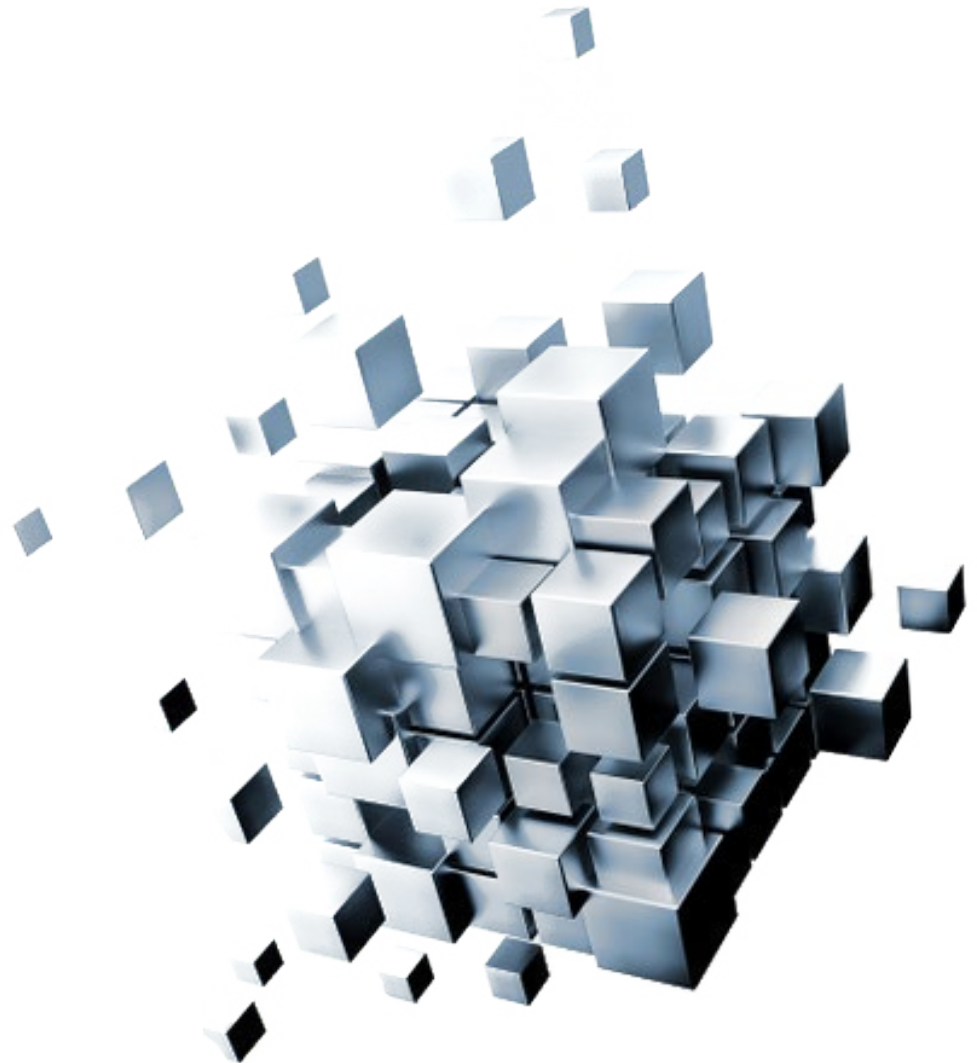


Data Analytics and AI

# **SPARK Matrix™:** **Speech Analytics, Q1 2024**

Market Insights, Competitive Evaluation, and Vendor Rankings

**March, 2024**



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## Executive Overview

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This research service includes a detailed analysis of the global speech analytics market dynamics, vendor landscape, and competitive positioning. The study provides competition analysis and ranking of the leading speech analytics vendors in the form of the SPARK Matrix. This research provides strategic information for technology vendors to understand better the market supporting their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

## Market Dynamics and Overview

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Quadrant Knowledge Solutions defines speech analytics as a technology that analyzes customer conversations from live or recorded audio data to derive deep insights, trends, and metrics from each conversation. It uses AI technologies such as NLP, speech recognition, and transcription to evaluate agent performance, assess customer experience, and monitor organization-wide strengths and shortcomings in every voice interaction.

In the realm of speech analytics, organizations leverage this technology to extract actionable data and gain valuable insights from voice calls. The capability extends to handling a diverse spectrum of customer interactions, seamlessly integrating recorded and omnichannel data to enhance the comprehension of customer needs and discern the underlying causes of customer churn and dissatisfaction. This technology enables organizations to conduct comprehensive call evaluations, allowing for end-to-end analysis. Furthermore, it facilitates agent training initiatives, leveraging analytical tools to identify and mitigate risks, ultimately improving the overall effectiveness of customer engagement processes.

The evolution of speech analytics software, initially known as word detection tools or audio mining software, traces its roots to security applications where words and phrases were tracked. Formerly, the technology processed audio and video files using a large vocabulary recognizer, converting speech into text with a moderate accuracy rate while identifying predefined words or phrases. Recent advancements in phonetics-based technology have exponentially improved the accuracy of speech analytics solutions, offering flexibility in mining words, phrases, names, and sentences not previously listed in dictionary databases.

Speech analytics follows a structured three-step process based on its primary objective: processing, transcribing, and analyzing customer conversations. The processing phase involves incorporating conversations from recorded audio and voice-over-internet protocol (VoIP) streams, capturing agent details, customer information, and the timestamp of the conversation. Subsequently, speech recognition software transcribes the data, converting sound into text. To analyze human voice, speech analytics integrates advanced AI technologies, such as Automatic Speech Recognition (ASR), Natural Language Processing (NLP), Machine Learning (ML), transcription, and tonality-based sentiment analysis.

Following the processing of audio data from recorded and live voice calls, speech analytics detects customer sentiment, ranging from positive to negative, while simultaneously ensuring compliance with regulations by masking sensitive data. The final stage involves detailed reporting based on predefined criteria, covering aspects such as call quality, agent performance, sentiment analysis, compliance monitoring, and trend identification.

Speech analytics can be broadly categorized into real-time speech analytics and post-call speech analytics based on the time required for audio data analysis. Real-time speech analytics enables analysis during ongoing voice conversations, providing agents with instant actionable data, trends, and metrics to enhance service quality. It also offers insights into customer sentiment, tone, and patterns, guiding agents in real time to improve the customer experience. Post-call speech analytics focuses on learning from concluded conversations, recognizing keywords, and creating personalized text categorization models to inform future customer support processes and strategies.

The adoption of predictive analytics using ML algorithms and data enables businesses to forecast outcomes in customer interactions, transcending from reactive to proactive and preventative strategies. Holistic contact center analytics consolidates all interaction data, including voice, text, and email, and provides a comprehensive 360-degree view of customer journeys, offering deeper insights and opportunities for cross-channel optimization.

The proliferation of Large Language Models (LLMs) is reshaping the landscape of speech analytics, enabling a paradigm shift from reactive strategies to proactive and preventative approaches. LLMs facilitate more precise predictions regarding customer behavior and potential issues through the comprehensive analysis of extensive datasets, including past interactions, social media dialogues, and industry trends. This transformation empowers businesses to preemptively address concerns, customize agent responses, and optimize call routing. Moreover, LLMs exhibit proficiency in discerning context and intent in spoken language, unveiling insights beyond mere keywords.

By scrutinizing emotional tone, implicit meanings, and customer intent, they furnish a holistic view of customer journeys across channels. This capability enables businesses to pinpoint areas for enhancement, tailor experiences, and formulate targeted marketing campaigns. Furthermore, LLMs drive sophisticated conversational AI solutions to manage routine inquiries, assist agents, and automate tasks, ultimately diminishing workload, enhancing operational

efficiency, and providing round-the-clock customer support. In summary, LLMs are metamorphosing speech analytics into a potent instrument for proactive customer engagement and heightened customer satisfaction.

The integration of conversational AI significantly enhances automated self-service experiences by incorporating virtual assistants and low-code solutions. This strategic shift not only empowers customers and reduces the pressure on contact centers but also provides valuable data for subsequent analysis. Deeper AI-based customer engagement utilizes real-time interpretive and predictive insights from customer interactions to facilitate the development of personalized strategies and proactive support, ultimately contributing to superior customer experiences. Furthermore, the analysis extends to journey-level, behavioral, and interaction-level analytics, offering a multifaceted understanding of customer interactions. This multifaceted approach enables targeted interventions, personalized recommendations, and improved customer journey optimization.

The research also points out some interesting trends, such as a growing focus on ethics and data privacy with the increasing capabilities of AI. There's also a move toward integrating with other business intelligence tools to get a fuller understanding of data. Companies are creating solutions tailored to the unique challenges in customer service for different industries. In summary, the research suggests that the speech analytics market is gaining traction due to the rising demand for personalized customer experiences, efficiency in contact centers, and a proactive approach to meeting customer needs and preventing issues.

Some of the major speech analytics functionalities include AI-enabled analytics, auto-discovery, conversational insights, intuitive dashboards, reporting & analytics, self-services, workflow management, alerts & notifications, omnichannel support, and real-time transcribing & call summary.

The following is the description of each speech analytics functionality:

- **Self-Service:** Vendors offer self-service tools, such as recorded voice services and chatbots, to understand and resolve customers' primary issues and try to fulfill their requirements. The next-generation digital self-service applications are built using automatically generated data and insights from previous data regarding agent-customer-assisted interactions. These insights seamlessly optimize experiences to bring a data-driven, empirical approach to self-service applications.

Furthermore, with the help of the insights, it allows agents to upsell or cross-sell products or services that match users' requirements.

- **AI-Enabled Analytics:** Speech analytics vendors offer a platform promoting a detailed customer interaction relationship with context to establish root cause analysis. AI and analytics tools offer a comprehensive and automated transcription of voice calls to enhance customer interaction. The analysis includes AI-driven conversational themes, root cause analysis, visual call mapping, automated KPI calculations, and voice-based sentiment analysis. Furthermore, sentiment analysis on targeted users helps understand their perception toward products or services, which helps business users focus on valuable prospects and convert them into customers to increase business value. AI-based analytics can be integrated into the enterprise portfolio to make informed decisions for maintaining communication context and future-proof processes and customer interactions.
- **Auto-discovery:** The cloud-based auto-discovery of words and phrases can quickly identify and correlate conversations across multiple interaction channels. It automatically categorizes clusters of topics and identifies the relationship among different topics within the interaction data sets. The dashboard offers a transparent visualization of call volume and anomaly detection to identify phrases, topics, and low-volume call issues. Furthermore, it offers correlations of speech and text with query analysis mapping to categorize and identify topics that are not fully quantified or tracked automatically.
- **Sentiment Analysis:** Sentiment analysis focuses on recognizing different tones, such as positive, negative, or neutral. This analysis holds significant importance in understanding customer experiences, employee sentiments, and market trends. It employs advanced algorithms to discern the emotional nuances in spoken words, allowing organizations to gauge the sentiment of customer interactions accurately. A sophisticated sentiment analysis system considers the context in which words are spoken. As technology continues to advance, the refinement of sentiment analysis algorithms will play a critical role in shaping more nuanced and accurate insights, ultimately contributing to improved customer experiences and organizational efficiency.

- **Integration with AI and Automation:** Vendors are offering platforms that can easily integrate with advanced chatbots and virtual assistants, creating real-time feedback loops. The learning process from ongoing customer interactions continuously refines responses, improving conversational intelligence. Additionally, the integration extends to Customer Relationship Management (CRM) systems, enriching customer profiles with detailed insights from speech data analysis. This integration is crucial for deepening the understanding of customer behavior and preferences and enhancing decision-making processes. An important aspect of this technology is its ability to initiate automated actions based on specific keywords or sentiment cues. This automation streamlines operational workflows by handling routine tasks and adds a higher level of personalization to customer engagements. The combination of AI and automation within speech analytics represents a progressive shift, promising valuable insights and optimization of the customer experience landscape.
- **Analytics and Reporting:** The platform offers advanced analytics based on the positive and negative sentiments of the caller and can view trends with visual displays. It utilizes deep learning networks that allow the analytics algorithm to deliver the highest accuracy against real-world conversational audio, phonetic index, and customer sentiment scores. AI-based sentiment analysis is performed on interactive audio using deep learning methods that are trained on industry- and vertical-specific data. The platform provides reporting by using emotional data such as pitch, tone, and laughter, as well as the crosstalk between the agent and customer speaking simultaneously. Thus, the sentiment is calculated based on interactions within any channel, producing overall, minimum, and maximum sentiment scores. AI behavioral models provide granular predictive indicators of positive or negative sentiment and CSAT and NPS scores.
- **Workflow Management:** The platform enables users to create, collect, and share impactful data and insights with marketing, sales, service, and R&D departments to make better decisions. It also spots automation opportunities to streamline processes and identifies use cases to assist agents and further automate the workflows. The intuitive dashboard allows supervisors to examine agent performance based on various factors, such as call duration, converted prospects, and communication



tones. Additionally, its insights include feedback for internal teams to facilitate operational improvements.

- **Real-Time Transcribing and Call Summary:** The real-time call analysis and transcribing capability helps organizations reduce customer churn and improve customer satisfaction by remediating customer grievances in minimum time. These capabilities also promote competitive intelligence, cater to service issues, and enhance agent performance within organizations. It helps agents analyze even minute details on customer calls and utilizes the maximum available customer interaction data to take references and ensure that customer queries are resolved satisfactorily. The call summary capability enables users to find the key points from call discussions, call transcripts, audio snippets, and action items.

## Competitive Landscape and Analysis

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Quadrant Knowledge Solutions conducted an in-depth analysis of the major speech analytics vendors by evaluating their products, market presence, and customer value proposition. The evaluation is based on primary research with expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall speech analytics market. This research study includes an analysis of various key vendors, such as Almagest, Avaya, CallMiner, Cogito, Dialpad, Genesys, Invoca, NICE, OpenText, Prodigal, Qualtrics, Salesken, Talkdesk, Tethr, and Verint.

The speech analytics market has several strong contenders. With continuously evolving global technology scenarios, faster adoption rates, and compelling developments happening around the clock, vendors need to keep up with the evolving requirements and business needs. Industry verticals such as retail, telecommunications, banking, healthcare, travel, and hospitality mainly utilize speech analytics solutions.

NICE, CallMiner, and Genesys are the top performers and market leaders in the speech analytics market. NICE CX Analytics solutions include rapid time to value with out-of-the-box AI solutions and use cases, including purpose-built AI technologies embedded into the NICE CX suite of applications and processes for real-time impact. CallMiner's Eureka platform, a conversation analytics solution powered by AI and Machine Learning (ML) technologies, automatically transcribes, redacts, classifies, and analyzes every customer interaction.

Genesys's solution includes a single application to analyze voice and text across various channels and conversations so that all the information related to one customer remains united. The platform also offers coaching modules into interaction analytics to automate quality, training, and coaching workflows.

Verint's real-time work solutions empower contact center agents with the right information to provide fast, accurate, and compliant information. Dialpad's solution includes voice intelligence (Vi) technology, which utilizes AI to help organizations drive sales, gain competitive insights, and improve customer service. The Vi technology is built using NLP to analyze the conversations and process the incoming conversation data to capture and transcribe it word for word into an easy-to-read format accurately.

Avaya is a global provider of digital communication products, solutions, and services. The company's speech analytics platform is a robust solution designed to transform unstructured voice data into actionable insights for organizations. This platform leverages advanced speech recognition and natural language processing (NLP) technologies to analyze audio interactions, such as customer calls, in real time or post-interaction.

Talkdesk's platform includes an agent workspace, which empowers agents to deliver exceptional customer experiences efficiently with an intuitive, unified agent workspace. Almaywave offers NLP, automatic speech recognition products, and an omnichannel conversational platform that helps understand text and voice in many languages, interact with users across all communication channels, and analyze data.

Qualtrics provides experience management software that helps organizations enhance customer experience and productivity through various analytical tools. It uses sophisticated AI, ML, and NLP technology to analyze large amounts of data in an organization's experience management (XM) program, alert organizations to events, and recommend actions.

OpenText Speech Analytics technology leverages advanced natural language processing and machine learning algorithms to automatically analyze spoken content in recorded conversations. This technology enables businesses to gain valuable insights into customer interactions, including sentiment analysis, keyword spotting, and performance metrics for agents.

Invoca is an AI-powered conversation Intelligence Platform provider that facilitates marketing, e-commerce, and contact center teams in extracting actionable insights from customer conversations. Salesken is a real-time sales conversation AI platform that enables each customer to examine interaction from distinct perspectives to understand how representatives achieve success.

The global speech analytics market has several strong contenders. With continuously evolving global technology scenarios, faster adoption rates, and compelling developments happening around the clock, vendors also need to keep up with the evolving requirements and business needs. Ultimately, any solution that helps identify actionable data from voice calls to gain critical customer insights always brings the maximum value to the table. Hence, vendors could make the best use of the current situation to innovate and establish themselves for the future.

## Key Competitive Factors and Technology Differentiators

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The following are the key competitive factors and differentiators for evaluating speech analytics vendors. While most speech analytics vendors may provide all the core functionalities, the breadth and depth of functionalities may differ by different vendors' offerings. Driven by increasing competition, vendors are increasingly looking at improving their technology capabilities and overall value proposition to remain competitive. Some of the key differentiators include:

**Conversation Interaction Analytics:** Several vendors in the speech analytics market are providing AI-powered conversation intelligence capabilities that can visualize and analyze consumer topics (key phrases, questions, etc.) and sentiment patterns by analyzing customer-agent interactions. It gives contact center managers the power to search and sort through them according to their preferences to derive actionable insights. Additionally, it prepares agents to provide excellent customer experiences by comprehending the context of inquiries. Users are advised to evaluate vendors based on their conversational interaction analytics offerings. This feature can provide organizations with additional flexibility by streamlining conversation analysis processes, eliminating accuracy concerns, and sharing actionable data.

**Voice Biometric Analysis:** Voice biometric analysis involves the application of biometric technology to assess and identify unique characteristics in an individual's speech. This advanced form of analysis has several implications and benefits in various fields. Voiceprint recognition is a fundamental aspect of biometric analysis in speech. It involves capturing and analyzing distinct features of an individual's voice, including pitch, tone, rhythm, and pronunciation. Analyzing speech biometrics can extend to recognizing emotional cues in the speaker's voice, including tone, stress, and intonation patterns. Integrating biometric analysis with NLP allows for a more comprehensive understanding of spoken content, including sentiment analysis and contextual interpretation. Advanced speech analytics systems utilize adaptive learning algorithms to continuously improve biometric models based on new data and evolving speech patterns. Biometric analysis in speech analytics is a dynamic field with significant potential for enhancing security, improving customer interactions, and providing valuable insights across various industries. As technology continues to evolve, it is crucial

to address challenges and ethical considerations while exploring new possibilities for this innovative approach to voice-based identification and analysis. Hence, users are advised to evaluate vendors based on their ability to provide biometric analysis to ensure that the system remains accurate and effective over time and adapts to changes in speakers' voices.

**AI, ML, and NLP Maturity:** AI, ML, and NLP enable agents to visualize and rectify low customer satisfaction levels to improve customer experience significantly. AI- & ML-powered predictive and prescriptive analytics offers organizations out-of-the-box insights and helps them measure sentiments, agents' soft-skill behaviors, customer churn, and sales effectiveness, among others. By analyzing cross-channel insights, users can gain holistic insights into the customer journey from the digital entry points of organizations. Agents will be able to automate mundane tasks with embedded AI/ML by preparing for interactions, identifying self-service automation opportunities, providing next-best-action recommendations, and analyzing real-time customer behaviors. Hence, users should evaluate vendors based on their maturity of AI, ML, and NLP in their speech analytics technology.

**Integration Framework:** Few vendors in the market are offering fully integrated, native solutions, such as CRM, ERP, helpdesk, and productivity. These wide ranges of integrations will help organizations implement features easily and provide maximum value within a short time. The speech analytics platform includes purpose-built AI technologies that can seamlessly integrate into other enterprise applications and processes. Speech recognition and analytics solutions can be easily integrated with existing IT infrastructure and customized, if necessary, to integrate with a limited number of applications within an organization. In a nutshell, a fully integrated solution will provide an improved user experience because it avoids switching between applications to obtain hassle-free and useful insights. Furthermore, vendors provide a scalability option, allowing integration with a wide range of applications to add business-specific benefits. Users should assess speech analytics platforms that enhance the system's functionality and produce precise insights through the selected connectors.

**Conversational AI Integration:** Conversational AI integration in speech analytics represents a transformative synergy, leveraging advanced technologies to enhance the capabilities of speech recognition and analysis systems. This analysis delves into the key facets and implications of incorporating conversational AI within speech analytics frameworks. It introduces natural language processing and understanding capabilities, enabling more fluid and context-aware interactions between users and systems. This enhancement goes beyond mere speech-

to-text conversion, fostering a more intuitive and human-like engagement. The integration enables a higher degree of personalization in customer interactions. Conversational AI can analyze historical data, customer preferences, and behavioral patterns to tailor responses, creating a more individualized and engaging experience for users. Conversational AI empowers speech analytics to automate workflows based on spoken cues, streamlining operational processes and allowing for the automatic initiation of actions or routing based on specific keywords or identified sentiments.

**Agent Coaching and Collaboration:** The speech analytics platform helps organizations train their agents by determining how well they can handle customers through a performance dashboard. It also gives a quick idea about the efforts made by each agent in activities such as customer retention, converting prospects, and making relations with customers while understanding the deviation made in the script, which facilitates proper training. This will help organizations eliminate the gaps and enhance customer experiences. Users are advised to choose vendors whose platform will help agents better understand customer sentiments through the tone of speech and the more tedious parts of the call so that they can work toward improving call effectiveness.

**Customer Journey Analytics:** Customer journey analytics is an essential tool because providing enhanced customer experiences is currently one of the top goals for businesses. A few vendors in the market provide speech analytics platforms that offer customer journey analytics, which helps businesses better understand clients. Customer journey analytics improves customer interactions by helping organizations understand customer perceptions, requirements, and behaviors across channels from the initial contact to the first sale and beyond. The analytics solution must combine information from multiple channels into a single platform to cater to customers everywhere.

**Multimodal Analytics:** Multimodal analytics refers to the integration and analysis of multiple data modalities, combining various sources of information to derive comprehensive insights. In the context of speech analytics, this involves the simultaneous examination of spoken language, visual cues, and other data types to gain a more holistic understanding of communication dynamics. Multimodal analytics broadens the context by incorporating visual and other contextual data. It enables a more accurate interpretation of the speaker's intent and the context surrounding the communication. It also facilitates the analysis of behavioral patterns by combining speech data with visual cues. This can include analyzing

changes in tone, body language, or facial expressions during a conversation. Hence, users should evaluate vendors based on their ability to provide multimodal analytics for real-time decision support.

**Security and Compliance:** Different countries must adhere to several call center regulations & guidelines and compliances on utilizing callers' personal information to run their business and operations smoothly while attracting a large number of customers. Users are advised to select speech recognition tools compliant with such guidelines before purchasing. The speech analytics platform can detect call script deviations, data leakage, and other factors that increase business risks, in addition to notifying agents about data breaches and other malfunctions.

## SPARK Matrix™: Strategic Performance Assessment and Ranking

Quadrant Knowledge Solutions’ SPARK Matrix™ provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. Quadrant’s Competitive Landscape Analysis is a useful planning guide for strategic decision makings, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make SPARK Matrix.

| Technology Excellence   | Weightage | Customer Impact                | Weightage |
|---|-----------|--------------------------------|-----------|
| Accuracy of speech-to-text transcription and sentiment analysis | 20%       | Product Strategy & Performance | 20%       |
| Reporting, Analytics, and Dashboard                             | 15%       | Market Presence                | 20%       |
| Customer journey and cross-channel analytics                    | 15%       | Proven Record                  | 15%       |
| Maturity of AI, ML, and NLP                                     | 15%       | Ease of Deployment & Use       | 15%       |
| Competitive Differentiation Strategy                            | 8%        | Customer Service Excellence    | 15%       |
| Application Diversity   | 5%        | Unique Value Proposition       | 15%       |
| Vision & Roadmap  | 7%        |                                |           |



## Evaluation Criteria: Technology Excellence

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- **Accuracy of speech-to-text transcription and sentiment analysis:** Evaluating the accuracy of speech-to-text transcription and sentiment analysis. Assessing their performance on diverse datasets, languages, and industry-specific jargon. Considering factors like real-time processing, customization options, and integration capabilities for comprehensive evaluation.
- **Reporting, Analytics, and Dashboard:** Evaluating vendors based on data accuracy, real-time insights, customizable reporting, sentiment analysis, and integration capabilities. Benchmarking by assessing scalability, user-friendliness, and AI-driven features to optimize performance and decision-making.
- **Customer journey and cross-channel analytics:** The ability of vendors to provide omnichannel integration, real-time insights, and scalable platforms ensuring a comprehensive understanding of customer interactions for effective business intelligence and improved customer experiences.
- **Maturity of AI, ML, and NLP:** The ability of the vendor to transcribe, analyze, and derive insights from spoken content indicates the software's level of technological advancement and its capability to deliver accurate and meaningful results by utilizing AI, ML, and NLP technologies.
- **Competitive Differentiation Strategy:** The ability to differentiate from competitors through functional capabilities and/or innovations and/or GTM strategy, customer value proposition, and such others.
- **Application Diversity:** The ability to demonstrate product deployment for a range of industry verticals and/or multiple use cases.
- **Vision & Roadmap:** Evaluation of the vendor's product strategy and roadmap with the analysis of key planned enhancements to offer superior products/technology and improve the customer ownership experience.

## Evaluation Criteria: Customer Impact

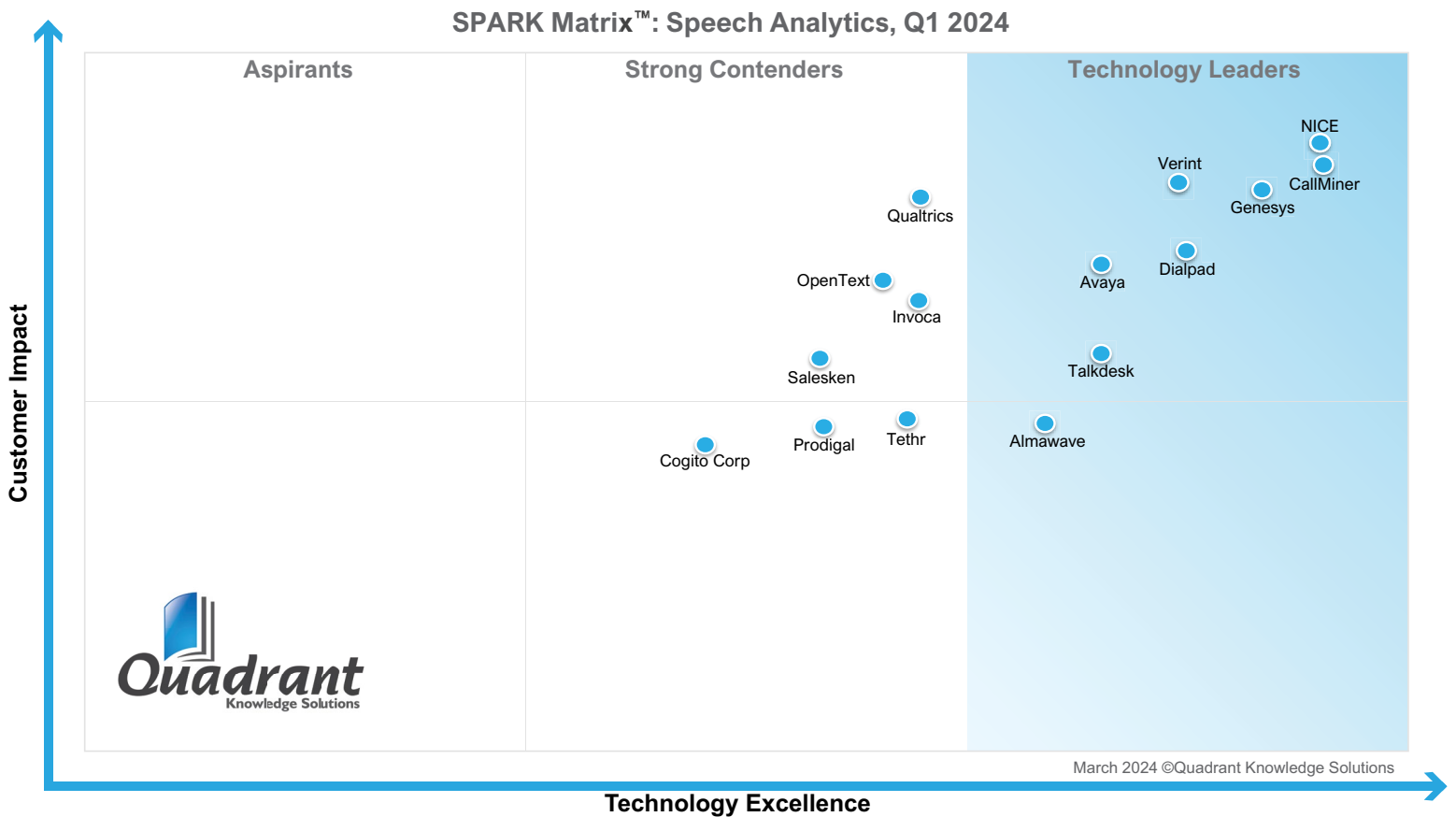
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- **Product Strategy & Performance:** Evaluation of multiple aspects of product strategy and performance in terms of product availability, price to performance ratio, excellence in GTM strategy, and other product-specific parameters.
- **Market Presence:** The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.
- **Proven Record:** Evaluation of the existing client base from SMB, mid-market and large enterprise segment, growth rate, and analysis of the customer case studies.
- **Ease of Deployment & Use:** The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation and usage experience. Additionally, vendors' products are analyzed to offer user-friendly UI and ownership experience.
- **Customer Service Excellence:** The ability to demonstrate vendors capability to provide a range of professional services from consulting, training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.
- **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

# SPARK Matrix™: Speech Analytics, 2024

## Strategic Performance Assessment and Ranking

**Figure: 2024 SPARK Matrix™**  
(Strategic Performance Assessment and Ranking)  
Speech Analytics Market



## Vendor Profiles

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Following are the profiles of the leading Speech Analytics vendors with a global impact. The following vendor profiles are written based on the information provided by the vendor's executives as part of the research process. Quadrant research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult Quadrant Knowledge Solutions before making any purchase decisions, regarding Speech Analytics technology and vendor selection based on research findings included in this research service.

# CallMiner

**URL :** <https://callminer.com/>

CallMiner is a conversation intelligence platform headquartered in Waltham, Massachusetts, USA. It offers a comprehensive platform to analyze omnichannel customer interactions at scale, enabling organizations to interpret agent performance and enhance quality monitoring, operational efficiency, customer retention, and customer sentiment. It helps identify patterns to reveal deep understandings from every conversation that can be leveraged enterprise-wide.

CallMiner’s Eureka platform, a conversation analytics solution powered by AI and Machine Learning (ML) technologies, automatically transcribes, redacts, classifies, and analyzes every customer interaction. The platform is an open system integrating standards and non-proprietary data formats from various third-party systems. This functionality allows CallMiner to be highly interoperable with other systems and processes.

## Snapshot of CallMiner

|                       |  |
|-----------------------|--|
| Year Founded          | 2002   |
| Industrial Focus      | The company holds a strong customer base in various industry verticals, such as BFSI, followed by telecommunications and healthcare.   |
| Geographic Coverage   | In terms of geographical presence, North America and Europe comprise CallMiner’s strongest markets, followed by the Middle East and Africa.  |
| Partnership Ecosystem | CallMiner has established partnerships with various companies in the technology and consulting industries, such as Microsoft, Alvaria, Boost.ai, Zizo, and Upland Software. These partnerships help the company integrate cloud communications, deliver managed service, and more to provide greater customer understanding across channels.   |
| Top Use Cases         | <ul style="list-style-type: none"> <li>• Contact center experience: Enhances agent performance and quality monitoring in real time, optimizing contact center efficiency, ensuring compliance, boosting sales, and preventing fraud.</li> <li>• Customer experience: Helps improve omnichannel customer journeys, reduce effort, and understand positive or negative customer sentiments.</li> </ul> |

|              |   |
|--------------|---|
| Integrations | <ul style="list-style-type: none"> <li>• CRM and customer support software integration:- Salesforce</li> <li>• Enterprise collaboration and communication platform integration: Zoom</li> </ul> |
|--------------|---|

**Key Product Features**

| Feature                          | Description  |
|----------------------------------|--|
| Automated Speech Transcription   | CallMiner uses speech-to-text technology to transform voice into text.   |
| Customer Journey Analytics       | CallMiner analyzes interactions across channels to map customer journeys.  |
| Sentiment Analysis               | The company employs ML algorithms to analyze acoustic signals automatically in each call, evaluating factors such as agitation, silence, speech tempo, word count by channel, sentiment, and overtalk/crosstalk.   |
| AI-driven Search                 | The company’s AI-driven search includes discovery analytics for unscripted exploration, which employs unsupervised ML in TopicMiner to visually represent and extract key topics from exploratory searches and surfacing emerging trends within specific date ranges.  |
| Agent Coaching and Collaboration | CallMiner Coach empowers agents with ongoing performance monitoring, providing 100-percent interaction feedback. Role-based dashboards, automated scoring, and alerts streamline coaching, while insight reporting tracks coaching insights, scores, and comments.   |
| Workflow Management              | CallMiner automates business metric scoring to prioritize actions for CX and cost savings across teams, agents, and products. Configurable score ranges in post-interaction analytics facilitate targeted responses, and the system notifies stakeholders of anomalies, ensuring proactive insights. Closed-loop feedback and API support streamline execution and trigger workflows in other systems. |

## Key Differentiators

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A few key differentiators for CallMiner's solution include AI-driven search, call transcription accuracy, and real-time and post-call analytics that help organizations drive action for business improvement. It also enables users to analyze customer interaction details using accurate auto-scoring, correlation across multiple channels, and categorization tools for sentiment and emotion analysis.

CallMiner advocates for customer data ownership, providing customizable dashboards, reports, and a robust API for data transportability. Users can seamlessly share insights with business intelligence tools, data lakes, CRM platforms, or other preferred platforms within the organization.

Specializing in customer conversation analytics across multiple engagement channels, CallMiner offers customers valuable insights into sentiments, trends, and behaviors specific to each channel. Organizations leveraging CallMiner gain a nuanced understanding of customer needs and can optimize agent performance across various channels.

## Analyst Recommendations

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CallMiner offers a highly scalable conversation intelligence platform that can provide significant value to organizations looking to optimize customer experiences and agent performance. A key strength lies in its robust speech analytics capabilities, fueled by AI and ML features such as talk pattern analysis, acoustic modeling, and dynamic sentiment detection. The platform's omnichannel support across phone, email, chat, and social channels delivers comprehensive customer conversation insights. Overall, organizations seeking an AI-driven conversation intelligence solution that can seamlessly integrate with existing environments should consider CallMiner.

## Future Roadmap

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CallMiner's future roadmap includes significant investments in user base workflow automation, leveraging CallMiner GPT to enhance customer conversation investigations and identify actionable insights for potential improvement scenarios. A key consideration is the potential incorporation of gamification elements into the existing coaching capabilities to create a more engaging environment for agents.

CallMiner is actively enhancing agent coaching and collaboration with an upgraded guided coaching module. Furthermore, CallMiner is actively evaluating templated action plans associated with agent performance, demonstrating a dedication to advancing coaching methodologies and overall performance management, as well as to continual improvement and innovation in optimizing customer interactions.



## NICE

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**URL :** <http://www.nice.com>

The NICE CX Analytics line of business is headquartered in Hoboken, New Jersey, USA. The division includes a suite of AI and analytics solutions, including the industry-leading Enlighten AI, which enables users to organize, analyze, and successfully implement their data from a single source of audio, chat, email, and text interactions.

NICE Interaction Analytics, along with Enlighten AI, provides a deep analysis of contact center data integrated across the entire NICE portfolio so that businesses can make informed decisions to better serve customers, stay ahead of the curve, and future-proof their success.

As part of NICE’s commitment to relentless innovation – and helping companies to deliver better CX – NICE has invested in applying LLMs and generative AI, with purpose-built AI for CX models, to ever-expanding use cases that drive tangible results, to optimize outcomes and cost for clients.

### Snapshot of NICE

|                       |  |
|-----------------------|--|
| Year Founded          | 1986   |
| Industrial Focus      | Automotive, manufacturing, education, healthcare & life sciences, logistics & transportation, the government & public sectors, CPG & retail, food & beverages, energy & utilities, and electronics & semiconductors.                                       |
| Geographic Coverage   | NICE operates in over 30 countries around the globe, with a significant presence in North America, Central and Latin America, followed by the European Union, the Middle East, and Africa. It also has a significant presence in the Asia Pacific region.  |
| Partnership Ecosystem | NICE has a broad partner resale ecosystem consisting of traditional resellers (VARs), Technology brokers with agents, Global Services Providers, Business Process Outsourcers, and strategic technology partners who have co-selling agreements with NICE. |

|                      |   |
|----------------------|---|
| <p>Top Use Cases</p> | <ul style="list-style-type: none"> <li>• Cost management comprises metrics such as handle time, repeat calls, IVR containment, and cost to serve, focusing on optimizing operational efficiency and reducing expenses associated with customer interactions.</li> <li>• Customer satisfaction metrics, such as business process optimization, customer effort, churn prediction, journey excellence, CSAT trends, and digital containment, revolve around ensuring positive customer experiences and satisfaction levels.</li> <li>• Sales effectiveness metrics, such as collections effectiveness, sales performance by agent or team, and churn prediction, focus on maximizing revenue generation and minimizing customer churn.</li> <li>• Quality and compliance metrics, such as agent soft-skill behavioral analysis scoring, internal and regulatory compliance (such as CFPB or FCA) scoring, and automated quality scoring.</li> </ul> |
|----------------------|---|

**Key Product Features**

| Feature                       | Description  |
|-------------------------------|--|
| <p>AI-enabled Analytics</p>   | <p>NICE's CX AI platform, with purpose-built AI models built on a vast amount of CX data, provides specific predictions and actions for various use cases, including sentiment analysis smart self-service, agent soft-skills behaviors (for CSAT), sales effectiveness, complaint management, fraud detection, churn prediction, vulnerable customers (UK), and automated agent summaries. There are over 1,000 prebuilt AI models available out-of-the-box</p> |
| <p>Real-time transcribing</p> | <p>NICE's real-time high-accuracy ASR (automatic speech recognition) Engine enables transcription accuracy and greatly improves word error rate. The ASR engine delivers real-time guidance to agents on behaviors, compliance, and sales effectiveness. This monitors both agent and customer behaviors, sentiment and phrases spoken/omitted to trigger next-best answer and knowledge base articles to agents.</p>  |

|                       |   |
|-----------------------|---|
| Auto-Discovery        | Word cloud AutoDiscovery identifies frequently used words and phrases across all interaction channels and correlates them with other frequently used words and phrases. It also includes Automatic Categorization of topics and relationships in the interaction data with visualization of volume, sentiment, handle time, and other trends; Anomaly Detection automatically identifies phrases and topics that trend in an "arrival pattern" that differs from its typical pattern; and Query Coverage which maps existing manually created speech or text categories to the topics discovered in automatic categorization. |
| Explore Guided Search | Explore allows users without advanced technical analytics skills to gain immediate access to the insights held in the interaction and journey data. Through an intuitive user interface and access to instant results, users can easily search the content of their interactions along with any available metadata & Enlighten AI metrics. Search results are also displayed in an easily personalized dashboard.   |

## Key Differentiators

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NICE CX AI offers an interaction-centric solution that manages and analyzes all interactions, distinguishing itself with a unified analytics solution integrated seamlessly into the NICE CXone suite. With proprietary technology stack control, it delivers real-time effectiveness through out-of-the-box AI features. NICE's Interaction Analytics solution is unique in its ability to handle both structured and unstructured data from various sources, including CRM data, call recordings, chats, and text-based sources, providing a comprehensive view of customer interactions across channels.

Continuously enhancing the customer experience, NICE offers various solutions, such as Enlighten AutoSummary for automated agent notetaking and performance analysis; Enlighten XO to identify self-service automation opportunities by analyzing past interactions; Enlighten Autopilot AI-powered intelligent virtual agent that learns from omnichannel conversations to fully resolve customers' needs; Enlighten Actions conversational AI to provide managers with faster access to data and analytics with ease; Enlighten Copilot to provide employees with augmented intelligence for complex tasks; and Experience Sequence Analysis to help users examine complete customer experiences chronologically across channels, with automatic insights for easy visualization and analysis.

## Analyst Recommendations

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NICE CX Analytics solutions are recommended for contact centers, financial services, insurance, and healthcare organizations looking to optimize customer experience, compliance, and operational efficiency.

NICE leverages AI techniques such as natural language processing, machine learning, and sentiment analysis to analyze phone calls, chat transcripts, and agent notes automatically. Its key capabilities include category classification, compliance detection, customer sentiment analysis, and conversation summarization.

## Future Roadmap

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NICE's technology roadmap aims to enhance innovation and drive time to value by expanding derived data accessibility across the CXone platform and applications. Features such as Explore Guided Discovery, Intent Builder, Enlighten AI Routing, and Generative AI/LLM technology in combination with NICE's vast array of CX data are introduced to democratize analytics, enabling users to gain deep insights effortlessly without requiring expertise. These initiatives focus on simplifying search capabilities, optimizing intent models, automating coaching, and streamlining ACD configurations to maximize value and efficiency for users.

## Genesys

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URL : <http://www.genesys.com>

Headquartered in Menlo Park, California, USA, Genesys provides an all-in-one CCaaS solution, Genesys Cloud CX. Through Genesys Cloud CX, its AI-powered experience orchestration platform, Genesys delivers the future of CX to organizations of all sizes so they can provide empathetic, personalized experiences at scale.

Within Genesys Cloud CX, the solution provides native AI-driven speech and text analytics capabilities to spot topics or key phrases, identify customer intent and sentiment, highlight business trends, and help customer experience and contact center professionals assess agent performance and drivers of inbound interactions.

### Snapshot of Genesys

|                       |   |
|-----------------------|---|
| Year Founded          | 1990  |
| Industrial Focus      | Genesys supports all industries including financial services, retail, healthcare, the public sector, and BPO.   |
| Geographic Coverage   | Genesys has a presence in North America, Europe, the Middle East and Africa, Latin America, and Asia-Pacific.   |
| Partnership Ecosystem | Genesys has established partnerships with leading companies in the technology and consulting industries, such as Amazon Web Services (AWS), Accenture, Deloitte, Genpact, and PwC. These partnerships allow the company to integrate its contact center solutions with various other software solutions and services, enabling businesses to leverage Genesys technology within their existing IT ecosystems. |

|                    |   |
|--------------------|---|
| <p>Integration</p> | <p>Genesys Cloud CX is an open API-first platform, creating an interconnected ecosystem that works in unison to compose and orchestrate exceptional customer and employee experiences. Integrate with key business systems such as:</p> <ul style="list-style-type: none"> <li>• CRM: Salesforce, Microsoft Dynamics, Zendesk, and more</li> <li>• UCC: Microsoft Teams, Zoom, and more</li> <li>• Business intelligence: eMite, PureInsights, SuccessKPIs, Brightmetrics and others</li> <li>• Single Sign-on (SS): OneLogin, Okta, Salesforce, Microsoft, Google, Ping, and more</li> <li>• Speech analytics technology and solution providers: Google, Amazon, Nuance, CallMiner and more</li> </ul> <p>Plus many additional pre-packaged integrations. And with AppFoundry® Marketplace, customers can expand and integrate even further with a robust set of turnkey apps available and over 100 free trials and one-click installs.</p> |
| <p>Use Cases</p>   | <ul style="list-style-type: none"> <li>• The platform autonomously evaluates voice and digital interactions, enhancing employee adherence to corporate and government regulations.</li> <li>• The platform helps identify employee activities and behaviors conducive to successful interactions automatically by assessing each voice and digital interaction.</li> <li>• Customers can obtain valuable insights into customer perceptions regarding their companies compared to competitors. By analyzing voice and digital data from customer interactions, the solution delivers competitive intelligence comprising promotional activities, product features, and new offerings.</li> </ul>  |

### Key Product Features

| Feature                          | Description   |
|----------------------------------|---|
| Auto-discovery                   | Users track agent performance and customer sentiment using Genesys Cloud CX tools, uncovering areas for improvement and product satisfaction insights.                      |
| Workflow Management              | Genesys Cloud CX Work Automation (Beta) facilitates real-time task handling, blending automation and assisted service for efficient customer activity tracking.             |
| Agent Coaching and Collaboration | Genesys Cloud CX WEM capabilities enable supervisors to schedule coaching with agents from interaction details, seamlessly integrating into Workforce Management schedules. |

### Key Differentiators

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Genesys Cloud CX distinguishes itself through its foundational architecture built entirely on microservices. This approach ensures scalability across various organization sizes and facilitates international growth without the need for extensive infrastructure reconfiguration. Additionally, Genesys Cloud CX offers a composable platform that integrates various customer experience, employee experience, digital, AI, and unified communications capabilities natively, allowing businesses to mix and match functionalities in real-time via open public APIs for enhanced adaptability and customization. The Genesys Cloud CX all-in-one platform provides natively integrated solutions across multiple domains, eliminating reliance on third-party integrations and offering easily implementable features out of the box, which contrasts with competitors' offerings that often require additional effort or iterations to meet user requirements.

### Analyst Recommendations

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Genesys Cloud CX Speech and Text Analytics offers a robust foundation for businesses seeking actionable insights from customer interactions. To further enhance its capabilities, Genesys should focus on integrating advanced LLM techniques for improved sentiment analysis and understanding of conversations and tailoring domain-specific AI models for specific industries. Its key areas of improvement include real-time insights and comprehensive reporting.

Furthermore, Genesys can increase its focus on the eCommerce, healthcare, retail, and government sectors to expand its market. This can be done by developing specific solutions for these sectors and targeting them with increased marketing and sales efforts.

## Future Roadmap

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The short-term technology roadmap for Genesys Cloud CX includes implementing categories for enhanced interaction insight, phrase testing for accuracy improvement, additional dashboards for Speech and Text Analytics (STA) metrics visualization, a real-time STA dashboard, acoustic data integration for a more comprehensive search functionality, and content exploration features. Its long-term plans involve category testing, semantic topic spotting, empathy feedback, semantic search, topic tag filtering, automated topic mining, automated interaction performance insights, and category enhancements such as sentiment and empathy tracking. These advancements aim to streamline analytics, improve agent performance, and enhance user experiences.



## Verint

URL : <https://www.verint.com/>

Headquartered in Melville, New York, USA, Verint offers a customer engagement platform that helps organizations build effective customer relationships and drive significant business results.

The company enables businesses to analyze customer calls by mining call records and gathering insights about customer satisfaction, customer churn, competitive intelligence, service issues, and agent performance. It also enhances contact center performance with effective insights to help agents reduce the handling time of repeated calls.

### Snapshot of Verint

|                       |   |
|-----------------------|---|
| Year Founded          | 1994  |
| Industrial Focus      | The company holds a strong customer base across various industry verticals, such as IT service management, managed services, healthcare, and the public & government sectors.   |
| Geographic Coverage   | Verint has a commanding presence over the North American and European Union regions.  |
| Partnership Ecosystem | Verint's has established partnerships with leading companies in the technology and consulting industries, including Amazon Web Services (AWS), Accenture, Deloitte, Genpact, and PwC. These partnerships allow Verint to integrate its Speech Analytics platform with various other software solutions and services, enabling businesses to leverage Verint's technology within their existing IT ecosystems. |
| Integration           | <ul style="list-style-type: none"> <li>• CRM and customer support software integration: Pipedrive and HubSpot.</li> <li>• Enterprise collaboration and communication platforms: Google Meet.</li> <li>• Call center and contact center software integration: Genesys Cloud, Twilio, and Aircall.</li> </ul>   |

### Key Product Features

| Feature                      | Description  |
|------------------------------|--|
| Real-time Speech Analytics   | Analyzes customer calls in real-time, providing agents with insights and recommendations that help them resolve issues more quickly and effectively. |
| Historical Speech Analytics  | Analyzes customer calls from the past, providing businesses with insights into their customer interactions and trends.                               |
| Sentiment Analysis           | Analyzes customer sentiment to identify areas where the customer experience can be improved.   |
| Agent Performance Monitoring | Can track agent performance on key metrics such as adherence to scripts, call resolution time, and customer satisfaction.                            |

### Key Differentiators

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Verint’s Speech Analytics platform offers a comprehensive set of features that can help businesses improve their customer experience, reduce costs, and increase productivity.

The company helps businesses analyze customer calls by mining call records and gathering insights about customer satisfaction, customer churn, competitive intelligence, service issues, and agent performance.

### Analyst Recommendations

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Verint’s Speech Analytics platform is a dependable solution. It is particularly well-suited for SMB contact centers and the financial sector. However, to further solidify its market presence and competitive edge, Verint should consider enhancing its capabilities to accommodate more use cases involving diverse communication channels and data sources.

Elevating its analytical capabilities will empower Verint to address a wider range of applications beyond basic quality monitoring and compliance. The integration of advanced analytics can uncover the latest risks, trends, and opportunities, providing enhanced value to its customer base. Moreover, expanding omnichannel support across various communication channels, such as phone, email, and chat, will provide clients with a holistic view of customer interactions, enabling

customer service, sales, and support teams to make informed decisions based on comprehensive customer intelligence. This functionality positions Verint's Speech Analytics platform as a choice for larger global enterprises with analytics needs across diverse customer touchpoints.

In conclusion, Verint has the potential to solidify its position as an industry leader by focusing on the advancement of its core speech analytics and omnichannel capabilities. By doing so, Verint can expand its market presence and achieve competitive distinction, both in Europe and on a global scale.

## Dialpad

URL : <https://www.dialpad.com/>

Headquartered in San Francisco, USA, Dialpad is an AI-Powered Customer Intelligence Platform that offers customer engagement by providing powerful AI tools within a unified workspace. The platform promotes collaboration by offering features such as live coaching and real-time script recommendations, bringing together various communication channels seamlessly.

Dialpad enhances productivity through built-in AI functionalities such as call transcription, agent coaching, and CSAT prediction. It also streamlines communication and ensures a customer-first strategy by allowing agents to respond to requests across channels. This is achieved through integrated tools such as sentiment analysis and live agent coaching, providing a comprehensive omnichannel workspace for managing voice and digital customer interactions.

### Snapshot of Dialpad

|                       |  |
|-----------------------|--|
| Year Founded          | 2011   |
| Industrial Focus      | The company holds a strong customer base in various industry verticals, such as education, healthcare, real estate, technology, professional services, legal, retail, and recruiting.  |
| Geographic Coverage   | From a geographical perspective, North America is Dialpad’s strongest market, followed by Australia, Canada, Asia-Pacific, and the United Kingdom.   |
| Partnership Ecosystem | Dialpad has established partnerships with various companies in the technology and consulting industries, such as T-Mobile, Packet Fusion, Salesforce, Microsoft, Google, AWS, and Zoom. These partnerships allow Dialpad to expand its reach and market share by ensuring innovative technologies and features.  |
| Integration           | <ul style="list-style-type: none"> <li>• CRM and customer support software integration:                             <ul style="list-style-type: none"> <li>• Salesforce, Zendesk, Zoom, Nice InContact, and Microsoft Dynamics 365</li> </ul> </li> <li>• Enterprise collaboration and communication platforms                             <ul style="list-style-type: none"> <li>• Integration: Intercom, Slack, HubSpot, Cisco Webex, and Dropbox</li> </ul> </li> </ul> |

### Key Product Features

| Feature                | Description  |
|------------------------|--|
| Built-in AI            | Enhance productivity by utilizing built-in AI capabilities, such as call transcription, agent coaching, CSAT prediction, and additional features.                    |
| Omnichannel workspace  | Dialpad's AI Contact Center resolves customer requests efficiently with tools such as sentiment analysis and live agent coaching in a unified omnichannel workspace. |
| Pre-built integrations | Dialpad seamlessly integrates with applications such as Salesforce, Zendesk, and Google Workspace.   |
| Real-time analytics    | Dialpad's real-time analytics provide instant call data insights, enabling agile decision-making and optimizing communication efficiency for businesses.             |

### Key Differentiators

Some of the key differentiators for Dialpad include Dialpad Business Intelligence, which helps users create reports using contact center data and enables advanced customization and report design. Dialpad offers a heatmap that shows call volume patterns and the average speed to answer. It offers real-time transcripts, enabling supervisors to listen to the real-time transcripts and get live contexts of agent calls.

### Analyst Recommendations

Dialpad's strengths lie in its integrated communication platform that seamlessly combines voice, video, chat, and SMS, offering a comprehensive customer engagement solution. The use of AI for insights and real-time analytics empowers businesses to monitor KPIs and make informed decisions. Robust integrations with popular CRM and help desk systems streamline workflows, and the user-friendly interface ensures swift adoption.

The key areas for improvement include enhancing self-service options, improving reporting and customization, refining AI-powered recommendations, and addressing scalability concerns. Expanding self-service capabilities can reduce the burden on support teams, and providing more granular reporting and customization features can tailor the platform to specific business needs. Strengthening AI algorithms for more personalized recommendations and ensuring scalability are crucial for long-term success.

## Avaya

URL : [www.avaya.com](http://www.avaya.com)

Headquartered in Morristown, New Jersey, USA, Avaya is a global provider of digital communication products, solutions, and services. The company’s speech analytics platform is a robust and versatile solution designed to transform unstructured voice data into actionable insights for organizations. This platform leverages advanced speech recognition and natural language processing (NLP) technologies to analyze audio interactions, such as customer calls, in real time or post-interaction.

The platform employs NLP techniques to assess customer sentiment during interactions. It can identify positive, negative, or neutral tones, helping organizations gauge customer satisfaction and identify potential issues.

### Snapshot of Avaya

|                       |   |
|-----------------------|---|
| Year Founded          | 2000  |
| Industrial Focus      | Avaya's Speech Analytics platform caters to various industry verticals, such as BFSI (Banking, Financial Services, and Insurance), healthcare, retail, telecommunications, and the government sector. Its versatility makes it suitable for organizations across various sectors.   |
| Geographic Coverage   | Avaya, as a global communications solutions provider, offers its Speech Analytics platform to organizations worldwide. It has a substantial international presence, serving customers in North America, Europe, and Asia, among others. It supports multiple languages, making it accessible to a global clientele.   |
| Partnership Ecosystem | Avaya has established partnerships with leading technology and consulting companies, including Google Cloud, OpenAI, HuggingFace, IZO Systems, and Evoluito. These partnerships enable the company to integrate its AI-powered speech analytics platform with complementary solutions and services, allowing businesses to leverage Avaya's technology within their existing IT ecosystems. The integrations with Google Cloud provide scalable infrastructure, and the collaborations with AI leaders such as OpenAI and HuggingFace augment the company's core speech analytics capabilities. Consulting partners facilitate the implementation and customization of Avaya's speech analytics platform to meet specific customer needs across various use cases and industries. |

|             |  |
|-------------|--|
| Integration | <ul style="list-style-type: none"> <li>• CRM and Customer Support Software:</li> <li>• Pipedrive, HubSpot</li> <li>• Enterprise Collaboration and Communication Platforms:</li> <li>• Google Meet</li> <li>• Call Center and Contact Center Software:</li> <li>• Genesys Cloud, Twilio, Aircall</li> </ul> |
|-------------|--|

### Key Product Features

| Feature                     | Description   |
|-----------------------------|---|
| Advanced Speech Recognition | Utilizes cutting-edge speech recognition technology to accurately transcribe audio content into text. This enables organizations to search, index, and analyze spoken words within conversations.               |
| Sentiment Analysis          | Employs NLP techniques to assess customer sentiment during interactions. It can identify positive, negative, or neutral tones, helping organizations gauge customer satisfaction and identify potential issues. |
| Keyword Spotting            | Defines specific keywords or phrases relevant to business, which the platform scans for during conversations. This helps identify critical topics, compliance violations, and emerging trends.                  |
| Real-time Monitoring        | Supports real-time monitoring of voice interactions. This feature allows supervisors and agents to receive instant alerts or insights during live conversations, facilitating proactive actions.                |
| Customizable Dashboards     | Offers customizable dashboards that provide visual representations of analytics data. These dashboards enable users to gain insights quickly and make informed decisions.                                       |

### Key Differentiators

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#### Multi-language Support:

Avaya’s platform supports multiple languages, making it accessible to a global audience and enabling businesses to analyze conversations in their customers’ preferred languages.

#### AI and Automation

Avaya incorporates AI and automation capabilities to help organizations streamline their operations and improve customer service efficiency. AI can also facilitate voice interaction summarization and associated transcription redaction.

### **Real-time Insights**

The platform provides real-time insights and analytics, enabling organizations to make data-driven decisions and enhance customer experiences promptly.

## **Analyst Recommendations**

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Avaya resells the Verint Speech Analytics solution on-prem or in the cloud (AEC/AXP). Avaya's Speech Analytics platform offers a robust set of features and integrations, making it a valuable tool for organizations seeking to enhance their customer interactions and operational efficiency. Its comprehensive integrations with CRM, collaboration, and call center software solutions enable businesses to gain valuable insights and improve customer service. Enhancing AI-driven features and analytics models could provide more nuanced insights, allowing organizations to uncover hidden trends and opportunities in customer interactions.

As data security becomes increasingly critical, Avaya should continue to prioritize and invest in robust security measures to maintain customer trust. Ensuring that the platform remains highly scalable and customizable will enable businesses to tailor their solutions according to their unique needs.

By addressing these areas, Avaya can strengthen its position as a leading provider of speech analytics solutions and better serve the evolving needs of customers across various industries and regions.



## Talkdesk

URL : <https://www.talkdesk.com/>

Headquartered in San Francisco, USA, Talkdesk offers Interaction Analytics™, which helps enhance customer experiences through the automated analysis of customer interactions by leveraging Generative AI. Talkdesk Interaction Analytics reviews customer conversations to get insights into sentiment trends and topics, identifying emerging issues and uncovering valuable insights.

Talkdesk’s QM Assist™ provides advanced agent coaching using AI-driven insights derived from voice and text interactions. Additionally, QM Assist expedites the identification of issues affecting agent performance by applying technical features such as searchable transcripts, sentiment analysis, and automated interaction scoring.

### Snapshot of Talkdesk

|                       |   |
|-----------------------|---|
| Year Founded          | 2011  |
| Industrial Focus      | The company holds a strong customer base in various industry verticals, such as financial services & insurance, the government sector, education, healthcare & life sciences, manufacturing, retail & consumer goods, hospitality, and transportation & logistics.  |
| Geographic Coverage   | In terms of geographical presence, North America is Talkdesk’s strongest market, followed by Europe, the Middle East, Africa, and Latin America   |
| Partnership Ecosystem | Talkdesk has established partnerships with companies in the technology and consulting industries, including Salesforce, Amazon Web Services (AWS), Microsoft, Zendesk, NICE in-Contact, Calabrio, Aspect, Five9, ServiceNow, Medallia, and Zoom. These partnerships allow Talkdesk to tailor customer experiences and ensure smooth workflows and enhanced agent productivity.  |
| Integration           | <ul style="list-style-type: none"> <li>• CRM and customer support software integration:                             <ul style="list-style-type: none"> <li>• Salesforce, Zendesk, and Microsoft Dynamics 365</li> </ul> </li> <li>• Enterprise collaboration and communication platforms:                             <ul style="list-style-type: none"> <li>• Integration: Intercom, Slack</li> </ul> </li> <li>• Call center and contact center software integration:                             <ul style="list-style-type: none"> <li>• Salesforce, Zendesk, Five9, and NICE in-Contact</li> </ul> </li> </ul> |

### Key Product Features

| Feature                   | Description   |
|---------------------------|---|
| Sentiment Analysis        | Leverage linguistic analysis to detect customer sentiment and extract keywords during interactions.   |
| Automatic Topic Discovery | Elevate customer satisfaction through in-depth analysis of topic and sentiment trends using generative AI across all customer interactions. |
| Dashboards                | Utilize an intuitive dashboard to monitor essential conversational analytics data and customer insights & trends.                           |
| Keyword Search            | Efficiently locate and analyze interaction transcriptions using advanced algorithms for keyword relevance and sentiment scoring mechanism.  |

### Key Differentiators

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Some of the key differentiators for Talkdesk’s Interaction Analytics™ include transcription cards that leverage Speech-to-Text (STT) and Natural Language Processing (NLP) technologies to pinpoint crucial details within transcriptions. This includes extracting call context, discerning customer intent, and analyzing sentiment for enhanced technical insights. The company also offers utterance audio players to implement a per-utterance-level analysis in call recordings to pinpoint the root causes of customer issues without comprehensive transcription reviews.

### Analyst Recommendations

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Talkdesk’s Interaction Analytics platform stands as a robust solution; however, it has untapped potential and can be further refined. To secure and fortify its industry leadership, our recommendations center around three pivotal areas. Talkdesk could further enhance the incorporation of advanced NLP and sentiment analysis to enhance the platform’s accuracy. This will empower teams to derive actionable insights, improving customer satisfaction and agent performance.

## Almawave

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URL : <https://www.almawave.com/en/>

Headquartered in Rome, Italy, Almawave is a provider of data, artificial intelligence and natural language processing products and technology solutions, such as automatic speech recognition, an omnichannel conversational platform for understanding text and voice in many languages, across all possible channels, insight engine for information management and consumption.

Almawave’s mission is to assist enterprises and public administration in the digital evolution by introducing artificial intelligence, including generative AI, into business processes efficiently. More in particular, by using, “Iride® Voice” - the company’s speech analysis platform organizations can boost the value of voice data in contact centers to guarantee high-performing customer service across all the customer interaction-intensive industries.

### Snapshot of Almawave

|                       |  |
|-----------------------|--|
| Year Founded          | 2010   |
| Industrial Focus      | media, telecommunications, BFSI, energy, and utilities.  |
| Geographic Coverage   | In terms of geographical presence, Almawave has a commanding presence in Europe with headquarters in Italy, a promising presence in Latin America, and active customers also in North America, Middle Eastern & African markets. |
| Partnership Ecosystem | Almawave has established partnerships with leading companies in the technology and consulting industries, including Microsoft, Deloitte, PwC, Beta 80 Group, Atena Informatica, Cy4gate.   |
| Integration           | Variety of CRM platforms, enterprise collaboration tools, some contact center software and all major cloud computing platforms such as: Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP).             |

### Key Product Features

| Feature                      | Description   |
|------------------------------|---|
| speech transcription         | fast modeling for their specific needs, powered by noise and audio quality adaptation. Custom acoustic and language models and the ability to detect various languages help contact center agents better address customers. End-to-end Language Models with the ability to detect various languages and help contact center agents to better address customers. |
| dashboards and reporting     | Monitor's service performance, content analysis, agent performance, and team efficiency.  |
| real-time speech analytics   | can analyze customer calls in real-time, providing agents with insights and recommendations that can help them resolve issues more quickly and effectively.   |
| agent performance monitoring | can track agent performance on key metrics such as adherence to scripts, call resolution time, and customer satisfaction.   |
| generative AI functions      | Conversation summary, search within a conversation, BI on demand, Natural Language Query  |

### Key Differentiators

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Some of the key differentiators for Almwave's platform are its proprietary end-to-end solution from recording through speech-to-text to NLU, flexible customizations, and APIs for integration with native-business applications like CRM.

### Analyst Recommendations

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The Almwave Speech Analytics Platform presents a robust solution with the potential to enhance customer experience and optimize contact center performance for businesses. This platform encompasses an array of functionalities, including real-time speech analytics, historical speech analytics, sentiment analysis, agent performance monitoring, and compliance reporting.

In summary, the Almwave Speech Analytics Platform stands as a viable choice for businesses of diverse sizes seeking to elevate their customer experience and streamline contact center operations. With its multi-feature suite, it caters to a broad spectrum of user needs. However, organizations should be cognizant of the platform's limitations and explore avenues for addressing them to ensure optimal performance.

## Qualtrics

URL : <https://www.qualtrics.com/au/>

Headquartered in Provo, UT, USA, Qualtrics is a leading provider of experience management software, helping organizations enhance customer experience and productivity through a wide range of analytical tools. It uses sophisticated AI, machine learning (ML), and natural language processing (NLP) to analyze large amounts of data in organizations' experience management (XM) programs to alert them to what's happening and recommend next-best actions.

Qualtrics acquired Clarabridge, a well-known provider of CX software as a service (SaaS), which uses AI-powered text and speech analytics. With this acquisition, Qualtrics broadened and deepened its speech analytics capabilities. The Qualtrics XM Discover platform helps organizations understand what people say about them. The key features of Qualtrics's speech analytics include omnichannel listening, NLP, chatbots, AI-powered automation, agent training, and intelligent alerts to keep users informed.

### Snapshot of Qualtrics

|                       |  |
|-----------------------|--|
| Year Founded          | 2002   |
| Industrial Focus      | The company holds a strong customer base across various industry verticals, such as education, healthcare, technology, retail & CPG, financial services, travel & hospitality, automotive, and media & telecommunications.   |
| Geographic Coverage   | From a geographical perspective, Qualtrics has a strong presence across North America, Canada, Europe, Latin America, Asia-Pacific, and Africa.  |
| Partnership Ecosystem | Qualtrics's Speech Analytics has forged strategic partnerships with key players in the technology and consulting sectors, such as IBM Watson, Amazon Web Services (AWS), Microsoft Azure, Accenture, and Deloitte. Clarabridge (acquired by Qualtrics) and Five9 collaborate, offering top-tier conversation intelligence for contact centers and enhancing customer service with advanced analytics and insights. |
| Integration           | <ul style="list-style-type: none"> <li>• CRM and customer support software: Salesforce, Zendesk</li> <li>• Enterprise collaboration and communication platforms: Microsoft Teams, Slack</li> <li>• Call center and contact center software: Avaya, Cisco</li> </ul>  |

### Key Product Features

| Feature               | Description   |
|-----------------------|---|
| Qualtrics XM Discover | Discover provides speech analytics features that actively monitor to alert people and notify employees when an issue requires attention. It also automatically determines the behaviors that have the highest effects on satisfaction, customer loyalty spending, attrition, engagement, etc. |
| Qualtrics iQ          | A comprehensive suite of analytics tools built directly into the Experience Management Platform™, which automatically analyses data 24 hours a day, seven days a week, to identify opportunities for improvement and recommend next-best actions.   |
| Driver iQ             | Correlates every client journey with satisfaction drivers using cutting-edge statistical analytics. By handling mundane tasks, it allows employees to concentrate on developing engaging experiences.   |
| AI-powered automation | Automates mundane tasks, such as post-call reporting and compliance management screening, increasing agent productivity.  |

### Key Differentiator

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**Customer service chatbots:**

With a human-level understanding of over 20 native languages, this feature helps organizations serve customers without agent intervention and saves them valuable time.

**Sentiment Analysis:**

It helps analyze customer sentiment to identify areas where the customer experience can be improved.

### Analyst Recommendations

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Qualtrics’s Speech Analytics platform can help businesses identify and resolve customer pain points, improving customer satisfaction. It helps agents resolve calls more quickly and efficiently by providing real-time insights and recommendations, reducing call-handling costs. Overall, it is a well-rounded and comprehensive solution for businesses looking to improve their customer experience and contact center performance. It is easy to use and provides actionable insights that facilitate positive changes.

## OpenText

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URL : [www.opentext.com](http://www.opentext.com)

Headquartered in Ontario, Canada, OpenText is a provider of enterprise information management software to organizations to securely capture, govern, and exchange information on a global scale.

OpenText Speech Analytics technology leverages advanced natural language processing and machine learning algorithms to automatically analyze spoken content in recorded conversations. This technology enables businesses to gain valuable insights into customer interactions, including sentiment analysis, keyword spotting, and performance metrics for agents. By understanding and interpreting spoken words, OpenText’s solution facilitates the identification of trends, customer satisfaction levels, and compliance issues, ultimately contributing to enhanced customer service processes and operational efficiency.

### Snapshot of OpenText

|                       |   |
|-----------------------|---|
| Year Founded          | 1991  |
| Industrial Focus      | IT services, BFSI, healthcare, life sciences, legal and manufacturing.  |
| Geographic Coverage   | North America, European Union, Middle East and Africa.  |
| Partnership Ecosystem | Technology Partners - OpenText partners with major technology vendors like Google, Microsoft, AWS, Genesys, Salesforce, for integrations.   |
| Integration           | <ul style="list-style-type: none"> <li>• CRM and Customer Support Software Integration:                             <ul style="list-style-type: none"> <li>• Genesys, Avaya, Cisco, Amazon Connect</li> </ul> </li> <li>• Enterprise Collaboration and Communication Platforms                             <ul style="list-style-type: none"> <li>• Salesforce, Microsoft Dynamics, Oracle Sales Cloud integrations.</li> </ul> </li> </ul> |

### Key Product Features

| Feature                         | Description  |
|---------------------------------|--|
| Multi-channel Analytics         | allows organizations to aggregate data from social media, blogs, and forums to automatically identify emerging trends, providing a data-driven, near real-time snapshot of discussions about their company and competitors globally. |
| AI-powered Speech Transcription | Automated speech-to-text transcription of calls and conversations using AI and machine learning models.  |
| Sentiment Analysis              | Detects customer sentiment (positive, negative, neutral) by analyzing speech patterns, keywords, tone etc.   |
| Customer Journey Analytics      | Analyzes customer interactions across channels over time to understand needs and predict churn risks.  |

### Key Differentiators

Some of the key differentiators for OpenText speech analytics includes real-time speech transcription that provides real-time speech-to-text capabilities for agents with guidance during live calls, unlike post-call only solutions.

Compliance-Focused Features - Strong capabilities for monitoring compliance, risk detection and mitigation required in regulated industries like banking and healthcare.

### Analyst Recommendations

OpenText’s speech analytics platform provides capabilities like AI-powered speech transcription, sentiment analysis, compliance monitoring, and customer journey analytics that can deliver insights for organizations. The solution emphasizes analyzing customer interactions to understand needs and predict churn risks. Real-time speech transcription for agents and compliance features are also provided.

OpenText offers multiple deployment options including cloud, on-premises, and hybrid models to suit different customer environments. The platform integrates with OpenText’s portfolio of contact center, CRM and analytics solutions.

In summary, OpenText provides a wide-ranging speech analytics platform with strengths in customer journey analysis, real-time transcription, and compliance monitoring. Organizations looking for these capabilities may want to evaluate OpenText’s offering as a potential option. Competitive pricing and packaging could also improve its value.



## Invoca

URL : [www.invoca.com](http://www.invoca.com)

Headquartered in Santa Barbara, USA, Invoca is an AI-powered conversation Intelligence Platform provider that facilitates marketing, e-commerce, and contact center teams in extracting actionable insights from customer conversations. The Invoca platform provides marketers with the inbound call intelligence necessary to capture and enhance customer engagement and sales beyond the initial click.

Invoca leverages Signal AI that enables users to gauge the quality of phone leads and discern the consequential impact of those calls on their business seamlessly and precisely. Invoca has patented machine learning, generative AI, and voice biometric technologies into their Signal AI engine that transforms each conversation into actionable insights, providing a sophisticated solution for businesses seeking accurate assessments and valuable takeaways from phone interactions.

### Snapshot of Invoca

|                       |  |
|-----------------------|--|
| Year Founded          | 2008   |
| Industrial Focus      | The company holds a strong customer base in the automotive, financial services, healthcare, home services, insurance, retail, telecom, and travel & hospitality.   |
| Geographic Coverage   | In terms of geographical presence, North America is Invoca's strongest market, followed by the United Kingdom.   |
| Partnership Ecosystem | Dailpad has established partnerships with companies in the technology and consulting industries, including Google, Salesforce, HubSpot, and Adobe. These partnerships allow Invoca to expand its reach and market share by ensuring innovative technologies and features.  |
| Integration           | <ul style="list-style-type: none"> <li>• CRM and Customer Support Software Integration:                             <ul style="list-style-type: none"> <li>• Salesforce, Microsoft Dynamics 365, Zendesk,</li> <li>• ServiceNow, Oracle Service Cloud, Freshdesk, Intercom.</li> </ul> </li> <li>• Enterprise Collaboration and Communication Platforms                             <ul style="list-style-type: none"> <li>• Five9, Slack, Decibel, Connex.</li> </ul> </li> </ul> |

### Key Product Features

| Feature                  | Description  |
|--------------------------|--|
| Multi-Location Reporting | Provides real-time and historical reports on call volumes, outcomes, and performance by region, state, city, and staff member. Monitors and reduces unanswered calls, alerting managers to handling issues for timely coaching.                                  |
| Signal AI                | Analyses call identity and agent to score their performance based on pre-defined KPIs. Provides sentiment analysis of calls to improve conversion rates. Offers summary of conversation with a GPT- Powered assistant to improve campaign and website messaging. |
| Alert Generation         | Alerts for rising unanswered calls, revenue impacts, and coaching needs. Reminders for agents straying from talk tracks or using incorrect terminology.  |
| Real-time analytics      | Invoca’s real-time analytics provide instant call data insights, enabling agile decision-making and optimizing communication efficiency for businesses.  |

### Key Differentiators

Some of the key differentiators for Invoca include automatically collecting VoC data by recording, transcribing, and analyzing phone calls and data through surveys, social media, and customer support channels. Invoca offers a Signal AI studio that enables users to detect conversion events, call outcomes, and other important conversational topics. It offers a segmentation strategy to convert potential customers to clients as well as finding other customers.

### Analyst Recommendations

Invoca’s strengths lie in patented AI-powered Signal AI Studio to help users train custom AI models that capture the exact data they need from conversations to measure and optimize digital marketing and contact centre revenue performance. It uses machine learning technology to automatically analyse every call by mapping conversations into themes and topics. The AI trains itself to detect the insights users need from calls with accuracy.

However, there are areas for improvement which include enhancing service offerings integration options by collaborating with more CRM, marketing automation, and e-commerce platforms. This strategic integration can be designed to elevate the accuracy of critical components such as speech analytics,

sentiment analysis, and customer intent detection, ensuring a more sophisticated and insightful customer experience.

By developing capabilities that enable users to promptly identify and address customer issues, Invoca can empower them to maintain optimal performance. Beyond this, Invoca should plan to strengthen their conversational analytics capabilities including sentiment analysis and key phrase identification, providing the users with nuanced insights into their customers' experiences.

In conclusion, Invoca's AI-powered customer Intelligence Platform will continue investing in scalability and performance, expanding language support for a broader global audience, integrating multi-channel analytics, enhancing reporting capabilities, and prioritizing customer success through proactive support and comprehensive training for new clients.

## Salesken

URL : <https://www.salesken.ai/>

Headquartered in Bengaluru, India, Salesken is a real-time sales conversation AI platform that enables each customer to examine interaction from distinct perspectives to understand how representatives achieve success. It shares these strategies with the entire team to identify optimal discovery questions and effective responses to customer objections, constructing a tailored call profile specific to the organization’s strengths.

The Salesken platform records prospect calls in real time, offering valuable insights. Sales representatives can utilize these insights to pinpoint areas of improvement, ultimately leading to the conversion of more leads. Salesken’s speech analytics platform empowers its users to effectively manage the calls, delving into customers’ emotions and transforming objections into opportunities. The platform leverages sentiment analysis and enables the sales team to attune to customers’ emotions to derive customer satisfaction.

### Snapshot of Salesken

|                       |  |
|-----------------------|--|
| Year Founded          | 2018   |
| Industrial Focus      | The company holds a strong customer base in the Logistic, Insurance, Banking, Ed Tech, Healthcare, Consumer Services, and so on  |
| Geographic Coverage   | In terms of geographical presence, Asia/Pacific’s Indian Region is Salesken’s strongest market, followed by the United States.   |
| Partnership Ecosystem | Salesken has established partnerships with companies in the technology and consulting industries, including Google, AWS, IBM Watson, NICE, and Verint. These partnerships allow Invoca to expand its reach and market share by ensuring innovative technologies and features.  |
| Integration           | <ul style="list-style-type: none"> <li>• CRM and Customer Support Software Integration:                             <ul style="list-style-type: none"> <li>• HubSpot, Microsoft Dynamics 365, Pipedrive, salesforce, leadsquared.</li> </ul> </li> <li>• Enterprise Collaboration and Communication Platforms                             <ul style="list-style-type: none"> <li>• ZenDesk, Outreach, SalesLoft, Zoom, Blue-Jeans, Google Meet, WebEx, Plivo, Skype</li> </ul> </li> </ul> |

### Key Product Features

| Feature                 | Description   |
|-------------------------|---|
| Real-time analytics     | Salesken's speech analytics uncovers real-time trends in prospecting calls, enabling sales reps to understand emotions and take swift actions for better conversions.   |
| Call Optimization       | Salesken's speech analytics identifies and addresses overlooked discrepancies in calls, providing data-backed insights for sales teams to enhance customer experience proactively.                                  |
| Multi-Language Support  | Salesken's multilingual speech analytics breaks language barriers, providing accurate transcriptions and translations for seamless global sales communication.  |
| Reduced handling time   | Salesken's real-time speech analytics minimizes call handling time by providing cues for objection handling, addressing FAQs, and delivering requested information without interruptions.                           |
| Call Quality Monitoring | Salesken's speech analytics automates call quality monitoring, scoring conversations across dimensions and best practices, enabling managers to take swift, informed actions and saving valuable time on manual QA. |

### Key Differentiators

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Some of the key differentiators for Salesken include sentiment analysis that allows sales teams to understand key driving factors for prospects and customers. By closely analyzing customer interactions, the platform identifies intuitive insights, helping sales reps efficiently engage with vulnerable customers, address pain points, and create more empathetic conversations.

### Analyst Recommendations

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Salesken holds strategic partnerships with prominent speech analytics providers, including Google Cloud, AWS, Dialpad, and Twilio etc. This collaborative approach enhances the platform's capabilities. Additionally, the integration with popular sales CRM and analytics tools ensures seamless compatibility, while real-time speech transcription and analysis during customer conversations provide a competitive edge. The platform leverages AI-powered insights, offering guidance tailored for sales representatives, and its customization options allow businesses to adapt the solution to specific needs.

Despite these strengths, the platform faces challenges, including limited support for multiple languages, potential accuracy and reliability issues with speech recognition, and the need for continuous improvement in AI algorithms. Data security and privacy considerations also pose concerns that need addressing to bolster overall reliability.

To stay ahead in the market, there are several areas where improvements can be made. Enhanced cross-platform compatibility is crucial, involving efforts to improve compatibility with a broader range of CRM and sales tools. The platform should address the growing need for multilingual support, requiring the development of solutions that accommodate a diverse global customer base. Investment in research and development is vital to refine AI algorithms for more accurate and actionable insights. Lastly, exploring the integration of speech analytics with emerging technologies, such as conversational AI and chatbots, can open avenues for innovation and improved customer experiences.

In conclusion, the company should prioritize improving the accuracy and reliability of speech recognition and transcription systems, expanding language support to cover a wider range of languages spoken by customers, and investing in research and development to enhance AI and machine learning algorithms. Additionally, addressing data privacy and security concerns through robust security measures and compliance with industry regulations is essential. Exploring the integration of speech analytics with emerging technologies will drive innovation and contribute to enhanced customer experiences.

## Tethr

URL : <https://tethr.com/>

Headquartered in Austin, Texas, Tethr is a company specializing in conversation intelligence solutions. Tethr focuses on transforming voice, chat, email, and other customer interactions into valuable insights for businesses. The platform employs advanced analytics and artificial intelligence to analyze and derive actionable data from customer conversations, helping organizations enhance customer experiences, optimize operational processes, and drive business performance.

### Snapshot of Tethr

|                       |   |
|-----------------------|---|
| Year Founded          | 2012  |
| Industrial Focus      | The company holds a strong customer base in various industry verticals, such as Credit unions, insurance, and utilities                 |
| Geographic Coverage   | North America   |
| Partnership Ecosystem | Technology Partners - Tethr partners with major technology vendors like Gila, Genesys, 8*8, Five9 and Salesforce etc, for integrations. |

### Key Product Features

| Feature                | Description   |
|------------------------|---|
| AI-Powered Analytics   | Leverages AI and machine learning to automatically surface insights from customer calls like keywords, topics, sentiment, and emerging trends.                          |
| Post-Call Analytics    | Analyzes past calls to uncover areas for improvement across agents, processes, and campaigns. Provides visually actionable dashboards and reporting.                    |
| Multichannel Analytics | Unifies insights across voice, chat, email, and social channels to understand the full customer journey.  |
| Real-Time Alerting     | Identifies high-risk conversations in real-time based on compliance, emotion, customer satisfaction, and operational keywords. Enables agents to take immediate action. |

## Key Differentiators

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Tethr provides out-of-the-box integrations with leading CRM, WFM, BI, and call recording systems. This unifies speech analytics with the technology stack for holistic visibility. Tethr prioritizes actionable and visually intuitive analytics that business users can leverage to directly enhance customer experiences, agent performance, and operational efficiency.

## Analyst Recommendations

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Tethr holds promise as a speech analytics solution, particularly for businesses seeking actionable insights and industry-specific solutions. However, to compete effectively, Tethr should enhance transparency, further differentiate its offerings, and embrace emerging technologies in the AI space.

Notable features of Tethr's offering include real-time AI-powered analytics that surface insights about customer calls and conversations as they occur, allowing for timely intervention and resolution. Tethr also provides pre-built analytics models tailored for specific vertical industries to deliver more targeted business value.



## Prodigal

URL : <http://www.prodigaltech.com>

Headquartered in Mountain View, California, USA, Prodigal's AI-based software enables banks, lenders, and collection agencies of all sizes to collect accounts receivables quickly and efficiently. Prodigal guides agents through calls in real-time (ProAssist), generates post-call notes in seconds (ProNotes), and analyzes and scores every call (ProVoice).

Prodigal's ProVoice, an AI-based solution, analyzes every interaction for FDCPA compliance adherence and offers key features that include generating new call event tags using NLP, evaluating agent emotion & tone cues, generating dynamic talk tracks, automating compliance scorecards & disposition calls, tracking coaching & remediation, providing the agents with self-service score access, and ready-to-go reports.

### Snapshot of Prodigal

|                     |   |
|---------------------|---|
| Year Founded        | 2018  |
| Industrial Focus    | financial services (such as debt collection and loan servicing), healthcare revenue cycle management (RCM), auto-finance (namely lending & loan servicing), and call centers.   |
| Geographic Coverage | North America, followed by the Asia-Pacific region  |
| Integration         | <ul style="list-style-type: none"> <li>• CRM and Customer Support Software Integration:                             <ul style="list-style-type: none"> <li>• Salesforce, Zendesk, and Microsoft Dynamics</li> </ul> </li> <li>• Enterprise Collaboration and Communication Platforms                             <ul style="list-style-type: none"> <li>• Avaya, Genesys, Cisco.</li> </ul> </li> </ul> |

### Key Product Features

| Feature   | Description   |
|---|---|
| Artificial intelligence (AI) and machine learning (ML) capabilities | utilizes AI and ML for lenders and ARM agencies, enhancing productivity, retaining customer loyalty, and ensuring compliance. The cloud-native platform delivers actionable insights for revenue maximization and operational optimization. |
| call monitoring   | with built-in evaluation parameters, custom metrics, and agent scorecards to assess agent-borrower interactions comprehensively. AI-assisted scorecard automation enhances QA productivity.   |
| client reporting  | provides actionable insights through client reporting and AI-assisted call summaries in real time, streamlining customer interactions with synthesized signals.   |

## Key Differentiators

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Some of the key differentiators for Prodigal's solution include an AI intent engine, rapid implementation, and the ability to generate actionable insights. The company provides real-time live guidance and analytics about customers, their problems, and possible redressal measures.

## Analyst Recommendations

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Prodigal Tech's speech analytics platform offers capabilities like speech to text transcription, categorization, sentiment analysis, keyword spotting, and compliance monitoring that can provide valuable insights for organizations.

The platform's support for integrations with major CRM, contact center, telephony, BI, and other enterprise systems enables customers to embed speech analytics into their existing tech environment. Prodigal also provides options for cloud, on-premises, and hybrid deployment, offering deployment flexibility.

The company could potentially expand its capabilities over time by enhancing areas like conversation analytics, emotion detection, real-time agent assist features, and expanding language support. However, Prodigal's current feature set already aligns with core speech analytics needs for many organizations.

In summary, Prodigal provides a capable speech analytics platform covering key functionality required by various industries to gain insights from customer interactions and agent communications. Its integration capabilities, compliance monitoring tools, and flexible deployment options make Prodigal a viable option worth considering for organizations seeking a speech analytics solution. Competitive pricing and packaging could also improve its value proposition.

## Cogito Corp

URL : [cogitocorp.com](http://cogitocorp.com)

Headquartered in Boston, Massachusetts. Cogito Corp specializes in emotional intelligence and behavioral analytics, leveraging artificial intelligence the company analyzes human voice interactions to provide real-time insights into customer behavior during conversations. Its technology is designed to enhance customer interactions, offering feedback to improve communication in call centers and customer service settings.

### Snapshot of Cogito Corp

|                       |  |
|-----------------------|--|
| Year Founded          | 2007   |
| Industrial Focus      | Telecom, technology, financial services, healthcare, insurance, retail, travel and hospitality.  |
| Geographic Coverage   | North American region  |
| Partnership Ecosystem | Technology Partners: AWS, Five9, Genesys, Salesforce, Avaya, Cisco, NICE, and Medallia.  |
| Areas of Improvement  | <ul style="list-style-type: none"> <li>Enhance conversation analytics - Advanced features like talkover detection, dynamic voice separation and conversational theme analysis could help derive deeper insights.</li> <li>Broaden integrations - Expanding integrations beyond contact centers into additional customer service channels could provide a more complete view of customer interactions.</li> </ul> |

### Key Product Features

| Feature             | Description   |
|---------------------|---|
| Real-time Coaching  | Provides live feedback and suggestions to agents during calls                                       |
| Sentiment Analysis  | Detects customer sentiment (positive, negative, neutral) by analyzing speech patterns and keywords. |
| Agent Evaluation    | Analyzes agent dialogues and provides insights to improve skills like empathy and issue resolution. |
| Post-call Analytics | Analyzes past recordings to uncover trends, areas of improvement and insights.                      |

## Key Differentiators

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Some of the key differentiators for Cogito Corp includes Insights for Agents and Managers that delivers tailored and actionable insights directly into agents' workflows as well as manager dashboards to drive improvement.

Cogito combines AI with a focus on driving real-time behavioral change during conversations to differentiate its speech analytics offering.

## Analyst Recommendations

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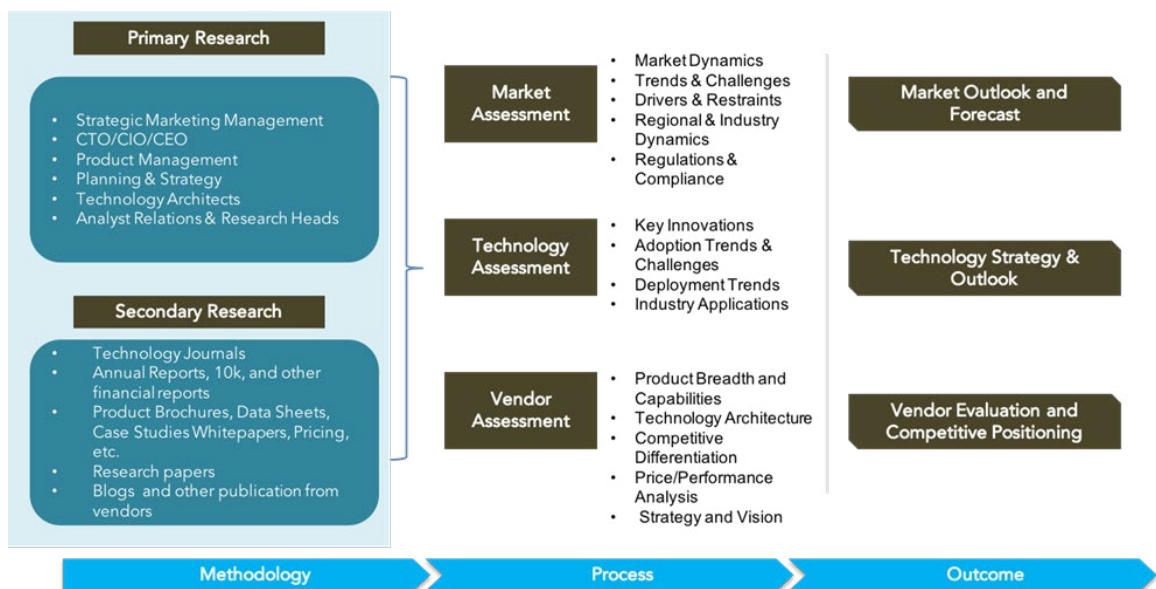
Cogito provides a speech analytics platform that leverages AI and machine learning to deliver insights aimed at improving customer experience and agent performance. Key strengths of Cogito's solution include the real-time coaching capabilities that provide in-the-moment suggestions to agents during live calls, as well as the conversational analysis that looks at entire customer contexts.

The delivery of tailored insights directly into agents' workflows enables rapid improvement based on speech analytics data. Cogito also offers deployment flexibility with both cloud and on-premises options. Looking ahead, Cogito has an opportunity to build on its core differentiators and further expand its capabilities and reach. Investing in areas like extending language support, enhancing analytics features, and providing more out-of-the-box integrations and scalable pricing could potentially improve its competitive positioning.

In summary, organizations looking for an AI-based speech analytics solution focused on optimizing customer satisfaction through improved agent interactions may want to consider Cogito. It provides a robust platform of capabilities centered on real-time agent enablement.

## Research Methodologies

[Quadrant Knowledge Solutions](#) uses a comprehensive approach to conduct global market outlook research for various technologies. Quadrant’s research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is the brief description of the major sections of our research methodologies.



## Secondary Research

Following are the major sources of information for conducting secondary research:

### Quadrant’s Internal Database

Quadrant Knowledge Solutions maintains a proprietary database in several technology marketplaces. This database provides our analyst with an adequate foundation to kick-start the research project. This database includes information from the following sources:

- Annual reports and other financial reports
- Industry participant lists
- Published secondary data on companies and their products
- Major market and technology trends

## Literature Research

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Quadrant Knowledge Solutions leverages on several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

## Inputs from Industry Participants

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Quadrant analysts collect relevant documents such as whitepaper, brochures, case studies, price lists, datasheet, and other reports from all major industry participants.

## Primary Research

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Quadrant analysts use a two-step process for conducting primary research that helps us in capturing meaningful and most accurate market information. Below is the two-step process of our primary research:

**Market Estimation:** Based on the top-down and bottom-up approach, our analyst analyses all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The Quadrant research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

**Client Interview:** Quadrant analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives of the current and future market dynamics. Our analyst also gets their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, Quadrant analysts interview with more than one person from each of the market participants to verify the accuracy of the information provided. We typically engage with client personnel in one of the following functions:

- Strategic Marketing Management
- Product Management
- Product Planning
- Planning & Strategy

## **Feedback from Channel Partners and End Users**

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Quadrant research team researches with various sales channel partners, including distributors, system integrators, and consultants to understand the detailed perspective of the market. Our analysts also get feedback from end-users from multiple industries and geographical regions to understand key issues, technology trends, and supplier capabilities in the technology market.

## **SPARK Matrix: Strategic Performance Assessment and Ranking**

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Quadrant Knowledge Solutions' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

## **Final Report Preparation**

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After finalization of market analysis, our analyst prepares necessary graphs, charts, and table to get further insights and preparation of the final research report. Our final research report includes information including competitive analysis; major market & technology trends; market drivers; vendor profiles, and such others.

## **Client Support**

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For information on hard-copy or electronic reprints, please contact Client Support at [ajinkya@quadrant-solutions.com](mailto:ajinkya@quadrant-solutions.com) | [www.quadrant-solutions.com](http://www.quadrant-solutions.com)