2025 Conversation Intelligence Intelliview:

Introducing Conversational Experience Orchestration »

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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.

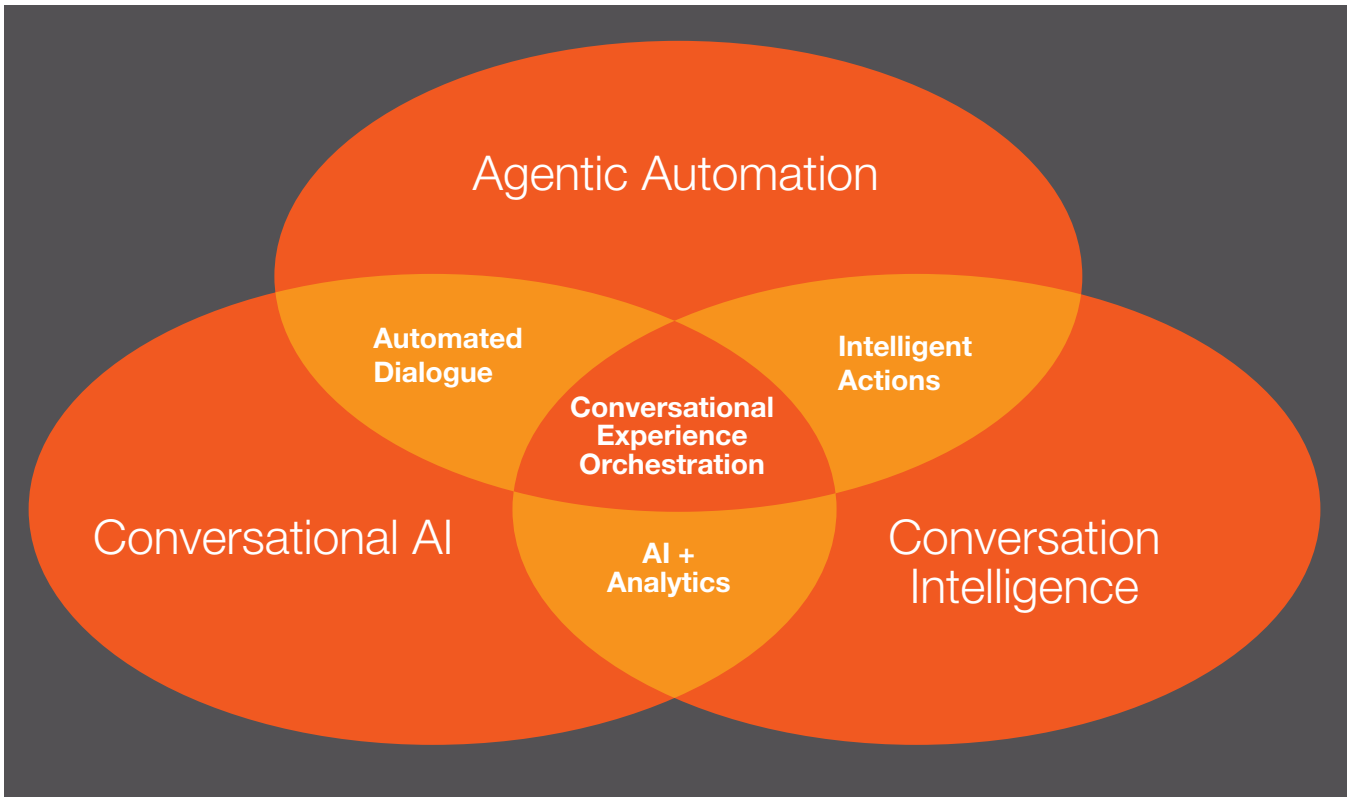
When that conversational fabric becomes the steering mechanism for automation, we arrive at what we call Conversational Experience Orchestration (CXO).

> *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.**

For more information on licensing or purchasing this report, or becoming an Opus Research client, please contact:

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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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