

Coverage Areas & Expertise

Conversational AI, Conversation Intelligence, Human-AI Collaboration

Opus Research advises on digital transformation at the intersection of customer experience and the future of work, with a focus on AI, conversation intelligence, agent assistance, CX orchestration, self-service and workflow automation, authentication, and contact center outsourcing.

UPCOMING TOPICS

Agentic Commerce: When AI Agents Shop, Who Owns the Customer? (Q3 2026)

Conversational Commerce predicted the individual at the center of the transaction. In 2026, AI agents are making that real, and the rules of the sale are being rewritten. This report maps agentic shopping across four stages, from AI-assisted discovery to fully autonomous purchase. It examines the issues that will decide who captures value: the merchant-of-record problem, competing agent monetization models, and an emerging protocol stack.

2026 Contact Center Outsourcing Intelliview (Q4 2026)

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

Voice AI 2026: The Ambition Gap (Survey Report, Q4 2026)

Voice AI agents now sound human, and the cost of the voice layer has collapsed. The harder questions are now about resolution, cost, and control. This Opus Research survey of enterprise decision-makers and technical owners measures how organizations are building, buying, and governing voice AI. It covers build paths, agentic ambition, business-case outcomes, pricing preferences, and the premium buyers will pay for platform control.

Control Plane for CX Intelliview (Q1 2027)

As enterprises move into a multi-agent future, they'll need a control plane to govern how AI agents interact with customers, systems, policies, and one another. This Intelliview will assess how deeply leading CX, CRM, and CCaaS vendors support that requirement, examining their capabilities for orchestration, policy and guardrails, identity and consent, knowledge governance, and the evaluation and monitoring of AI-driven customer interactions.

Conversation Experience Orchestration (CXO) Intelliview (Q2 2027)

Opus Research helped define how conversational AI and conversation intelligence matured into an industry of AI agents for customer service, agent assistance, and workflow automation. CXO is the next step: an operating model that ties self-service, agent assistance, and agentic automation to business objectives, orchestrates performance across channels, and delivers real-time guidance to human and AI agents alike.

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, workflow automation, agent assistance, and CX orchestration.

➤ Opus Research Summits -

Opus Research-led, half-day regional summits across the globe.

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