ownership, and conversational effectiveness.

A major differentiator is how CI is embedded into the broader **Medallia Experience Cloud**:

- CI insights are connected to digital experience analytics (session replay, heatmaps) and journey mapping to correlate failed self-service with contact center volume.
- Uniquely connects pre-call digital friction to contact center behavior.
- **Total Experience (TX) Profiles** unify conversation, behavioral, and operational data into a single customer profile to support real-time recommendations and orchestration.

Medallia sees CI as a revenue enabler when combined with **Medallia Experience Orchestration (MXO)**, supporting use cases such as lead qualification, next-best-conversation guidance, and sales technique optimization. CI is not only diagnostic but proactive, driving personalization, routing, and intervention across channels.

Its GenAI capabilities emphasize safe and governed deployment, including data redaction, role-based access control, and AI governance. Agent assistance today is primarily post-interaction (coaching, QA, summaries), with foundations in place for more real-time copilot use cases.



Integrations / Workflows

Medallia's platform is designed as an enterprise integration hub, supporting hundreds of APIs and pre-built connectors. It integrates with leading CCaaS, CRM, and enterprise platforms including Genesys, Amazon Connect, NICE, Five9, Salesforce, ServiceNow, Microsoft, SAP, and many others.

Organizations often connect Medallia to dozens of internal systems, using it as both a destination for experience data and a source of insights for downstream tools and data lakes.

Workflow and orchestration capabilities include:

- **Experience Data Records (EDRs)** to unify conversation, survey, and digital interaction data into a single model.
- **Engagement Query Language (EQL)** and predictive models to support journey analytics, churn prediction, and proactive interventions.
- Medallia Orchestration and Concierge capabilities, enabling automated task execution (e.g., case creation, alerts, routine service tasks), with support for both human-in-the-loop and fully automated workflows.

Overall, Medallia supports advisory automation today, with increasing pockets of full autonomy for well-defined scenarios.

Track Record & Business Impact

Medallia's CI capabilities are used across customer service, CX management, and sales operations.

Core impact areas include:

- Improving frontline quality through automated QA scoring and targeted coaching workflows.
- Identifying churn risk and dissatisfaction signals from conversations and triggering proactive outreach.
- Reducing contact volume by linking conversation drivers to upstream digital friction.
- Enhancing sales outcomes by analyzing effective language and behaviors associated with successful conversions.

Medallia's **Contact Experience Scores** estimate interaction quality across all contacts, even where no survey response exists, extending insight coverage beyond traditional VoC methods.

Through **Medallia Agent Connect**, the platform connects agent performance data with feedback and coaching workflows, enabling structured agent development programs. Today, this is focused on human agents, with AI agent QA seen as a future expansion area.



Medallia connects insights to actions across the enterprise — not just in the contact center.

Future Vision & Roadmap

Medallia's near-term roadmap emphasizes faster insights, expanded signals, and tighter integration between analytics and action.

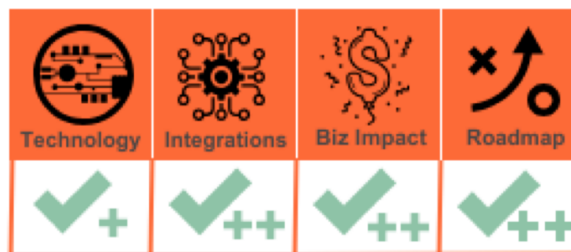
Key focus areas include:

- **Insights Workbench:** A GenAI-powered interface for querying and analyzing structured and unstructured experience data.
- **Topic Builder Assistant:** AI-assisted creation and maintenance of conversation analytics taxonomies and rules.
- Expanded messaging and digital channels, including SMS, social, and app review sources.
- Broader GenAI language support and deeper summarization of both conversations and digital journeys.
- **AI Messaging and Agentic Automation:** Enabling AI assistants to handle routine interactions and actions, moving from insight delivery to autonomous execution.

Strategically, Medallia is positioning CI as a core pillar of its agentic experience orchestration vision, where multimodal interaction intelligence drives not only understanding, but automated, contextual action across the enterprise.

NiCE

NiCE is a long-established CX and contact center technology provider (founded in 1986) with more than 10,000 employees and a global enterprise customer base. Recently acquired Cognigy, who offers best-in-class, advanced conversational AI automation solutions. NiCE's conversation intelligence capabilities are delivered as an integral part of the CXone Mpower platform rather than as a separate point solution.



Product Offerings / Platform Capabilities

NiCE solutions run through CXone Mpower as a shared intelligence layer rather than a bolt-on. CXone Mpower is the foundation for its CI strategy, embedding analytics, agent assist, automation, and self-service within a single operating system for CX.

Key elements include:

- An embedded CI layer that powers routing, WEM, analytics, knowledge, and automation across the platform, leveraging NiCE's large labeled interaction dataset.
- Actions, a conversational interface to business data and insights, with built-in tracking of usage and impact.
- Copilot capabilities for agents and supervisors, including real-time transcription, auto-summarization, sentiment monitoring, contextual knowledge retrieval, next-best-action guidance, and live translation.
- Mpower Agents that automate tasks such as CRM updates, appointment handling, and status lookups directly within the agent desktop.
- Proactive AI Agent functionality for outbound engagement driven by triggers, business rules, and behavioral signals.

Cognigy AI and Cognigy Insight: NiCE's agentic self-service layer, built on Cognigy AI, extends conversation intelligence into autonomous and semi-autonomous customer interactions. This includes:

- Omnichannel AI Agents for voice and digital self-service.
- Cognigy Insights for monitoring goal achievement, containment, journey performance, and AI agent optimization.
- Agentic reasoning capabilities, allowing AI agents to plan tasks, call tools and APIs, maintain context, and operate under defined enterprise guardrails.

Across human and AI interactions:

- Real-time and post-interaction summarization
- Automatic quality management and compliance monitoring across 100% of interactions
- Behavioral analytics, including intent, sentiment, resolution, and task completion
- Unified evaluation frameworks for both human agents and AI agents



Security and governance:

- Real-time data redaction and masking for sensitive information
- Encryption, role-based access, and audit trails
- Support for regulatory frameworks such as PCI, HIPAA, GDPR, and CCPA

Integrations / Workflows

NiCE provides native and API-based integrations with a range of enterprise systems, including CRM, WEM, CCaaS, and automation platforms such as Salesforce, SAP, UiPath, and Microsoft Power Automate.

Within Cognigy AI, integration tools include:

- Prebuilt nodes and extensions for common enterprise systems.
- API and HTTP request capabilities to connect to internal and external services.
- Functions and transformers for custom logic and data handling within conversation flows.

These integrations support both agent assist use cases and fully automated, agentic workflows.

Conversation intelligence insights can trigger and guide operational workflows.

- Real-time AI routing based on intent, sentiment, and context.
- Outbound engagement initiatives tied to churn risk, renewals, or abandoned transactions.
- Compliance interventions when risk patterns or regulatory triggers are detected.
- Coaching and workforce management workflows based on performance and behavior analytics.

NiCE supports multiple levels of autonomy in CX operations:

- Human-in-the-loop agent assist through copilots and decision support.
- Fully autonomous agentic workflows through Cognigy AI, enabling AI Agents to collaborate, execute tasks, and hand off to humans when needed.

Track Record & Business Impact

NiCE's conversation intelligence capabilities are used across a range of service, support, and revenue use cases. Common deployment scenarios:

- Digital and voice self-service for account access, payments, and scheduling.
- Assisted service for complex issues and escalations.
- Sales support, lead qualification, and post-sales engagement.
- Knowledge-driven customer support and issue resolution.

NiCE highlights customer deployments across industries such as banking, telecom, consumer goods, manufacturing, and public services. Use cases include:



- Financial services organizations using AI Agents to pre-qualify and route loan or product leads.
- Manufacturers and consumer brands improving product discovery and support via autonomous conversational agents.
- Utility and telecom providers digitizing high-volume customer journeys such as ticketing, subscriptions, and service changes.

Future Vision & Roadmap

NiCE frames its roadmap around evolving conversation intelligence from descriptive analytics into an active control system for AI-driven CX. Planned innovations include:

- A conversation simulation environment that uses synthetic customers to test and validate AI Agents at scale before deployment.
- Expanded A/B testing and automated evaluation to measure and optimize AI performance across scenarios.
- GenAI-driven clustering and insight generation to support continuous improvement

NiCE is working toward unified, multimodal interaction environments that blend voice, digital, and UI elements into cohesive, transaction-ready experiences. The goal is to move beyond siloed channels toward dynamic, real-time customer journeys. NiCE's vision includes:

- AI supervisors, evaluators, and governance agents that oversee and coordinate fleets of AI Agents.
- A centralized AI Agent Operations Center for monitoring, managing, and optimizing both human and AI performance.

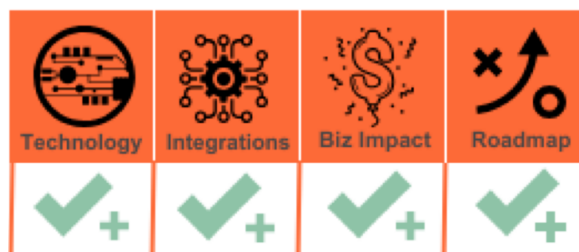
NiCE positions the future of its platform as a closed-loop system where:

- Simulation informs design decisions.
- Live CI telemetry evaluates real-world performance.
- Orchestration and governance feed continuous improvements back into production.

This approach is intended to make conversation intelligence not just an analytics layer, but the operational backbone of AI-first customer experience.

Observe AI

Observe.AI is a conversation intelligence and agent-assist platform founded in 2017, focused on large, compliance-sensitive contact centers in financial services, insurance, and healthcare. Its strategy centers on making QA the foundational layer for automation by using a vertically integrated AI stack (proprietary ASR, speech correction, LLMs, and Auto QA) to structure and evaluate 100% of interactions. Positions high-fidelity transcription, explainable scoring, and human-in-the-loop validation as prerequisites for scaling enterprise agentic automation.



Product Offerings / Platform Capabilities

Vertically Integrated AI Stack

- Proprietary ASR designed for contact center audio, complemented by a speech correction engine for domain-specific accuracy
- ML and LLM layers for enrichment: intent, sentiment, emotion, and behavioral signal extraction
- Patented Auto QA engine to evaluate interactions at scale against customer-defined rubrics

Unified CI, QA, and Agent Assist Platform

- Conversation intelligence layer that organizes voice and digital interactions into structured insights
- QA suite combining Auto QA with manual QA, calibration, and dispute workflows
- Real-time Agent Copilot providing prompts, knowledge retrieval, compliance reminders, and task automation

GenAI Query and Enrichment Layer

- Natural-language interaction search and analytics for CX, VoC, and compliance teams
- GenAI enrichments that attach structured reasons-for-contact, risk markers, and behavioral insights to each interaction

Conversation Intelligence and QA

The platform analyzes human and AI-agent interactions across channels using automated and manual QA. Behavior detection, sentiment analysis, and compliance monitoring are integrated into a unified evaluation framework. Evidence-backed scoring and confidence metrics support auditability and regulatory environments.

**Coaching and Performance Enablement**

QA outputs feed directly into agent scorecards and supervisor dashboards. AI-generated coaching summaries highlight specific moments and behaviors tied to outcomes, helping supervisors focus on the highest-leverage improvements rather than broad, generic feedback.

Real-Time Agent Copilot

Agent Copilot listens to live interactions and provides dynamic prompts, next-best-action guidance, rebuttals, and compliance cues. It integrates with knowledge systems and CRMs to automate documentation and back-office actions while preserving human control.

Revenue and Growth Use Cases

Beyond compliance and CX, the platform supports sales and collections by detecting buying signals, qualification criteria, and behavioral patterns linked to higher conversion or repayment outcomes.

Multimodal and Multichannel Intelligence

Observe.AI ingests voice, chat, messaging, email, and screen activity. A unified “Moments” framework allows consistent analysis across channels, while multimodal Auto QA correlates what was said with what was done on screen.

Trust, Security, and Governance

Enterprise security features include encryption, role-based access control, PII/PHI redaction, audit logs, and explainable AI controls. Human-in-the-loop validation supports accuracy and accountability in regulated industries.

Integrations / Workflows

Observe.AI is built to operate within existing enterprise ecosystems rather than alongside them

- Integrations with major CCaaS platforms for ingesting conversations and enabling real-time and post-interaction workflows
- CRM connectivity to push structured insights, summaries, and sentiment into case and opportunity records
- Alignment with WEM/WFO systems to link QA findings directly to coaching and workforce management programs
- APIs and SDKs for triggering back-office workflows such as billing, scheduling, authentication, and compliance actions

The platform supports advisory, human-in-the-loop, and increasingly autonomous modes of operation. AI agents are evaluated alongside human agents through the same QA and CI framework, with specialized criteria for containment, compliance adherence, and risk management.



Track Record & Business Impact

Observe.AI is typically deployed to:

- Scale quality assurance from small samples to near-complete interaction coverage, improving consistency and reducing manual workload
- Improve coaching efficiency by focusing supervisor time on high-impact behaviors instead of random sampling
- Strengthen compliance programs through automated monitoring and auditability
- Enhance revenue performance in sales and collections by linking behavioral signals to conversion and recovery outcomes

Its differentiation lies in its QA-first architecture, integrated ASR and correction layer, and its emphasis on explainability and evidence-based AI outputs rather than opaque automation.

Future Vision & Roadmap

Observe.AI is positioning conversation intelligence as both the sensing and governance layer for agentic automation:

Agentic Automation and Multimodal Intelligence

The company is expanding its use of screen analytics and multimodal reasoning, connecting what agents say with what they do across systems, with the goal of improving real-time decisioning and automated QA accuracy.

Scalable Human-in-the-Loop QA

Investments continue in large-scale QA assignment, calibration, and dispute workflows to ensure Auto QA and GenAI outputs remain aligned with organizational standards and regulatory requirements.

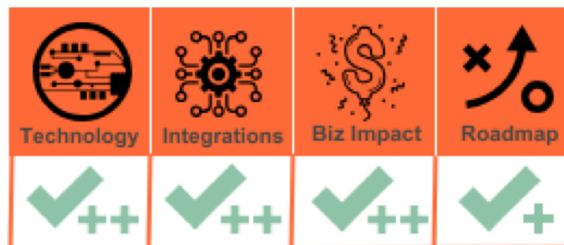
Journey and Case-Level Intelligence

Future development emphasizes moving beyond single interactions toward case-, journey-, and lifecycle-level insights, incorporating multi-intent detection, anomaly discovery, and cross-interaction context.

In this vision, conversation intelligence evolves into the control plane for autonomous and semi-autonomous CX operations, enabling organizations to measure, govern, and continuously refine both human and AI agent performance as the level of automation increases.

SESTEK

SESTEK is a Turkey-based conversational AI and contact center technology provider founded in 2000, with a portfolio spanning speech recognition, conversation intelligence, and agentic virtual assistants. The company operates across EMEA and other international markets, serving enterprises in financial services, telecom, retail, insurance, and public sector. Its flagship product family is the Knovvu Platform, which combines proprietary speech analytics with GenAI-driven automation and insights for customer experience operations.



Product Offerings / Platform Capabilities

SESTEK's conversation intelligence portfolio is centered on the Knovvu Platform, a cloud-native suite that unifies advanced analytics with agentic AI for both insight and automation across voice and digital channels.

SESTEK defines conversation intelligence as the end-to-end process of turning conversations across voice, video, chat, messaging, and email into structured data and then using that data to drive real-time and post-interaction action.

Key components include:

- Knovvu Analytics for deep speech, text, and acoustic analysis, including sentiment, emotion, context, and silence/interrupt detection.
- Knovvu Virtual Agent (VA) for agentic automation, built on LLMs, RAG, and a multi-agent framework with escalation to humans.

Core capabilities include:

- AI-generated summaries and AI Insights that surface outcomes, risks, churn signals, and compliance issues.
- Automated quality management combining rules, GenAI, and acoustic indicators.
- Ask GenAI natural-language querying over interaction data.
- Real-time agent assist with live transcription, sentiment tracking, and next-best-action alerts.
- Multichannel and multilingual analytics with proprietary ASR and cross-language normalization.
- Data privacy, governance, and security with full PII masking, role-based access, auditability, and compliance with global standards such as GDPR and HIPAA.



Integrations / Workflows

SESTEK positions Knovvu as an intelligence and orchestration layer that connects with existing CCaaS, CRM, WEM, and enterprise platforms rather than replacing them.

Capabilities and approach:

- Open APIs and webhooks support event-based and batch integrations.
- Bidirectional data flows allow enterprises to send raw interactions with metadata to Knovvu and receive enriched AI outputs such as sentiment, categories, QA scores, and predictions.
- Node-based, low/no-code workflows allow customers to construct automation flows and trigger external systems via HTTP nodes.

Typical workflows include:

- Creating CRM or WEM tasks based on negative sentiment, compliance risks, or churn signals.
- Triggering supervisor or agent alerts in real time during live interactions.
- Embedding contextual third-party data into agent assist and virtual agent flows via external API calls.

The platform supports human-in-the-loop controls for oversight and governance while automating large portions of analysis and decision-making.

Track Record & Business Impact

SESTEK's deployments focus on contact center performance improvement, compliance, and CX optimization across sectors such as banking, insurance, telecom, and e-commerce.

- Business impact themes include:
- Improved operational efficiency through reduced silence time, lower AHT, and improved FCR.
- Earlier complaint detection and resolution, reducing escalation and repeat contact.
- Increased self-service containment via virtual agents, allowing human agents to focus on high-value interactions.
- Revenue enablement through analytics that identify cross-sell and upsell opportunities.

Positioning and differentiation:

- Proprietary ASR and acoustic analysis tightly integrated with GenAI.
- Multi-agent, agentic AI framework for orchestrating autonomous and human workflows.
- Flexible LLM strategy supported by RAG and strong compliance guardrails.
- Unified performance management for both human and AI agents.



Future Vision & Roadmap

SESTEK's roadmap emphasizes deeper agent enablement, safer autonomy, and broader multilingual coverage.

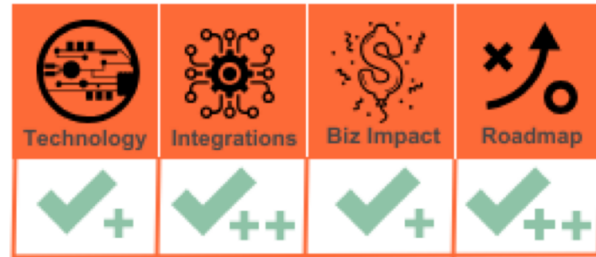
Key directions include:

- LLM-powered coaching and structured training tools for agents and supervisors.
- Expanded cross-language and multimodal analytics with consistent evaluation models across global operations.
- Simulation and AI testing environments for validating virtual agent behavior before production release.
- An AI agent and tool marketplace to accelerate deployment of use-case-specific capabilities
- Memory and observability layers for agentic systems, enabling persistent context, improved personalization, and transparent performance management.

SESTEK frames its future around convergence of conversation intelligence and agentic automation, where insights directly trigger autonomous, governed actions across enterprise workflows, with humans focused on oversight, design, and continuous improvement.

Verint

Verint is a global customer experience (CX) and customer engagement vendor founded in 1994, with 4,000+ employees and approximately \$909M in FY 2025 revenue. Its primary markets are North America, EMEA, and APAC. Verint positions Conversational Intelligence (CI) as a core capability of its Open CX Automation Platform rather than a standalone product, using AI and GenAI to capture, understand, analyze, and act on large volumes of customer interactions across dozens of languages.



Product Offerings / Platform Capabilities

Verint Open CX Automation Platform

A unified CX stack spanning Business Analytics, Workforce Engagement, Agent Copilot Bots, Customer Self-Service, Voice of Customer/Employee, Knowledge Management, and omnichannel desktop.

Engagement Data Hub

A centralized repository for interaction and engagement data across channels, used by analytics, bots, and reporting tools, and exposed via APIs for enterprise integration.

Verint Da Vinci AI Engine and Bot Factory

The AI/GenAI layer powering transcription, NLP, sentiment, forecasting, anomaly detection, and agentic automation, including centralized LLM and prompt management across the platform.

Specialized CX Automation Bots

A portfolio of packaged bots focused on specific outcomes, including tools for quality automation, coaching, knowledge delivery, smart transfer, automated wrap-up, intent discovery, transcription accuracy, forecasting, and anomaly detection.

End-to-End Conversational Analytics

Captures and analyzes interactions across voice, chat, messaging, email, and social channels using high-accuracy transcription, sentiment and purpose analysis, and topic and intent discovery. Insights are unified at the engagement level rather than siloed by channel.

Agent Copilots and Agent Assist

Supports real-time and post-interaction automation, including contextual transfers from self-service to live agents, automated knowledge retrieval and summarization, live coaching prompts, task execution, and automated wrap-up and dispositioning.

Quality, Compliance, and Performance Management

Automates large-scale QA across channels, ties desktop behavior to interaction data, and aggregates performance metrics into agent and AI scorecards. Supports human-in-the-loop review, coaching workflows, and compliance remediation.

**Predictive and Prescriptive Intelligence**

Applies AI to identify churn risk, root causes of issues, experience drivers, and recommended corrective actions. Includes anomaly detection for operational disruptions and AI-driven workforce forecasting.

Customer Self-Service and IVA

Provides tooling for building and managing multi-turn intelligent virtual assistants with semantic understanding, concept memory, and rapid training using historical interaction data.

GenAI Safety, Governance, and BYO-AI

Includes redaction, PII protection, model governance, and regulatory compliance features. Supports a “bring your own model” approach alongside Verint’s native AI, with monitoring for model performance and risk.

Integrations / Workflows

Verint emphasizes openness and interoperability rather than a closed CCaaS approach.

Ecosystem and Connectors

Provides extensive APIs and marketplace connectors for telephony platforms, CCaaS/UCaaS, CRM systems, and enterprise applications. CI data; embedded into third-party environments.

Workflow Automation Across CX and Back Office

The Engagement Data Hub enables cross-channel journey analysis and closed-loop workflows that connect CI insights with frontend and backend processes, such as contextual transfers, intent-driven automation design, and case management.

Autonomous Orchestration and Agentic Behavior

Supports advisory, human-in-the-loop, and fully autonomous execution models. Conversational engines enable multi-turn, multi-system workflows with context retention and goal-oriented task execution.

Track Record & Business Impact

Verint’s CI capabilities are deployed across regulated and high-volume industries to improve efficiency, compliance, and experience outcomes. Common CI-driven use cases:

- Root cause analysis for repeat contacts and service failures.
- Real-time agent guidance in complex or high-risk interactions.
- Automated after-call work, summarization, and CRM updates.
- Voice of Customer and Employee analytics.
- Churn prediction and retention support.
- Compliance monitoring and risk management.
- Self-service optimization and digital deflection.



Differentiation in the CI Market

Verint's differentiation lies in the scale of its conversational data, the breadth of its packaged automation bots, its open platform architecture, and its emphasis on moving from insight to closed-loop action rather than stopping at analytics.

Future Vision & Roadmap

Verint's roadmap positions conversation intelligence as the orchestration layer for agentic CX automation rather than a passive analytics function.

GenAI and Agentic AI Expansion

The company is extending its GenAI capabilities to automate insight generation, anomaly diagnosis, forecasting, and business storytelling, while improving transcription accuracy and domain adaptation.

Agentic Automation as a Platform Principle

Bots are evolving from assistive tools into autonomous agents that can decompose goals into tasks and act across systems with configurable human oversight.

Open AI Orchestration Strategy

Through its Bot Factory and open platform, Verint supports multiple AI models and third-party integrations, enabling customers to adopt new AI capabilities without full platform replacement.

Verint is positioning CI as the intelligence and control layer for large-scale CX automation, bridging analytics, decisioning, and action across both self-service and assisted channels.



About Opus Research

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 merging of natural language understanding, machine learning, conversational AI, LLMs, conversational intelligence, intelligent authentication, and digital commerce. **www.opusresearch.net**

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