Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2022

September 2022

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- Digital Engineering Services
- Digital Services
- Digital Workplace
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- Engineering Services
- Enterprise Platform Services

- Finance and Accounting
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- Healthcare Information Technology
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- Insurance Business Process
- Insurance Information Technology
- Insurance Technology (InsurTech)
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- Life Sciences Information Technology
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- Multi-country Payroll
- Network Services and 5G
- Outsourcing Excellence
- Pricing-as-a-Service
- Process Mining
- Procurement
- Recruitment
- Retirement Technologies
- Rewards and Recognition
- Service Optimization Technologies
- Software Product Engineering Services
- Supply Chain Management (SCM) Services
- Sustainability Technology and Services
- Talent Excellence GBS
- Talent Excellence ITS
- Technology Skills and Talent
- Trust and Safety
- Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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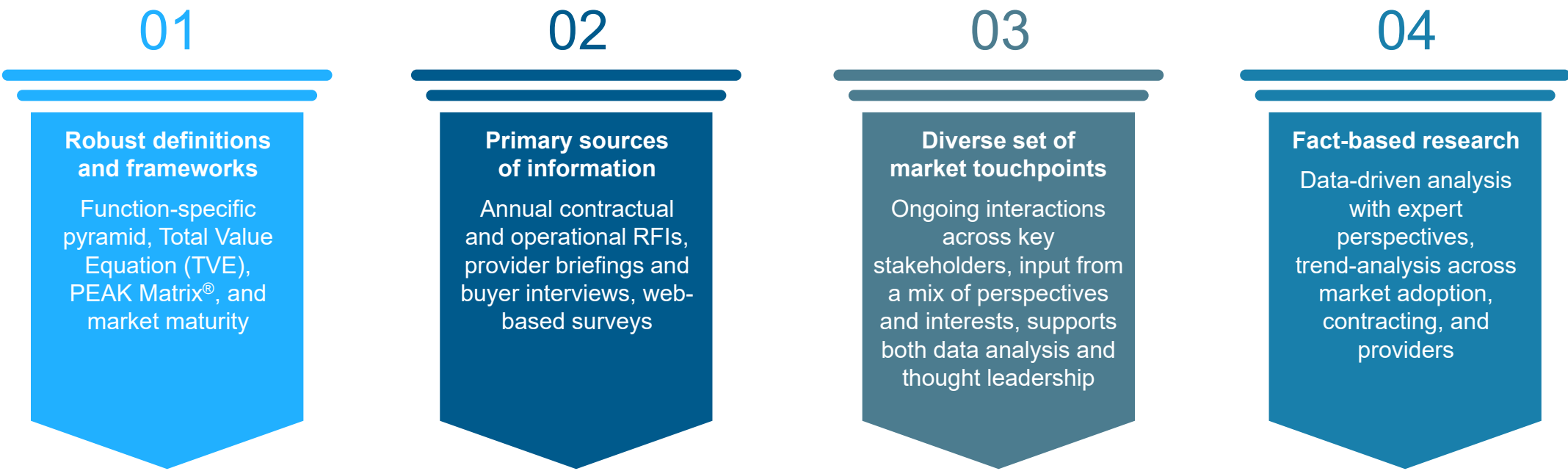
01

Introduction and overview

- Research methodology
- Key information on the report
- Focus of the research

Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

01
Robust definitions and frameworks

Function-specific pyramid, Total Value Equation (TVE), PEAK Matrix®, and market maturity

02
Primary sources of information

Annual contractual and operational RFIs, provider briefings and buyer interviews, web-based surveys

03
Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests, supports both data analysis and thought leadership

04
Fact-based research

Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and providers

Proprietary database on Conversational AI capabilities of 26 technology vendors

Year-round tracking of 20+ conversational AI technology providers

Large repository of existing research in conversational AI

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, providers, technology providers, and industry associations

Everest Group's SOT research is based on multiple sources of proprietary information

Proprietary database of conversational AI technology vendors in scope of work (updated annually)
- The database tracks technology vendors' offerings/capabilities for:
  – Design, development, and integration
  – Control and monitoring
  – IT governance and security
  – Agent-assist capabilities

Proprietary operational information database of technology vendors (updated annually)
- The database tracks the following operational information for each technology vendor:
  – Revenue and number of FTEs
  – Number of clients
  – FTE split by scope of services

Demonstrations and interactions with technology vendors and other industry stakeholders
- Detailed briefing and demos for a comprehensive product view and executive-level discussions with conversational AI technology vendors that cover:
  – Current state of the market
  – Vision and strategy
  – Annual performance and outlook

Buyer reference interviews, ongoing buyer surveys, and interactions
- Interviews with technology vendors' reference clients and enterprise buyers to get the buyer perspective around:
  – Drivers and objectives for adopting Intelligent Automation
  – Apprehensions and challenges
  – Assessment of technology vendors' performance
  – Emerging priorities / buying criteria
  – Outcomes achieved
  – Lessons learnt and best practices adopted

Vendors assessed

Note: The source of all content is Everest Group unless otherwise specified
Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information collected will only be presented back to the industry in an aggregated fashion
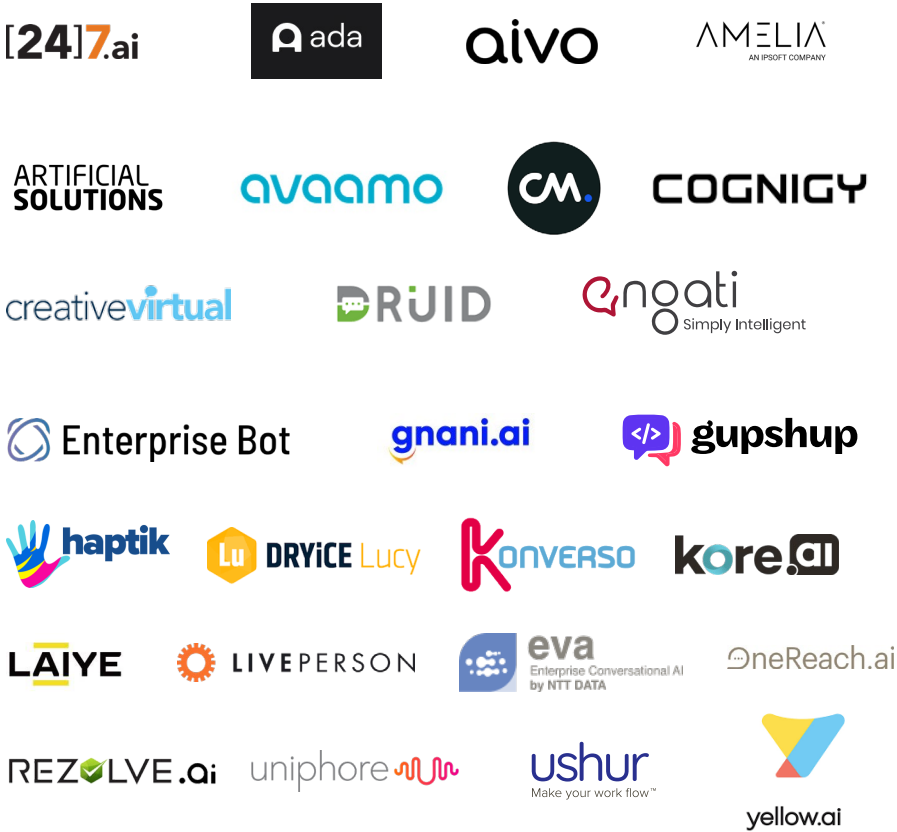
Background and scope of the research

Conversational AI solutions have undergone unprecedented growth post-pandemic across the globe. Enterprises showed a greater propensity to leverage these solutions to provide superior CX, drive customer acquisition, and create market differentiation. Businesses across the globe are realizing the importance of conversational AI solutions to serve customers across different industries on a spectrum of digital channels and fulfill enterprise needs as well as support internal processes such as HR support, IT helpdesk, sales, F&A, and marketing. Increasing sophistication of technology such as omnichannel deployment, agent-assist, multi-language support, tracking of customer journeys, enhanced AI capabilities, and demand for self-serve solutions and personalized customer experience are driving the adoption of these solutions in the market. There exists a huge opportunity for conversational AI vendors to cater to the rising market demand while expanding their product capabilities to make them more powerful, holistic, and amenable to wide-scale adoption. With this growing impact of conversational AI platforms, it becomes critical for an enterprise to pick solutions that meet their current business requirements with room to accommodate future needs.

Conversational AI is a network of advanced technologies and solutions that integrate and communicate with each other to share information across systems in a contact center environment. Conversational AI offers multi-pronged solutions that include improving the overall contact center efficiency, both customer and agent experience, by leveraging advanced technologies such as Intelligent Virtual Agents (IVA), agent-assist solutions, sentiment analysis, analytics, insights, API integrations, and other automation solutions such as RPA. The offerings are built over powerful artificial intelligence and machine learning capabilities. The scope of this study covers global leading technology vendors that offer these solutions on independent licensing.

In this study, we analyze the conversational AI technology vendor landscape across various dimensions:

- Everest Group's PEAK Matrix® evaluation – a comparative assessment of 26 leading conversational AI technology vendors
- Competitive landscape in the conversational AI technology vendor market
- Remarks on key strengths and limitations for each conversational AI technology vendor

Scope of this report:

Geography
Global

Products
Conversational AI

Technology vendors
26 leading conversational AI vendors

02

Executive summary

- Summary of key messages

Summary of key messages

- The Products PEAK Matrix® is a proprietary framework used to assess the market impact and overall vision & capability of technology vendors

- Everest Group classifies conversational AI technology vendors on the Everest Group Products PEAK Matrix® into three categories:
  - **Leaders:** Amelia, Avaamo, Kore.ai, and Onereach.ai
  - **Major Contenders:** [24]7.ai, ADA, Aivo, Artificial Solutions, CM.com, Cognigy, Creative Virtual, Druid, Enterprise Bot, Gnani.ai, Gupshup, Haptik, Laiye, LivePerson, NTT DATA, Uniphore, Ushur, and Yellow.ai
  - **Aspirants:** Engati, HCL DRYiCE, Konverso, and Rezolve.ai

- Cognigy, Haptik, and Yellow.ai demonstrated the strongest Year-over-Year (YoY) movement on both market impact and vision & capability dimensions, and emerged as 2022 conversational AI market Star Performers

- LivePerson, [24]7.ai, Amelia, and Gupshup are the top technology vendors in terms of conversational AI revenue

Conversational AI competitive landscape

- Amelia leads in all the major industries; [24]7.ai and LivePerson are the other leading technology vendors across many industries

- Amelia and LivePerson are the leading technology vendors across major processes including customer support and sales, which account for most of the market revenue

- LivePerson is among the leading technology vendors across all geographies, while Amelia leads in four geographies

Everest Group Conversational AI Products PEAK Matrix® Assessment 2022
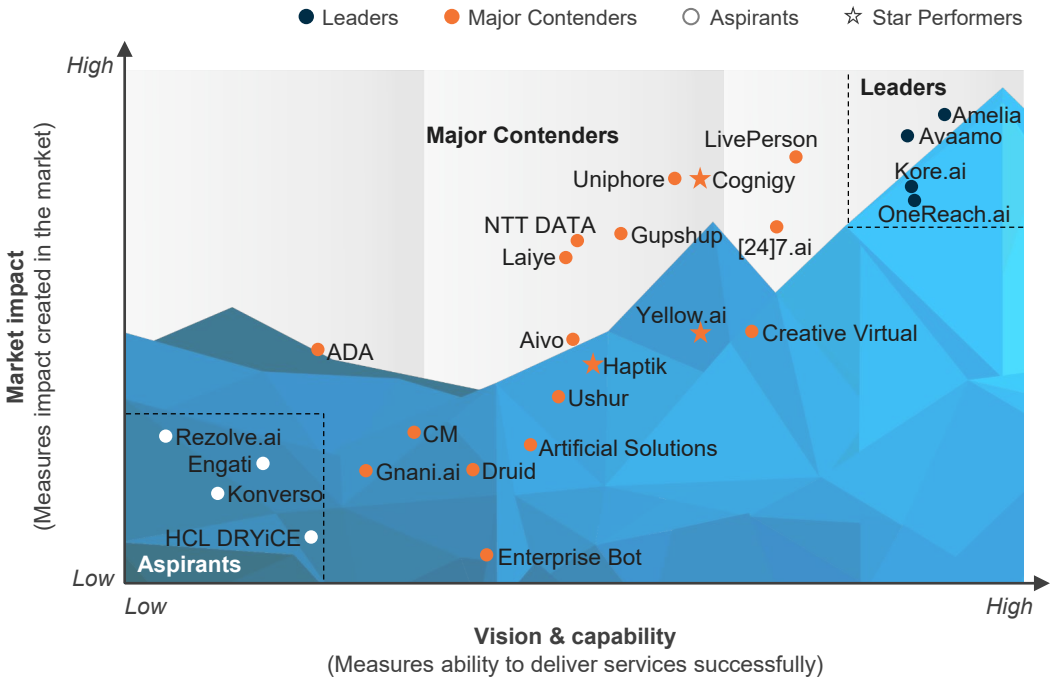
Source: Everest Group (2022)

03

Everest Group PEAK Matrix® for Conversational AI

- PEAK Matrix framework
- Everest Group PEAK Matrix
- Characteristics of Leaders, Major Contenders, and Aspirants
- 2022 Star Performers
- Technology vendor capability summary dashboard

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

Everest Group PEAK Matrix®
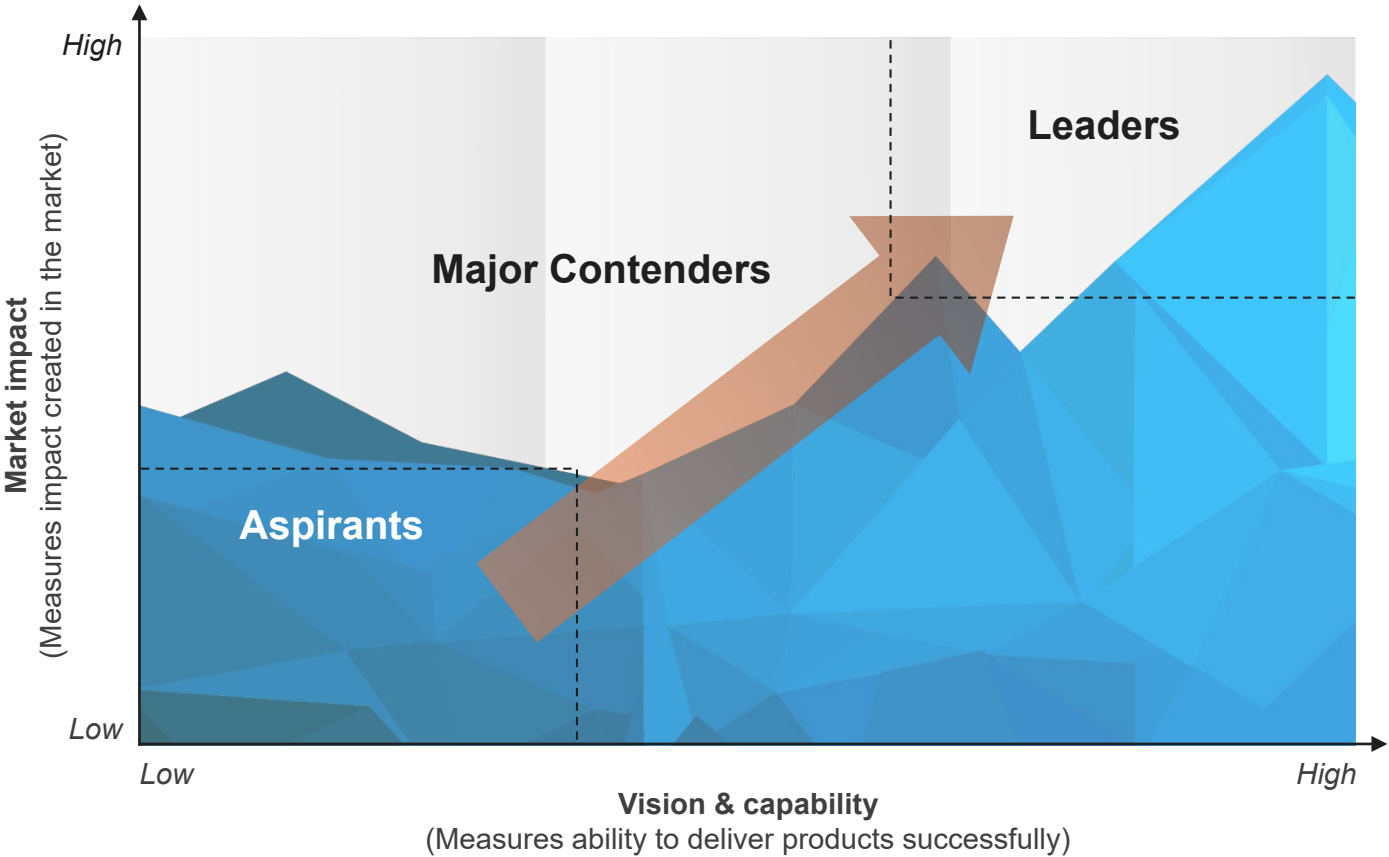
Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, and YoY growth

Portfolio mix
Diversity of client base across industries, geographies, environments, and enterprise size class

Value delivered
Value delivered to the client based on customer feedback and other measures

Market impact

Leaders

Major Contenders

Aspirants

Vision & capability
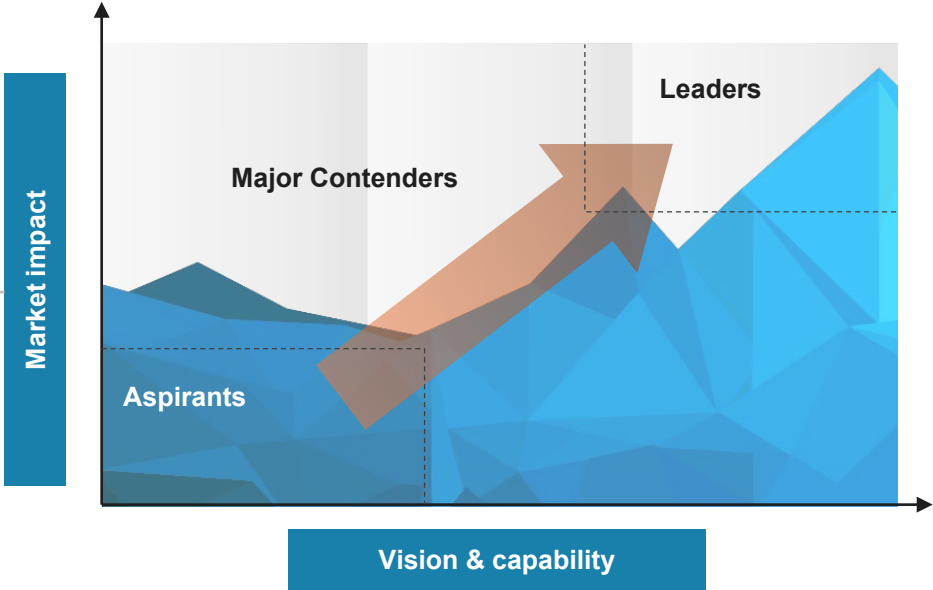
Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy, and progressiveness and flexibility of commercial models

Implementation and support
Hosting type, pre-built intents, visual workflow designer, interoperability, deployment type, and security and compliance

Technology capabilities
Technical sophistication and breadth/depth across Natural Language Processing (NLP), conversational intelligence, intent extraction, agent-assist, training, and sentiment analysis

Execution and monitoring
Analytics capabilities and client training & support

Breadth of services
Channels supported, language coverage, and process coverage

Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix

Market impact (vertical axis)

Year 1

Year 0

Vision & capability (horizontal axis)

In order to assess advances on **market impact**, we evaluate each vendor's performance across a number of parameters including:
- Yearly YoY revenue growth
- Value of license signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each vendor's performance across a number of parameters including:
- Innovation
- Increase in product scope and functionality
- Expansion of product associated consulting, training, support, and maintenance capabilities
- Technology/domain specific investments

We identify the vendors whose improvement ranks in the top quartile and award the Star Performer rating to those vendors with:
- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

Everest Group PEAK Matrix®
Conversational AI Products PEAK Matrix® Assessment 2022

Everest Group Conversational AI Products PEAK Matrix® Assessment 2022
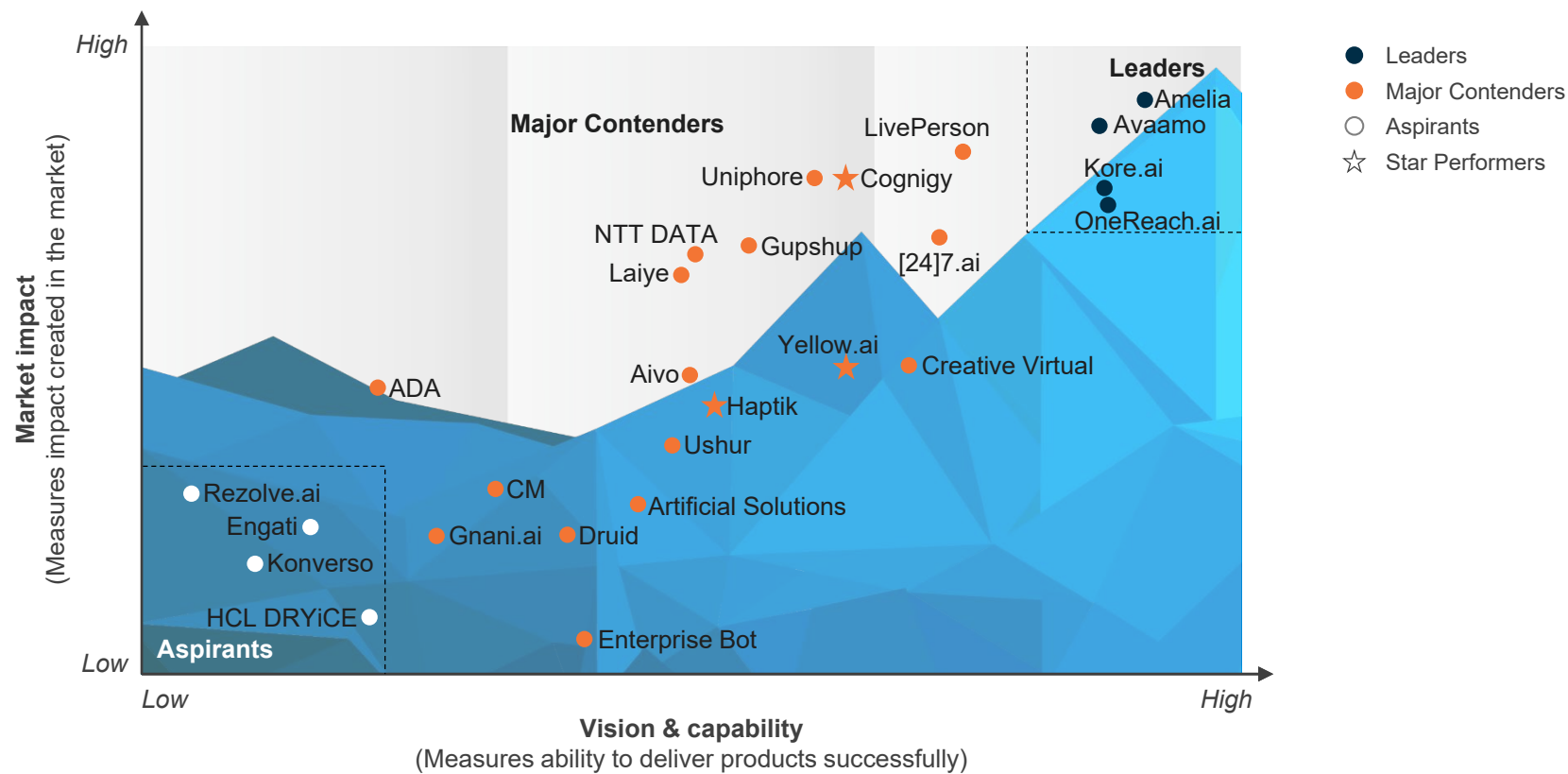
Source: Everest Group (2022)

Conversational AI products PEAK Matrix® characteristics

Leaders:

Amelia, Avaamo, Kore.ai, and OneReach.ai

- Leaders focus on building a conversational intelligence ecosystem for front-office, with the conversational AI platform at the forefront. They have made significant investments in areas such as Artificial Intelligence (AI), Machine Learning (ML), omnichannel experience, analytics and insights, agent-assist, knowledge management, and security solutions
- These vendors are also partnering with leading technology vendors to enable integrations and offer an automation solution suite for enterprises that can cater to end-to-end automation
- Leaders offer their conversational AI solutions across all leading channels such as multi-modal, voice, chat, email, and in-app. They also serve most of the leading industries globally in multiple languages

Major Contenders:

[24]7.ai, ADA, Aivo, Artificial Solutions, CM.com, Cognigy, Creative Virtual, Druid, Enterprise Bot, Gnani.ai, Gupshup, Haptik, Laiye, LivePerson, NTT DATA, Uniphore, Ushur, and Yellow.ai

- Major Contenders approach the market by targeting segments through building capabilities that focus on functions, industries, or geographies, and plan to expand on these capabilities to capture the global audience
- They are following Leaders by investing in cutting-edge technologies and extending service and technology partnerships to drive digital transformation for their clients. They are also looking to increase the reach of their platforms by enhancing their GTM strategy through more resellers and implementation partners such as system integrators and IT BPO vendors

Aspirants:

Engati, HCL DRYiCE, Konverso, and Rezolve.ai

- Aspirants are relatively new technology vendors in the conversational AI market, and focus on differentiation through investing in capabilities and dedicated use cases
- These vendors have approached the market by offering rule-based or simpler chatbots, building their product over time through user feedback, and leveraging AI and ML technologies to offer advanced capabilities, largely funded through internal investments

Everest Group has identified Cognigy, OneReach.ai, and Yellow.ai as the 2022 Star Performers

Conversational AI product Star Performers	Distinguishing features of market impact in 2022	Distinguishing features of capability advancements in 2022	Change in PEAK Matrix® positioning for Conversational AI product
COGNIGY	• Expanded its presence in the North American market and made inroads into the APAC market, apart from maintaining its stronghold in the European market • Experienced a strong YoY growth in CAI revenue and number of clients along with a high contract renewal rate	• Expanded its execution & monitoring capabilities by developing its analytics suite called "Cognigy Insights," which enables text and speech analytics not just for bot-to-human but even for human-to-human conversations • Expanded its implementation experience for languages other than English such as German, Japanese, and French	**Strengthened its Major Contenders positioning**
haptik	• Further expanded its presence in North American as well as continued to grow its over clientele across geographies • Saw significant improvement in the feedback provided by its buyers thus exhibiting the value of its platform	• Demonstrated depth in vision and roadmap for its CAI solutions and services • Enhanced its analytics capabilities and intent discovery by using chat transcripts, support tickets to enhance auto-training of the bot, and managing new intents	**Strengthened its Major Contenders positioning**
yellow.ai	• Experienced a strong YoY growth in CAI revenue, number of clients, and number of interactions handled by the platform • Expanded its presence in the mature North American market, as well as in ANZ and Japan in the APAC market	• Significantly improved its channel capabilities by foraying into the voice channel and supporting multi-modal conversations enabling omnichannel experiences • Strengthened its execution & monitoring capabilities by adding customer analytics capability and improving its agent analytics	**Strengthened its Major Contenders positioning**

Source: Everest Group (2022)

Summary dashboard | market impact and vision & capability assessment of technology vendors for conversational AI products 2022

Leaders

Measure of capability: ◔ Low ● High

Vendors	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	Conversational capabilities	Execution	Breadth of services	Overall
Amelia	◕	●	◔	◕	◑	●	●	●	◕	◕
Avaamo	◕	◕	●	◕	◑	●	●	●	◕	◕
Kore.ai	◕	●	◔	◕	◑	●	●	◕	◕	◕
OneReach.ai	◕	◕	◕	◕	◑	●	●	◕	◕	◕

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Summary dashboard | market impact and vision & capability assessment of technology vendors for conversational AI products 2022
Major Contenders (page 1 of 2)

Measure of capability: Low High

Vendors	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	Conversational capabilities	Execution	Breadth of services	Overall
[24]7.ai										
ADA										
Aivo										
Artificial Solutions										
CM.com										
Cognigy										
Creative Virtual										
Druid										
Enterprise Bot										

Summary dashboard | market impact and vision & capability assessment of technology vendors for conversational AI products 2022
Major Contenders (page 2 of 2)

Measure of capability: Low High

Vendors	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	Conversational capabilities	Execution	Breadth of services	Overall
Gnani.ai										
Gupshup										
Haptik										
Laiye										
LivePerson										
NTT Data										
Uniphore										
Ushur										
Yellow.ai										

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Summary dashboard | market impact and vision & capability assessment of technology vendors for conversational AI products 2022
Aspirants

Measure of capability: ◔ Low ● High

Vendors	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	Conversational capabilities	Execution	Breadth of services	Overall
Engati	◔	◑	◕	◑	◔	◕	◑	◑	◑	◑
HCL DRYiCE	◔	◑	◕	◔	◔	◕	◕	◔	◔	◑
Konverso	◔	◑	●	◔	◑	◕	◑	◔	◔	◔
Rezolve.ai	◔	◑	◕	◑	◑	◕	◔	◔	◔	◑

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04

Competitive landscape

- Diversity across industries
- Diversity across business functions
- Diversity across geographies

Industry diversity

Amelia leads in all the major industries; [24]7.ai and LivePerson are the other leading technology vendors across many industries

Top vendors across major industries by revenue
Top five vendors (arranged alphabetically)
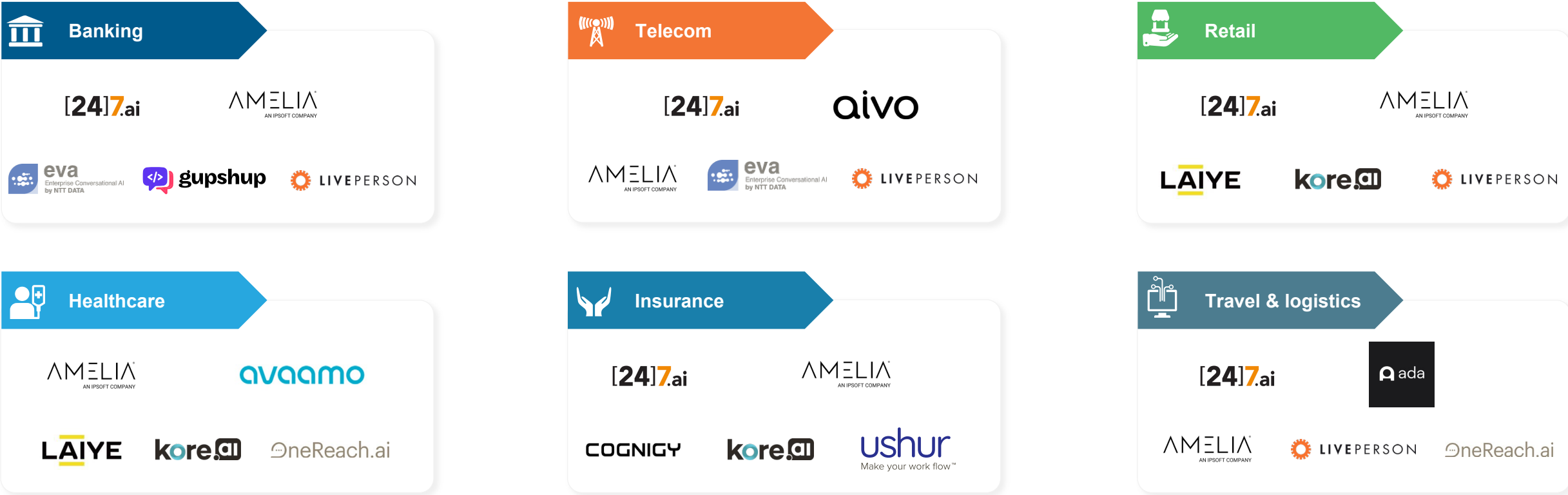
Banking

[24]7.ai   AMELIA (AN IPSOFT COMPANY)

eva Enterprise Conversational AI by NTT DATA   gupshup   LIVEPERSON

Telecom

[24]7.ai   aivo

AMELIA (AN IPSOFT COMPANY)   eva Enterprise Conversational AI by NTT DATA   LIVEPERSON

Retail

[24]7.ai   AMELIA (AN IPSOFT COMPANY)

LAIYE   kore.ai   LIVEPERSON

Healthcare

AMELIA (AN IPSOFT COMPANY)   avaamo

LAIYE   kore.ai   OneReach.ai

Insurance

[24]7.ai   AMELIA (AN IPSOFT COMPANY)

COGNIGY   kore.ai   ushur Make your work flow™

Travel & logistics

[24]7.ai   ada

AMELIA (AN IPSOFT COMPANY)   LIVEPERSON   OneReach.ai

Note: Some assessments may exclude technology vendor inputs, and are therefore based on Everest Group estimates, which leverage our proprietary Transaction Intelligence (TI) database, service providers' ongoing coverage, public disclosures, and interaction with buyers
Source: Everest Group (2022)

Diversity across business functions

Amelia and LivePerson are the leading technology vendors across major processes including customer support and sales, which account for most of the market revenue

Top vendors across major processes by revenue
Top five vendors (arranged alphabetically)
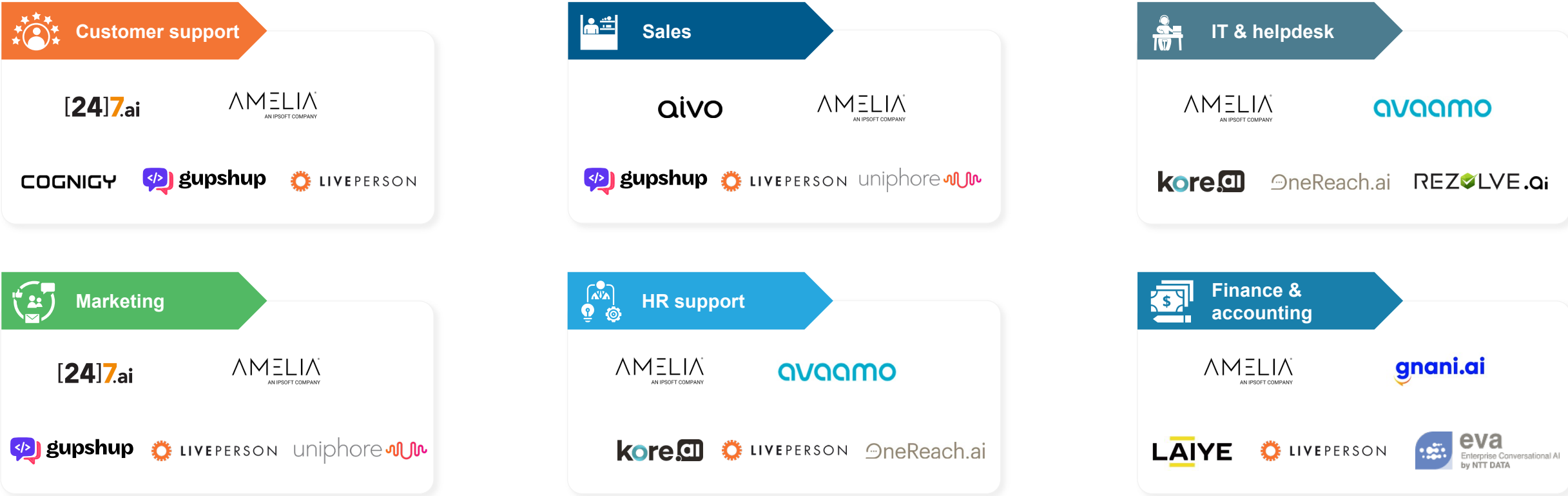
Customer support
- [24]7.ai
- AMELIA AN IPSOFT COMPANY
- COGNIGY
- gupshup
- LIVEPERSON

Sales
- aivo
- AMELIA AN IPSOFT COMPANY
- gupshup
- LIVEPERSON
- uniphore

IT & helpdesk
- AMELIA AN IPSOFT COMPANY
- avaamo
- kore.ai
- OneReach.ai
- REZOLVE.ai

Marketing
- [24]7.ai
- AMELIA AN IPSOFT COMPANY
- gupshup
- LIVEPERSON
- uniphore

HR support
- AMELIA AN IPSOFT COMPANY
- avaamo
- kore.ai
- LIVEPERSON
- OneReach.ai

Finance & accounting
- AMELIA AN IPSOFT COMPANY
- gnani.ai
- LAIYE
- LIVEPERSON
- eva Enterprise Conversational AI by NTT DATA

Note: Some assessments may exclude technology vendor inputs, and are therefore based on Everest Group estimates, which leverage our proprietary Transaction Intelligence (TI) database, service providers' ongoing coverage, public disclosures, and interaction with buyers
Source: Everest Group (2022)

Diversity across geographies

LivePerson is among the leading technology vendors across all geographies, while Amelia is ahead in four geographies

Top vendors across major geographies by revenue
Top five vendors (arranged alphabetically)
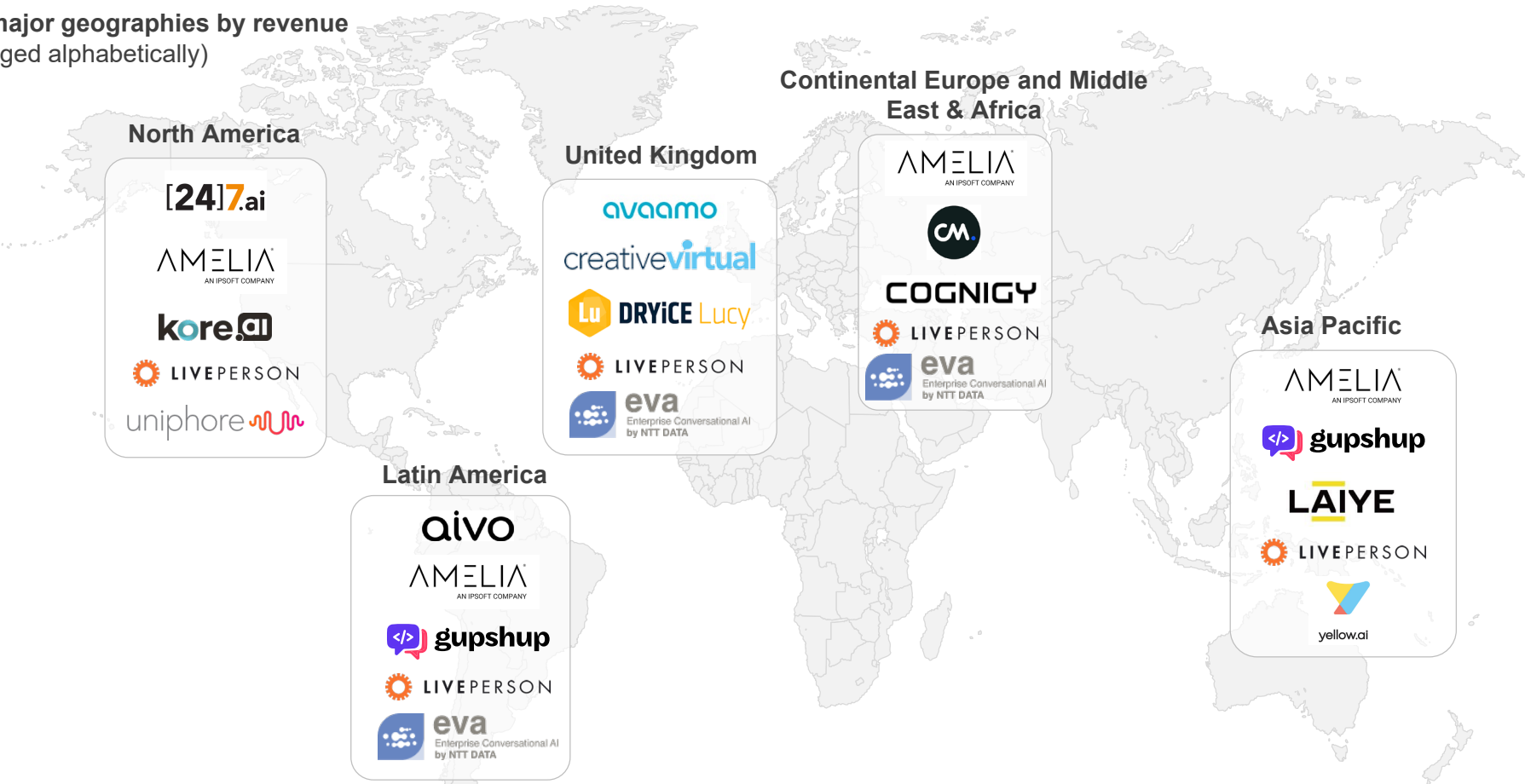
North America
- [24]7.ai
- AMELIA AN IPSOFT COMPANY
- kore.ai
- LIVEPERSON
- uniphore

United Kingdom
- avaamo
- creativevirtual
- DRYiCE Lucy
- LIVEPERSON
- eva Enterprise Conversational AI by NTT DATA

Continental Europe and Middle East & Africa
- AMELIA AN IPSOFT COMPANY
- CM.
- COGNIGY
- LIVEPERSON
- eva Enterprise Conversational AI by NTT DATA

Asia Pacific
- AMELIA AN IPSOFT COMPANY
- gupshup
- LAIYE
- LIVEPERSON
- yellow.ai

Latin America
- aivo
- AMELIA AN IPSOFT COMPANY
- gupshup
- LIVEPERSON
- eva Enterprise Conversational AI by NTT DATA

Note: Some assessments may exclude technology vendor inputs, and are therefore based on Everest Group estimates, which leverage our proprietary Transaction Intelligence (TI) database, service providers' ongoing coverage, public disclosures, and interaction with buyers

Source: Everest Group (2022)

05 Enterprise sourcing considerations

- Leaders

  – Amelia

  – Avaamo

  – LivePerson

  – OneReach.ai

Amelia
Everest Group assessment – Leader

Measure of capability: ◐ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	●	◔	◕	◑	●	●	●	◕	◕

Strengths

- Amelia is a low-code end-to-end platform capable of enabling RPA bots, interacting with APIs, and building custom UI interactions as part of the dialog. It also offers an online marketplace for accessing Amelia-powered digital employees

- It has extensive experience of working with clients from diverse industries such as banking, healthcare, telecom, and technology as well as a vast geographical footprint

- The platform can import chat and call transcripts as well as transcripts from other conversational IVAs such as Dialogflow to automatically discover intents and create new workflows without involving a flow designer

- Amelia has some advanced conversational features such as omnichannel contextual memory, remembering context from previous conversations, detecting multiple intents, sentiment analysis, and sophisticated NLG capabilities

- The Amelia Orchestrator, provides strategic orchestration capabilities on top of the built-in integration framework to digitally orchestrate and execute end-to-end processes that span multiple IT systems and applications

- Its agent-assist solution called AgentView also has the ability to learn from the agent with the help of observational learning through its RPA solution, resulting in learning a complete end-to-end process that Amelia can execute next time without involving the agent. Buyers have appreciated its integration with its RPA tool

- Buyers have also highlighted the cognitive capabilities of the platform, its partnership ecosystem, and the Amelia team's transparency as strength areas of the vendor

Limitations

- While it focuses on serving large organizations, Amelia has limited experience in catering to the growing demand of this technology from small and midsize businesses

- Buyers feel that the platform requires a significant amount of effort to set up and have it integrated with their enterprise systems, especially when hosted on cloud. They also pointed out that the platform is more expensive than some of its competitors

- Buyers also mentioned that Amelia can have even more pre-built use cases for faster deployment, improve its staffing, and analytics dashboards

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Avaamo
Everest Group assessment – Leader

Measure of capability: ◑ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◕	●	◕	◑	●	●	●	◔	◕

Strengths

- Avaamo's conversational AI platform is powered with low-code workflow designer, a library of pre-built skills and workflows, proprietary NLP engine, and agent-assist with next-best actions suggestion capability. It has a skill store that comes with over 1,500 pre-built industry- and process-specific skills for quick implementation and scaling of bots

- It has extensive experience of serving clients from diverse industries such as BFSI, healthcare, telecom, technology, and retail across business processes such as customer support, IT helpdesk, HR support, sales, and supply chain

- The platform has the capability to analyze chat and call transcripts and automatically discover intents and entities and create new workflows without involving a flow designer

- It has enhanced its voice capabilities by allowing enterprises to clone voice of individuals based on recordings and alter voice attributes such as gender, accent, and pauses. It has significant experience of deploying conversational AI across voice channels, in addition to chat and multi-modal

- Avaamo has advanced conversational capabilities such as detection of various tones and sentiments, NLG, context remembering across conversations and channels, and multiple intent detection. It supports over 100 languages natively

- Advanced knowledge management capabilities, such as FAQ ingestion through web and other formats, as well as generation of answers from free-flowing text documents are also part of the platform

- Buyers highlight the platform's ease of use, integration with other platforms, ease of training, and support provided by Avaamo as its key strengths

Limitations

- While it has vast experience of serving clients in North America and APAC region, its presence is limited in the EMEA market due to lack of strong GTM strategy for the region

- The majority of Avaamo's clients are large and midsize enterprises with revenue of more than US$1 billion. Its experience in serving small enterprises, which are rapidly entering the conversational AI market, is relatively limited

- Buyers expect better testing, communication, and adherence to project timelines from Avaamo. They also expect it to enhance its customized analytics report-building capability in the platform

Kore.ai
Everest Group assessment – Leader

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	●	◑	◑	◐	●	●	◕	◕	◕

Strengths

- Through its Experience Optimization (XO) platform, Kore.ai enables enterprises to build, test, train, deploy, and manage virtual assistants to automate front-office and back-office experiences across multiple channels such as voice, chat, multi-modal, and in-app

- Kore.ai has clientele across a diverse set of industries and has experience serving clients across business processes such as customer support, IT helpdesk, and HR support. It has also developed industry- and function-specific solutions, such as HR Assist, IT Assist, and Work Assist, on top of the platform to accelerate adoption and time to business value realization

- The platform is powered with explainable AI and CX and EX delivery frameworks. The platform has extensive experience of handling interactions in English, Japanese, Spanish, Arabic, and Korean, followed by German, Kazakh, and Indian languages

- The platform analyzes user utterances and classifies them based on detected levels of anger, disgust, fear, sadness, joy, and positivity. It also allows seamless transfer of conversation within channels with context retention, and can detect multiple intents within a sentence

- It has advanced knowledge management capabilities such as FAQ ingestion through web and other formats as well as generating answers from free-flowing text documents

- The platform has agent-assist capabilities that leverages AI-based next-best action capability to support the agents during live conversations across both chat and voice channels. It has also partnered with UiPath, Automation Anywhere, and Blue Prism to provide integrated RPA capabilities

- It has a real-time dashboard that monitors and tracks operational, human workforce, and customer metrics, and allows users to create custom dashboards

Limitations

- North American and APAC-based enterprises form a majority of its clients. Its presence in other geographies is relatively limited

- The platform does not have speech analytics capability and the ability to share specific views of custom reports outside of the organization

- While it offers both fixed and session-based pricing options, where a session is defined with 15 minutes duration with unlimited messages from both sides, it does not offer outcome-based pricing to its clients

Everest Group®

OneReach.ai
Everest Group assessment – Leader

Measure of capability: ⬒ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◗	◕	◗	◗	◐	●	●	●	◔	◔

Strengths

- OneReach.ai's conversational AI platform "Communication Studio 2.0" offers a no-code hyper-automation environment to build conversational experiences. It also provides tools for managing live agent communications and real-time reports and dashboards offering immediate insight into interactions with bots and humans

- It caters to a diverse set of industries including healthcare, travel & logistics, retail & CPG, BFSI, education, technology, and public sector. It contains packaged business capabilities that manifest as a library of bots, workflows, and steps that reduce the need for each person to deeply understand the complexities of conversational design mapped to these specific industries

- OneReach.ai's platform has strong experience in supporting both B2E use cases such as IT helpdesk and HR support as well as customer-facing use cases such as sales & marketing, and customer experience, thereby providing a holistic offering for brands looking to deploy conversational AI solutions across their organization

- The platform has the ability to support context switching and recall, as well as the ability to create a multi-channel experience within the same conversation with contextual memory across channels, without the need for any coding. Its buyers have also appreciated its advanced multi-modal capabilities

- It also has robust agent-assist capabilities offering both auto-generated as well admin-curated responses to agents on both digital as well as voice channels supported by its advanced knowledge management capabilities, which use language models such as GPT-3 to take unstructured data and turn it into human-comprehensible Q&A pairs

- OneReach.ai has built a strong network of resellers, training, and implementation partners such as Deloitte, PwC, and Cognizant, through which it sells it platform. Approximately 40% of its revenues come from these indirect GTM channels. It also has strong technology partners such as Microsoft, Open AI, AWS, and Google to augment its platform offerings

Limitations

- While the platform supports multiple languages natively, most conversations on the platform are done in English, leaving the platform slightly untested for other global languages

- OneReach.ai has a strong presence in the mature markets of North America and EMEA, but it is yet to establish itself firmly in emerging markets such as APAC and LATAM, which are growing significantly in conversational AI adoption

- Buyers have mentioned easier integration with Salesforce service cloud and more graduated pricing (providing lower pricing tiers with scale-up functionality) as two areas where the company can improve

05

Enterprise sourcing considerations

- Major Contenders

– [24]7.ai	– Gnani.ai
– ADA	– Gupshup
– Aivo	– Haptik
– Artificial Solutions	– Laiye
– CM.com	– LivePerson
– Cognigy	– NTT DATA
– Creative Virtual	– Uniphore
– Druid	– Ushur
– Enterprise Bot	– Yellow.ai

Everest Group®

[24]7.ai
Everest Group assessment – Major Contender

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◕	◕	◔	◔	◕	◕	◕	◑	◔

Strengths

- [24]7.ai offers conversational AI platform through its 'Engagement Cloud' offering across industries such as retail & CPG, BFSI, telecom, and travel & logistics. It consists of a visual workflow designer for developing digital and voice conversation flows, with over 300 mapped intents across 70 consumer journeys

- The platform has robust omnichannel capabilities offering the ability to switch the conversation channel from voice & chat to digital (Vivid Speech), allow multi-modal channel convergence, combine voice & digital channels, as well as switch from synchronous to asynchronous chats

- The platform has the ability to utilize web journeys, purchase history, demographics, personas, and other digital signals to curate customer profiles that capture behavioral data in order to deliver contextual and personalized content to customers in real-time

- It offers neural Text-to-Speech (nTTS) functionality, through its partnership with Microsoft, that allows it to generate more than 250 voices (male and female), in 70+ languages, with the ability to change and personalize speech parameters such as speed, frequency, pitch, and tone

- Its agent analytics suite- [24]7 Assist and [24]7 Reporting provide deep insights into the human workforce including insights around queue, routing, handling time, service levels, utilization, etc. The platform also offers the ability to create customized dashboards to slice and dice, stitch multiple data views, and create custom KPIs for reporting

- Buyers have mentioned its time-to-market, journey intent & NLP capabilities, and executive leadership availability as its key strengths

Limitations

- While [24]7.ai has rich experience serving clients in North America, its ability to cater to client requirements in other key markets such as the UK, Continental Europe, and Asia Pacific is relatively untested

- A vast majority of its customers are large enterprises, leaving the platform relatively untested with small and midsize customers that are rapidly entering the conversational AI market

- While it supports deployments on public cloud and private cloud, it does not support on-premise deployments, which can act as a deterrent for industries/clients that do not yet leverage cloud for managing their enterprise applications

- Currently the solution does not support NLG capabilities which can allow it to generate new responses for different personas, leading to a more personalized digital experience

- Buyers have pointed out deployment transparency and the platform's analytics capabilities as areas for improvement

ADA
Everest Group assessment – Major Contender

Measure of capability: ◑ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◑	◕	◔	◐	◑	◔	◔	◑	◐

Strengths

- ADA is a conversational AI platform that caters to the Business-to-Business (B2B) segment in a diverse set of industries including technology, travel & logistics, and retail. It has recorded strong growth in revenue and the number of clients in the last 12-18 months
- ADA offers a no-code experience with a visual drag-&-drop development workspace to create the flow of conversation. Buyers mention the platform's ease of use and easy integration with their technology stack as one of the key strengths of ADA
- The solution possesses A/B testing/multivariate testing capabilities that can be used to test the success of flows for both reactive and proactive conversations
- It has advanced NLG capabilities that generate new training questions based on the content of the answer, improving the performance of the bot. The solution also enables quick retraining with a low volume of data while maintaining its performance
- The platform has extensive experience of handling interactions in English and Spanish, followed by Chinese, Portuguese, French, Japanese, and Korean. Buyers applaud its multi-language support
- ADA has third-party integrations with ML solutions such as Open AI to enable training insights that groups unanswered questions by their potential intents to help with identifying content gaps and enhance training

Limitations

- ADA's client portfolio is concentrated in North America and APAC regions. It has limited presence in the fast-growing UK, LATAM, and EMEA regions
- ADA's go-to-market strategy relies heavily on direct relationships with the client and it has limited experience dealing with reseller partnerships, which is inhibiting its growth
- The majority of interactions on the platform are chat-based and it does not have any deployments on the voice channel, which has been growing fast in the recent years. It also lacks advanced knowledge management capability to generate FAQs from free-flowing documents such as policies
- While ADA can handle context switching, it lacks the capability to remember the context across different channels and conversations. It also lacks the capability for sentiment analysis where conversational AI can assess the emotional state from the conversation
- Although ADA generates conversation transcripts, transcript summaries, and customer data during agent handovers, it lacks advanced agent-assist capability to suggest the next-best action to agents
- Clients expect ADA to enhance the UI/UX of the product, integration with other enterprise software, and analytics and reporting capabilities

Aivo
Everest Group assessment – Major Contender

Measure of capability: ◐ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◕	◕	◕	◑	●	◕	●	◕	◕

Strengths

- Aivo's low-code conversational AI platform is leveraged by its clients for several process areas such as customer support, sales, marketing, F&A, and HR support. Its marketplace has pre-built solutions for e-commerce, telecom, banking, education, and utilities industries

- Its platform is powered with proprietary NLP based on semantic technology and capabilities such as context switching and channel-agnostic context remembering. It has extensive experience of handling interactions in Spanish, English, and Portuguese languages, and also claims to support French, German, and Italian languages natively

- The platform has a separate test environment where enterprise users can test intents before deployment. They can visualize how the answer is going to be shown to end-users and evaluate if the experience is as expected

- The platform has agent-assist capabilities and can suggest next-best action to agents. It has pre-built integrations with leading RPA vendors such as Automation Anywhere and Blue Prism, and CRMs such as Zendesk, Genesys, and Salesforce

- Its centralized analytics dashboard allows users to track operational and human workforce analytics

Limitations

- While Aivo has significant presence across Latin America, its experience in serving clients in other geographies such as the UK, EMEA, and APAC is relatively limited

- Aivo has deployed conversational AI in telecom, banking, retail, and public sector but its experience in catering to requirements in the insurance, healthcare, travel & logistics, and manufacturing sectors is limited

- While it has voice conversation capabilities where enterprises can select the voice type – gender and accent – from a synthetic voice catalog, a majority of its deployments are chat and in-app-based. It has limited experience in deploying voice bots for its clients

- The platform does not have the capability to perform sentiment analysis to enable quick agent handoff in case a negative sentiment from the end-user is detected. It also lacks advanced knowledge management capability to generate FAQs from free-flowing documents such as policies

- The analytics dashboard does not have built-in capability for users to create custom reports and the ability to track and report compliance-related issues. Buyers also expect enhanced analytics capabilities from Aivo

Artificial Solutions
Everest Group assessment – Major Contender

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◑	◕	◑	◔	◕	◑	◔	◑	◑

Strengths

- Artificial Solutions' conversational AI platform, Teneo, is primarily leveraged by enterprises for customer support use cases, followed by sales, IT helpdesk, and HR support use cases

- It has balanced presence across industries such as banking, insurance, healthcare, telecom & media, technology, retail & CPG, manufacturing, and public sector. Although the client portfolio primarily consists of large organizations, it has been gaining clients in both midsize and small companies in the recent years

- The platform supports text, in-app, and voice channels, with an increase in the volume of interactions across voice due to third-party integrations with Nuance, Microsoft speech services, and Amazon voice services

- Artificial Solutions logs all the conversational data and can retrieve previous conversations through unique user identification to retain the context. It can retain context across different channels and enables context switching. Buyers have praised Artificial Solutions for its NLP performance

- The company has made some key investments to increase support over 86 languages natively, and the solution comes with out-of-the-box language recognition capabilities to enable switching languages mid-conversation. Buyers highlight its language support as one of its key strengths

- Artificial Solutions has RPA capabilities using third-party integrations with UiPath, Blue Prism, Automation Anywhere, and Power Automate

- Buyers applaud its hybrid approach of combining linguistic rules with the AI model. They also highlight NLP performance, customer support, communication, and flexibility to integrate any services as key strengths of Artificial Solutions

Limitations

- While its client portfolio focuses on the mature North America and EMEA markets, with an emerging presence in the UK region, it has limited experience in serving customers in the fast-growing APAC and LATAM markets

- The solution does not have the capability to automatically create new workflows or train its system using successful utterances without involving human intervention

- While it has made some investments to increase support over 86 languages natively, most of the interactions on the platform are still in English, German, Italian, and French languages

- Although the platform has a flow designer that uses a visual drag-&-drop development workspace to create conversation flows, buyers feel that Artificial Solutions can further work on making the platform easier to use

- Artificial Solutions' licensing model does not include an outcome-based model, which could help penetrate accounts that are hesitant to adopt conversational AI technology due to high upfront costs or lack of confidence in the technology to help with their business

- Clients feel that Artificial Solutions can improve the platform's training setup, provide greater autonomy for end-users, create more assets for sales and marketing functions, and share more detailed release notes of the Teneo platform

CM.com
Everest Group assessment – Major Contender

Measure of capability: Low High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall

Strengths

- CM.com offers a low-code conversational AI solution that combines a deep learning intent recognition engine with a custom-built rule-based entity recognition engine, and the customers are provided with the best result from either engine

- While the platform specializes in customer support, it also caters to requirements across other business functions such as sales, marketing, F&A, and IT helpdesk. It has a balanced portfolio across multiple industries such as banking, BFSI, real estate, telecom, and retail & CPG

- It has recently strengthened its focus on the partnership ecosystem by collaborating with more system integrators and resellers. Buyers highlight its partnerships as one its key strengths

- The platform has capabilities such as context recall, context, switching, and carrying on conversation seamlessly across channels

- The platform leverages an out-of-the-box integration with its voice product to provide voice bot / IVR capabilities

- The platform has a centralized dashboard for tracking operational metrics and allows users to create custom reports. It also provides role-based access control and authorization logs

- Its buyers applaud its speed of implementation, support, integration, cognitive capabilities, and roadmap of the product

Limitations

- Its portfolio is skewed toward EMEA and the UK, and it has limited presence across other key geographies such as North America and APAC. While it supports over 100 languages natively, it has limited experience in handling languages other than Dutch, French, German, and English

- While the platform has native voice capabilities, it lacks sophisticated capabilities such as voice biometric for caller authentication and switching of channels during live conversation. Most of its deployments are across chat channel and it has limited experience in deploying voice bots

- Although the platform comes with 16 out-of-the-box intents that are available in 10 languages, it is relatively less compared to language services offered by other vendors in the market

- The platform does not support some advanced capabilities such as NLG that enable generation of new utterances automatically, detection of emotional state of user, and multiple intents recognition

- The platform does not have the capability to ingest unstructured free-flowing text such as policy documents to automatically generate FAQs

- While the solution can be integrated with RPA solutions through web hooks, it currently does not provide out-of-the-box integrations with any RPA provider

- The platform does not have the capability to track customer metrics for cross-selling and up-selling. Its buyers also expect CM.com to enhance its analytics capabilities and assist them in interpreting and drawing meaningful conclusions from it

Cognigy
Everest Group assessment – Major Contender and Star Performer

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◔	◕	◔	◑	◕	◔	◔	◔	◔

Strengths

- Cognigy's proprietary low-code conversational AI platform leverages a micro-services architecture that can be deployed both on-premise and on cloud infrastructure. It can support 100+ languages natively, and its NLU engine has significant experience in handling languages such as German, French, and Dutch, apart from English

- It primarily caters to clients in mature markets such as EMEA and North America and has also made inroads into the APAC market through its network of reselling and implementation partners. It has also opened a new office in UAE

- Cognigy supports a wide variety of clients from industries such as retail & CPG, banking, insurance, healthcare, telecom & media, technology, and manufacturing. The platform can also support multiple use cases such as customer support, IT & HR support, sales, and marketing

- The platform has advanced agent-assist capabilities, both over chat and voice channel, with pre-built integrations with various RPA providers. It supports skill-based agent routing and can also provide training guidance to agents

- Cognigy launched its analytics suite of capabilities called Cognigy Insights, which provides real-time overview of the platform performance through granular analysis across languages, version, channel, timeframe, use case, etc. For extracting customer insights, it allows path analysis for tracing and aggregating user journeys and interaction steps

- Buyers have mentioned NLP capabilities, quality of its training materials, and flexibility & scalability of the platform as key strengths of Cognigy

Limitations

- While Cognigy has strong presence in North America and EMEA, it has limited footprint in other markets such as the UK, APAC, and LATAM

- The platform does not have the capability to extract knowledge from structured and unstructured enterprise data sources and make it available to virtual and live agents

- It also lacks the ability to automatically create new workflows or update/modify existing workflows without involving human agents by analyzing chat/call transcripts and auto-discovering new intents

- Cognigy does not offer commercial models such as outcome-based pricing, which is increasingly being sought by buyers. Its portfolio is skewed toward large organizations and does not include many small and midsize buyers

- Buyers have mentioned the platform's pricing, reporting capabilities, and documentation of features and software updates as areas where it can improve

Creative Virtual
Everest Group assessment – Major Contender

Measure of capability: Low ◔ High ●

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◐	◕	◕	◔	◔	◕	◕	●	◕	◕

Strengths

- Creative Virtual offers a versatile conversational AI platform, V-person, for several business functions such as customer support, HR support, IT helpdesk, sales, and marketing. Its orchestration suite, V-Portal, allows users to manage content, curate training data, write matching rules, script integrations, publish, and audit their conversational AI solutions

- It has rich experience serving client requirements in North America and the UK, and has presence across APAC, EMEA, and LATAM regions. It caters to client requirements across several industries such as BFSI, telecom, travel & logistics, public sector, and retail & CPG

- Its V-Portal supports A/B testing/multivariate testing capabilities that help flow designers to test workflows / use cases, allowing for a personalized flow for each user

- The platform has the capability to switch context within a conversation, remember context across digital channels, and recognize sentiment of the user

- Its agent-assist capabilities include Autosuggest (bot suggests response to agent on every request from end-user) and Research Widget (agent can have their own conversation with the bot). It also supports real-time listening to telephone calls, whereby the bot suggests next- best action to the agent in real-time

- In addition to a usage-based commercial model, it also offers outcome-based pricing to customers seeking next-generation pricing models

- Buyers appreciate the platform's flexibility to integrate with third-party systems, robustness, cognitive capabilities, and ease of training the AI

Limitations

- The majority of its clients are large enterprises with more than US$10 billion. Its experience in catering to needs of small and midsize enterprises is limited

- The platform does not have out-of-the-box NLG capabilities to generate new utterances automatically

- While it supports 35+ languages natively, its experience in handling languages other than English is relatively limited

- Although it has integrations with third-party voice systems such as Alexa and Google Home, it does not have native voice capabilities and has limited experience in deploying voice bots for its clients

- While the platform has analytics capabilities for operations, workforce management, and customer insights, its clients expect a faster a reporting interface along with a better user interface

- Buyers also expect its Content Management System (CMS) to be faster and more user-friendly

Druid
Everest Group assessment – Major Contender

Measure of capability: Low ◐   High ●

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◑	◕	◑	◑	◔	◔	◔	◑	◑

Strengths

- Druid's conversational AI caters to requirements across multiple industries including BFSI, healthcare, and retail, covering several process areas such as customer support, HR support, sales, IT helpdesk, F&A, and marketing. It has observed significant growth in the last 12-18 months and is actively investing in expanding its partner ecosystem
- Its low-code platform has over 500 pre-built workflows for industry-agnostic businesses, a library of over 60 pre-built solutions, and integration with both attended and unattended UiPath RPA robots. It has significant experience of handling interactions in Romanian and English languages, followed by German, French, Spanish, and Arabic
- It also offers capabilities such as context switching, multiple intent recognition, and remembering context from previous conversations on its platform
- The platform has agent-assist capabilities and can suggest next-best action to agents. It also has pre-built integrations with UiPath and is part of its technology stack
- The platform can extract information from incoming documents from the user during chat
- Buyers appreciate Druid's technical skills, communication, flexibility, project management, and ease of integration with automation platforms

Limitations

- While Druid has significant presence across EMEA, followed by North America and the UK, its presence in growing markets such as APAC and LATAM is relatively low
- While it has text-to-speech and speech-to-text capabilities via third-party integration, it does not have native voice capabilities and has limited experience in implementing voice-based bots
- Currently, the platform does not offer flexibility to integrate with other NLP engines. Out-of-the-box integration with LUIS, DialogFlow, and RASA is in its roadmap. It also lacks the capability to remember conversations across channels
- The platform lacks advanced knowledge management capability to create answers/FAQs from free-flowing text or long PDF documents
- While the analytics dashboard allows enterprises to track operational, customer, and human workforce analytics, it does not have speech analytics and the ability to continuously monitor its own performance
- Clients expect faster implementation, automated testing, better stakeholder management, and better understanding of client's organizational context. They also expect Druid to share a product roadmap and better training material for developers

Everest Group®

Enterprise Bot
Everest Group assessment – Major Contender

Measure **of capability:** ○ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◕	◕	◔	◔	◕	◕	◑	◑	◕

Strengths

- Through its proprietary conversational AI platform, Enterprise Bot caters to enterprise requirements in customer support, IT helpdesk, and sales functions

- With over 100 pre-built workflows, 600 pre-built intents, and a visual drag-and-drop workflow designer, around 90% of the platform's designers are business users. It has made significant investments to focus on low-code/no-code and autonomous build

- Enterprise Bot has partnered with Google and Microsoft for Speech-to-Text (STT) and Text-to-Speech (TTS) to enable voice conversations, and the solution uses voice biometrics for caller authentication

- With its proprietary NLP engine, the platform offers advanced conversational capabilities such as context switching, multiple intent recognition, remembering context across different channels, and sentiment analysis

- The platform supports over 120 languages and its platform has been deployed to support English as well as other major European languages such as German, French, Portuguese, and Italian

- Enterprise Bot has advanced knowledge management capabilities that can ingest FAQs through web or document formats. The platform can also form FAQs from free-flowing texts such as company policies and product descriptions

- The platform has pre-built integrations with CRMs such as Zendesk, Salesforce, and Genesys, and RPAs such as UiPath, Automation Anywhere, and Blue Prism

Limitations

- While the platform has voice conversational capabilities, it is still untested as most of its conversations are led through the chat channel

- The platform lacks advanced capability to automatically discover intents and create new workflows without involving a flow designer

- Although the platform has agent-assist capabilities with skill-based routing, it does not provide feedback to agents to improve interaction and does not recommend training

- Most of the platform's use cases are built around customer support and sales and are relatively untested in IT helpdesk and HR support, which are seeing high demand from clients

- Although Enterprise Bot offers a usage-based pricing model with different brackets, it is yet to explore the outcome-based model that could help it establish presence among the first-time adopters of conversational AI solutions

- While the platform provides analytics around operational metrics, it does not provide any analytics around agent performance or provide real-time coaching/guidance to an agent in the case of an agent handover

Gnani.ai
Everest Group assessment – Major Contender

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◑	◕	◑	◕	◕	◕	◕	◑	◕

Strengths

- Gnani.ai offers conversational AI platform based on single NLU approach across channels to its clients along with pre-built connectors for leading RPA platforms such as UiPath and Blue Prism. Its clients appreciate its service orientation, understanding of the business, and cognitive features of the platform
- It caters to client requirements across several industries such as BFSI, manufacturing, retail, telecom, and business functions such as customer support, F&A, sales, and marketing
- It has experience in deploying solutions for English, Hindi, Spanish, and regional Indian languages. It supports Twilio SIP (session initiation protocol) and Amazon Connect along with Gnani.ai's own voice infrastructure. A significant share of its interactions is voice-based
- The solution can detect sentiment at per utterance level and at an overall conversational level, classified under positive, negative, and neutral
- It can ingest FAQs through specific document formats and create FAQs from free-flowing text
- Along with a usage-based commercial model, it also offers progressive outcome-based pricing option to its clients

Limitations

- Its client portfolio is skewed toward APAC with some presence in North America and EMEA, and has relatively lower footprint in other geographies such as the UK and LATAM
- The majority of its clients are enterprises with less than US$1 billion in revenue, and it has limited experience in catering to requirements of large enterprises (more than US$1 billion revenue)
- The platform lacks advanced capability to discover intents through chat/call transcripts and automatically create basic workflows for the discovered intents
- The solution lacks advanced agent-assist capabilities wherein it can suggest the next-best action to agents during a live conversation. It also lacks the capability for skill-based agent routing
- While the platform has centralized analytics dashboard to track operational and customer metrics, it does not have the capability to create custom reports. Buyers also highlight this as an area of improvement for Gnani.ai
- Buyers expect more cost savings, faster RoI, and enhanced ability to handle languages such as Hindi and Gujarati

Gupshup
Everest Group assessment – Major Contender

Measure of capability: ◐ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◕	◕	◕	◑	◕	◕	◔	◔	◕

Strengths

- Gupshup's conversational AI offering comes with verticalized solutions covering the full customer life cycle from pre-purchase (marketing & sales), sales, to post-purchase (customer support) with a deep focus on the 'mobile-first' markets of India, Southeast Asia, MEA, and LATAM

- It has a diverse client portfolio from industries such as retail & CPG, e-commerce, BFSI, EdTech, healthcare, and travel & hospitality, for which it offers 300+ out-of-the-box workflows & pre-built ontologies for quick deployment

- With its acquisition of Active.ai and AskSid.ai in 2021, it has deepened its expertise in BFSI and retail respectively, with increased access to third-party connectors for core banking applications such as Temenos, Finnacle, and Flexcube as well as for commerce platforms such as Shopify, Magento, and Woocommerce

- Gupshup has also recently announced the acquisition of Knowlarity, through which it will strengthen its voice and video communications offering, adding capabilities such as Automatic Speech Recognition (ASR), cloud telephony, and conversational IVR

- The platform has a strong in-house NLP engine and also supports integrations with other NLP engines, providing developers the option to choose specific engines for each workspace as well as build custom NLP models and manage NLP model data

- It has sophisticated conversational capabilities such as context switching & recall, multiple intent handling, remembering context from previous conversations, and sentiment analysis using five states of emotions

- Buyers have pointed out its flexibility in new implementations, technical expertise of development team, and superior NLP performance as its main strengths

Limitations

- The platform is mainly used for conversational commerce, customer support, and marketing-related use cases, with little focus on fast-growing B2E use cases such as IT helpdesk & support, HR support, and legal

- While Gupshup supports about 50 languages, it has native NLU support for only English and Arabic. Adding native support for more languages covered by the platform will enable greater response accuracy as well as decrease latency in the conversation

- Gupshup is yet to deeply entrench itself in the mature markets of North America, Continental Europe, and UK, which consist of mature buyers driving large-scale conversational AI implementations

- The platform is yet to offer speech analytics capabilities, thereby missing out on the ability to autonomously detect new intents and create workflows from call transcripts. As it is growing its voice offering, adding these capabilities along with voice biometrics, will make its value proposition more comprehensive

- Gupshup's platform does not provide any workforce analytics, including the ability to provide guidance/feedback to agents on their tone, word usage, etc., to improve their interactions with customers

- Its buyers have mentioned that it can improve its implementation practices (agile methodology), time-to-market, and quality checks

Haptik
Everest Group assessment – Major Contender and Star Performer

Measure of capability: Low High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall

Strengths

- Haptik's conversational AI platform focuses on building multi-lingual, omnichannel conversational commerce experiences for its clients. It has recently diversified to include IT support deployments
- Haptik has a robust drag-and-drop conversation studio to design workflows, orchestrate business logic, and test workflows. A large share of the platform's designers on the enterprise side are business users and do not have any technical background, displaying the ease of use of the platform
- The platform is able to support clients from a diverse set of industries such as retail & CPG, banking, insurance, healthcare, telecom & media, public sector, and real estate
- It has advanced features such as sentiment analysis, the ability to remember context from past conversations, and multiple intents detection. The platform has an average containment rate of 70-85%, depending on the industry and use case
- In 2021, Haptik launched Analytics-&-Data-as-a-Service, which allows its clients to plug and play the platform data with BI tools for deeper analytics; buyers have appreciated the platform's analytics support. It has also developed a new feature called 'Intent Discovery' which uses existing information sources such as previous chatbot transcripts, support tickets, and knowledge base to train and build new bots
- Buyers have also highlighted product support and the product team's solutioning capabilities as its strength areas

Limitations

- While the platform has voice support with out-of-the-box integrations with large telephony partners and contact center technology providers, it has limited experience in deploying voice bots for its clients and is largely chat-driven
- While it supports over 100+ languages, the number of interactions done over the platform for major European languages is fairly limited. It also lacks any substantial presence in EMEA and LATAM markets
- The platform currently lacks sophisticated capabilities such as voice biometrics, speech analytics, ability to detect sarcasm, and A/B testing to create personalized workflows based on conversation history, end-user attributes, etc.
- While the NLP models that run underneath the platform are all built in-house, the platform does not support other leading NLP providers and lacks the ability to switch NLP engines on case-by-case basis
- It offers only usage-based commercial models and does not offer more progressive outcome-based pricing models
- Buyers feel that the platform can improve its scalability, number of out-of-the-box-integrations, and cognitive features

Laiye
Everest Group assessment – Major Contender

Measure of capability: ◖ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◑	◕	●	◕	◕	◔	◔	◔	◑	◕

Strengths

- Laiye's conversational AI platform comes with pre-trained off-the-shelf solutions such as HR bot, e-commerce bot, insurance knowledge bot, mothercare bot, healthcare bot, and car service bot for quick deployment; these solutions have been acknowledged by its buyers

- It has experience in catering to both large, as well as small buyers, primarily in the APAC region. Laiye has displayed significant year-on-year growth in the number of new clients acquired, while also maintaining a high contract renewal rate

- The platform shows its versatility through its ability to cater to most use cases ranging from IT & HR support, customer support, sales, marketing, finance & accounting, and legal use cases across an extensive range of industries

- Laiye has built a strong network of resellers such as Microsoft, Deloitte, and Accenture, which helps in amplifying the product's reach as well as provides consulting and project implementation

- It has recently invested in developing 'semantic search' capability in between conversations, which allows the bot to give responses from a document library when there is no matching knowledge in the existing knowledge base of the bot. Its buyers have expressed appreciation for this feature

- Buyers have also lauded Laiye's project implementation efficiency, timeliness of its after-sales service, and the platform's stability and ease of use

Limitations

- While Laiye is particularly strong in the APAC region, its ability to serve clients in mature geographies such as North America and Europe is still untested. To address the gap, it has recently acquired Europe-based conversational AI vendor Mindsay, through which it will look to expand its client base in this region in 2022

- Most of the interactions done on the platform are either in Mandarin (Chinese) or English, acting as a deterrent for first-time buyers looking for support in other major languages

- While the platform provides analytics around operational metrics, it does not provide any analytics around agent performance or provide real-time coaching/guidance to an agent in the case of an agent handover

- It also lacks some sophisticated conversational capabilities such as voice biometrics for caller authentication, handling of multiple intents, and detection of sarcasm

- The solution does not possess some advanced knowledge management capabilities such as creating workflows by ingesting FAQs through unstructured document formats and free-flowing texts

- Laiye's buyers have cited integrations with other enterprise systems, more powerful analytics capabilities, and knowledge graph capabilities as areas where it can improve

LivePerson
Everest Group assessment – Major Contender

Measure of capability: ◔ Low ● High

	Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall

Strengths

- LivePerson's conversational AI platform **Conversational Cloud** is predominantly used for customer care and sales use cases, delivering intent-driven, asynchronous conversational experiences at scale across messaging, social media, and email. Conversational Cloud volume grew 34% year-over-year in 2021 for AI-based messaging conversations

- It caters to a wide set of industries such as banking, telecom & media, healthcare, retail & CPG, and manufacturing. While its footprint is dominant in North America, it also has decent presence in other major markets such as EMEA and APAC, through its strong GTM network of IT BPO partners and SIs

- In 2021, it made strategic acquisitions of VoiceBase and Tenfold to support LivePerson's upcoming voice capabilities. VoiceBase's speech recognition and analytics capabilities, along with Tenfold's advanced voice, messaging, and CRM integrations, will help power consumer experiences through a single automated voice and messaging desktop experience

- Liverperson offers progressive gainshare-based pricing models based on program goals such as NPS or sales volume, helping brands de-risk and expedite their conversational AI transformation journey

- It has a strong analytics suite comprising functionalities such as Intent analyzer, Meaningful Automated Conversation Score (MACS), and performance optimizer, which provide insights into both operational and workforce analytics

- Buyers have pointed out LivePerson's post-sales support, flexibility with implementations, and time-to-market as its key strengths

Limitations

- While its acquisition of Voicebase and Tenfold will help it develop its voice offering, it currently lacks the experience of deploying large-scale voice implementation for large brands. It is also purely deployed on the cloud and does not support on-premises hosting

- Although the solution has voice capabilities, it lacks the advanced capability to utilize voice biometrics for caller authentication

- While LivePerson uses a combination of native NLP as well as third-party NLP engine support, the accuracy rate of its own NLP engine can be improved upon to drive up containment rates across conversations

- Buyers have pointed out that the platform is more expensive compared to its peers and that it can improve upon its interoperability with other enterprise platforms

NTT DATA
Everest Group assessment – Major Contender

Measure of capability: ◑ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◕	●	◕	◑	◕	◕	◔	◕	◕

Strengths

- NTT DATA's conversational AI platform, Eva, is built and run by multi-disciplinary teams of professional services, technical architects, development specialists, data engineers, linguists, UX writers, and QA teams. It is present in two modalities in Eva server (deployed in client environment) and Eva SaaS

- The platform has significant traction among clients form BFSI and telecom & media industry, primarily for F&A and customer support-related use cases, supporting multi-modal channel deployments

- The platform is focused to serve business users; approximately 80% of users of the platform are non-developers, depicting its low-code/no-code development approach

- Eva is able to support four different NLP engines from leading vendors (Microsoft, Google, AWS, and IBM Watson) apart from its proprietary NLP engine, giving it the flexibility to work with the best performing engine on a case-by-case basis

- It offers native support to 53 languages and has multiple deployments in Portuguese, Spanish, English, and Italian

- Through its partner, Dolffia, an AI-based document processing system, Eva is able to achieve more than 95% accuracy in image recognition. It uses Verbio for speech analytics, sentiment recognition, biometric voice authentication, and voice synthesis

- Buyers have appreciated NTT DATA's flexibility to adapt to change requests, proactiveness, and account management

Limitations

- Although it has strong presence in Latin America and Asia Pacific, its experience in serving clients from mature geographies such as North America and Europe is limited

- Most of NTT DATA's clients are large and midsize enterprises with revenue of more than US$1 billion. Its experience in serving small enterprises, which are rapidly entering the conversational AI market, is untested

- While it specializes in customer service and finance & accounting-centered use cases, it has limited experience in deploying use cases in other growing areas such as sales, marketing, and IT & HR support

- Although the platform has some agent-assist capabilities, it lacks sophisticated features such as next-best action suggestion and agent guidance and coaching

- The platform does not have the ability to remember context from previous conversations, identify multiple intents in the same sentence, and the ability to handle multiple languages / switch languages during a conversation

- Buyers feel that NTT DATA can improve on the implementation speed and product updates to enhance the overall value proposition of the Eva platform

Uniphore
Everest Group assessment – Major Contender

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◕	◕	◗	◔	◔	◕	◗	◑	◕

Strengths

- Uniphore offers low-code conversational AI platform and pre-built workflows for several industries such as telecom, BFSI, retail, healthcare, and travel and logistics. It has built a strong network of resellers and BPS partners such as Tech Mahindra, Sitel Group, and WNS. It also has pre-built integrations with Twilio, Cisco, Avaya, Genesys, and Salesforce
- The platform has native voice capabilities and has significant experience in implementing voice-based bots
- It has advanced conversational capabilities such as sentiment analysis enriched with tonal information for more comprehensive emotional state, context remembering across conversations and channels, and multiple intents detection
- U-Assist, its agent-assist solution, has guided workflows that help agents by providing personalized response to assist the customer as well as for cross-sell/upsell opportunities
- The platform can ingest structured and unstructured data and produce a knowledge graph of information to answer questions
- Its centralized analytics offering, U-Analyze, offers analytics of customer interactions across channels, in addition to tracking operational metrics, customer sentiment, experience, and cross-sell & upsell opportunities. It also has advanced capabilities such as speech analytics, custom report building, and tracking of compliance-related issues
- Buyers recognize technical acumen, leadership, communication, product roadmap, and product features as its key strengths

Limitations

- Uniphore has significant presence across North America and APAC, followed by EMEA, but its ability to serve client requirements across the UK and LATAM is relatively untested
- While it supports over a dozen languages natively, its language support is relatively small compared to that of peers
- Its workflow designer does not have a library of pre-built workflows and intents for faster deployment of bots
- The platform does not have out-of-the-box NLG capabilities which can enable the platform to generate new utterances automatically
- Its buyers feel that the team size needs to be increased to keep up with the growth of the company

Ushur
Everest Group assessment – Major Contender

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◕	◕	◕	◐	◔	◕	◕	●	◐	◕

Strengths

- Ushur is a conversational AI platform catering to Business-to-Business (B2B) and Business-to-Consumers (B2C) segments in the insurance and healthcare industries

- The platform can remember context from previous conversations and across different channels. It can also handle context switching by handling fully asynchronous flows

- In addition to 60-100 pre-built intents for each industry, the solution can extract intents from long paragraphs and can extract multiple intents from a sentence

- The solution has voice capabilities with voice biometrics for caller authentication. It has integrations with Amazon Connect, and AudioCodes Voice AI Connect, which enables it to directly connect any telephony channel with speech engines

- It has native image recognition and document processing capabilities such as key-value pair extraction and table extraction from both structured and unstructured documents

- Ushur can ingest FAQs in the system through PDF or CSV via UI or SFTP. It can extract FAQs from free-flowing texts such as policies using its cognitive search capabilities

- Its buyers have appreciated the platform's intuitive interface with many pre-built options to simplify workflow orchestration. They also mentioned Ushur's engagement model and product support as its strengths

Limitations

- Ushur's client portfolio is concentrated in North America and EMEA, and it has limited experience in serving the fast-growing LATAM and APAC regions. The platform is limited to serving insurance and healthcare industries

- Most of its current clients are large companies with revenues of more than US$10 billion. It has limited experience in serving small and mid-sized enterprises that are fast-growing in the conversational AI market

- Although it supports eight languages natively, all its deployments are currently in English language alone. The platform also does not have the ability to support multi-channel conversational experiences

- Ushur lacks A/B testing/multivariate testing capabilities that allow flow designers to test workflows, enabling a personalized flow for each user

- The solution lacks the ability to provide a generated response, where the bot uses deep learning algorithms to curate better answers than a canned response

- Its buyers feel that Ushur can improve its agent-assist and analytics capabilities. They also cautioned that since it is a pure SaaS product, there is a heavy lift and shift required at the outset

Yellow.ai
Everest Group assessment – Major Contender and Star Performer

Measure of capability: ◐ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◐	◔	◔	◕	◐	◔	◔	●	◔	◔

Strengths

- Yellow.ai's conversational AI platform comes with pre-built dynamic agents for horizontal/vertical domains such as automobile, retail, and HR support. The platform allows users to build their own bots supporting integrations with 100+ core business applications and over 35+ channels across various modes

- The company has reported strong growth in its number of clients as well as its YoY revenue. In order to continue its growth momentum, it secured series C funding in 2021 of US$78.15 million to help it expand its geographical footprint and add more capabilities

- Yellow.ai caters to a diverse set of industries ranging from retail & CPG, banking, healthcare, travel & logistics, telecom, technology, education, and manufacturing/automotive. The platform supports B2B, B2C, as well as B2E use cases

- The platform supports advanced dialog management capabilities such as multiple intents detection, context switching, remembering context across different channels, sentiment detection, and the ability to use NLG to generate responses

- Its marketplace enables developers to quickly deploy bots with a wider range of pre-built accelerators, workflows, and templates available on demand to reuse. The reusability of the marketplace enables rapid reduction in deployment time, faster time-to-market, improved solution accuracy, and consistency

- Yellow.ai's buyers have acknowledged its pricing models, back-end tools, and ease of use of the platform as its key strengths

Limitations

- While it has a dominant presence in the APAC market, Yellow.ai is yet to establish a strong portfolio in the more mature EMEA, UK, and North American markets

- Although the platform supports 100+ languages, most of its deployments are in English, and the platform's NLU capabilities in other languages are relatively untested

- While the platform supports low-code/no-code bot development, only 30% of the platform's users are from a non-technical background, highlighting the scope to improve the ease of use of the platform toward citizen developers

- Yellow.ai is yet to build AI-based next-best action suggestion to augment its agent-assist offering; however, this capability is in its product roadmap

- Buyers have cited high attrition in their technical team and a more refined training program as two key areas where Yellow.ai can improve

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05 Enterprise sourcing considerations

- Aspirants
  - Engati
  - HCL DRYiCE
  - Konverso
  - Rezolve.ai

Engati
Everest Group assessment – Aspirant

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◑	◕	◑	◔	◕	◑	◑	◑	◑

Strengths

- Engati enables engagement across 15 communication channels with its low-code conversation builder, proprietary language-agnostic NLP, single-view inbox, and video calling for enterprises primarily across APAC, followed by EMEA, North America, LATAM, and the UK. The platform supports clients for a wide range of business functions such as customer support, sales, marketing, HR support, and IT helpdesk

- The platform has experience of handling English, Arabic, Hindi, Spanish, and French languages, and claims to support over 50 languages natively. It also has a library of pre-built workflows with 150+ use cases

- Through its proprietary technology, DocuSense, it allows customers to upload documents which are parsed and matched via the semantic analysis to respond to user inquiries

- The platform has an auto-translation feature for agent window, where agents and users can converse in different languages. It can also switch contexts within the conversation and can identify the sentiment of the conversation

- The platform also includes monitoring and analytics capabilities that help track operational and human workforce parameters

- Buyers highlight that customer support, customizations, and transparency in communications are some of the key strengths of Engati

Limitations

- Telecom, travel & logistics, public sector, and fast growth technology industries form the majority of its clientele. Its experience in catering to requirements of leading industries such as banking, insurance, and healthcare is relatively limited

- Most of its clients are small enterprises. Its experience is limited in serving medium and large enterprises with revenue of more than US$500 million

- While the platform supports voice notes across various channels, it does not support voice conversations through IVR

- The solution lacks agent-assist capabilities such as the ability to suggest the next-best action to agents during a live conversation. It does not have integrated RPA capabilities either

- While the platform includes a centralized analytics dashboard, it does not have the capability to allow customers to create custom reports. Buyers expect better reporting capabilities in the platform

- The solution lacks capability to encrypt Personal Identifiable Information (PII) data while still analyzing records that contain PII data

- Buyers expect improvements in ease of implementation, pre-training, reliability, and user interface of the platform

HCL DRYiCE
Everest Group assessment – Aspirant

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◕	◕	◔	◔	◕	◕	◔	◔	◑

Strengths

- HCL's DRYiCE Lucy is a conversational AI platform primarily for Business-to-Employees (B2E) use cases such as IT helpdesk and HR support. Lucy comprises cognitive console, admin console, pre-built integration ecosystem, and a repository of 500+ pre-configured use cases in multiple languages

- It offers capabilities such as intent recognition, context switching, and image recognition. It has recently introduced sentiment analysis and channel-agnostic context remembering capabilities in the product

- The platform is primarily leveraged by enterprises for interactions across English language, followed by Portuguese, Italian, and German

- It has skill-based agent routing capability. The solution also has the capability to ingest FAQs through CSV files and web crawler

- It supports a multi-bot environment, which is becoming increasingly common, through its bot connect API that helps in extending all the intents, and entities developed on the Lucy platform to the rest of the bots

- Clients highlight HCL's technical skills, implementation, and strong work ethic as its key strengths

Limitations

- Its client portfolio is skewed toward the UK and North America. Its experience of serving customers in Continental EMEA, LATAM, and APAC is limited

- While it specializes in serving clients across banking, retail, and manufacturing industries, its ability to cater to requirements in other industries such as insurance, healthcare, telecom, and travel & logistics is relatively untested. The majority of clients are enterprises with revenue of more than US$1 billion and its experience in catering to needs of small enterprises (revenue less than US$1 billion) is limited

- Most of the interactions on the platform are on the chat channel, followed by email and in-app. It does not have experience with voice-based deployments

- Lucy currently lacks built-in agent-assist capabilities such as the next-best action suggestion to agents for solving queries and for cross-sell/upsell opportunities

- The solution does not have out-of-the-box NLG capabilities that can enable the platform to generate new utterances automatically

- It currently does not possess A/B testing / multivariate regression testing capabilities for flow designers to create personalized flow for each user

- Clients expect the platform to be more user-friendly, have better UI/UX, and make product enhancements based on user feedbacks. They also expect HCL to provide better product training

Konverso
Everest Group assessment – Aspirant

Measure **of capability:** ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◕	●	◔	◕	◔	◑	◑	◔	◑

Strengths

- Konverso caters to both Business-to-Business (B2B) and Business-to-Employees (B2E) segments in IT helpdesk, HR, and customer support functions. It has experience in supporting clients in the public sector, technology, manufacturing, and logistics industries

- Around 80% of the platform's designers on the enterprise side are non-developers who use the visual drag-and-drop development workspace. Buyers have commended Konverso's platform for its ease of use

- The solution has pre-built integrations with other NLP engines and allows users to perform bot-bot orchestration, using pre-built integrations with Google Dialogflow, ServiceNow, and Pandora

- The platform has a pre-built ontology created using 1,000+ entities and uses multi-level clustering to enable users to create knowledge graphs

- The platform offers customers the flexibility of choosing between on-premise, private cloud or public cloud hosting options, thereby aligning the solution to their specific needs

- Konverso's buyers have pointed out their integrations with enterprise systems in the ITSM space, responsiveness, and flexibility to customize the solution based on their requirements as the main strengths

Limitations

- Konverso's client portfolio is skewed toward the EMEA, North America, and the UK, with limited experience in serving clients from APAC and LATAM markets

- While the solution can perform skill-based agent routing, it lacks agent-assist capabilities where it can suggest the next-best action to help agents

- The solution lacks the capability to automatically create new workflows without the involvement of a human agent and does not allow users to build custom APIs

- While there is an FAQ module, it cannot ingest FAQs in the system through various document formats, and lacks the ability to form FAQs from free-flowing texts

- Although the platform has a centralized dashboard for analytics, it does not have any speech or text analytics capabilities and does not allow users to create custom reports

- The solution lacks the capability to find gaps in the agent performance to recommend the required training

- Buyers have pointed out cognitive abilities of the platform, global support, and product training as areas where Konverso can improve

Rezolve.ai
Everest Group assessment – Aspirant

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and Support	Conversational capabilities	Execution	Breadth of services	Overall
◔	◑	●	◑	◑	◕	◔	◑	◑	◑

Strengths

- Rezolve.ai is a Conversational AI platform catering exclusively to the Business-to-Employees (B2E) segment in the IT Helpdesk and HR support functions. It has experience of supporting clients in BFSI, technology, public sector, and healthcare industries
- The platform has 75+ pre-built workflows for common IT and HR use cases. It offers capabilities like sentiment analysis and context switching. It also has the ability to switch language mid-conversation
- In addition to 1,000+ IT and HR business function-specific pre-built intents, the solution can extract intents through a custom-built intent recognition model that combines knowledge and intents to improve cognition
- The platform has the capability to triage and route the conversation to the appropriate agent based on the roles, context, and previous conversation
- Its centralized analytics dashboard allows users to tracking operational and human workforce metrics. It also allows users to track and report compliance-related issues
- Buyers recognize ease of use of the platform, utterance recognition, and the support it provides to its clients as its key strengths

Limitations

- Rezolve.ai's client portfolio is focused on North America and Europe. It has limited experience in serving customers in other key markets such as UK, APAC, and LATAM
- It only offers off-the-shelf solutions and does not allow enterprises to build their own bots on the platform or create customized solutions. The platform currently lacks the option to be hosted on client premises
- While the platform has pre-built ontology, it does not allow users to create their own knowledge graphs to organize and create ontologies. It also lacks advanced capabilities to use deep learning algorithms to curate generated answers instead of canned responses
- The platform does not have voice conversational capabilities. It cannot extract multiple intents from a sentence or a paragraph and cannot remember the context across different digital channels
- The platform lacks text analytics capabilities and ability to build custom reports. It also lacks ability find gaps in agent performance and recommend training
- While it supports 15 languages natively, its experience in handling languages other than English and Spanish is relatively limited
- Buyers expect Rezolve.ai to further enhance its back-end ticketing system and integration with enterprise software

06

Appendix

- Glossary

- Research calendar

Glossary of key items used in this report

A/B testing	A type of experimentation process where two or more versions of a variable are shown to different segments of users to identify the version that leaves the maximum impact and drives business metrics
Agent assist	A type of assistive technology that assists the agents during calls through features such as real transcriptions, displaying customer profiles, and suggesting the next-best reply
Agent routing	A type of assistive technology that transfers the call from the bot to skilled agents using a combination of sentiment analysis and profile matching
BPO	Business Process Outsourcing refers to the purchase of one or more processes or functions from a company in the business of providing such services at large or as a third-party provider
Buyer	The company/entity that purchases outsourcing services from a provider of such services
Business users	A type of users focused on the business side of the technology, who depend on the ease-of-use aspect of the platform to use the technology
Buyer size	Buyer size is defined as large (>US$5 billion in revenue), midsize (US$1-US$5 billion in revenue), and small (<US$1 billion in revenue)
FTEs	Full-time Employees on the rolls of a company
Intent recognition	A type of technology where the AI recognizes the user intent by analyzing the input message through Natural Language Processing and Machine Learning
IVR	A type of technology that allows users to interact with the host system using voice and the keypad input through the user device
Machine learning	A type of artificial intelligence that provides computers with learning capabilities without explicit programming
Multivariate testing	A type of experimentation process where multiple variables are modified to determine which combination of variations performs the best of all possible combinations
Multi-modal channel	A type of channel that utilizes a combination of channels for communicating with users, which include texts, voice, email, and in-app
NLG	Natural Language Generation is a subset of NLP that focuses on generating human language text from a structured data
NLP	Natural Language Processing is a cognitive intelligence-based methodology to interpret human languages
RPA	A type of automation that interacts with a computer-centric process through the User Interface (UI) / user objects of the software application supporting that process; typically deployed on virtual machines and can enable end-to-end process automation without the need for human triggers
Sentiment analysis	Understanding the mood and emotions of the user by deploying NLP, text analysis, and computational linguistics
Speech-to-text	A type of assistive technology program that converts words that are spoken aloud to electronic written text
Text-to-speech	A type of assistive technology program that reads digital text aloud
Voice biometrics	A type of security technology that uses the user's voice to uniquely identify them

Research calendar
Customer Experience Management (CXM) Services

| | Published | Planned | Current release |

Reports title	Release date
Delivering Happy Customers in the Experience Economy	March 2022
The Increasing Role of Bring Your Own Device (BYOD) in CXM – Trends, Challenges, and Opportunities	April 2022
Enterprise Technical Support	June 2022
Transforming Customer Experience (CX) Operations	July 2022
Catering to Global Customer Experience Management (CXM) Requirements: What It Means to Be a Truly Global Service Provider	July 2022
Customer Experience Management (CXM) in the Americas – Service Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Customer Experience Management (CXM) in APAC – Service Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Customer Experience Management (CXM) in EMEA – Service Provider Landscape with PEAK Matrix® Assessment 2022	August 2022
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2022	**September 2022**
Navigating the Digital CXM Transformation Journey	Q3 2022
Customer Experience Management (CXM) in the Americas – Service Provider Compendium 2022	Q4 2022
Customer Experience Management (CXM) in APAC – Service Provider Compendium 2022	Q4 2022
Customer Experience Management (CXM) in EMEA – Service Provider Compendium 2022	Q4 2022
Conversational AI State of the Market Report 2022	Q4 2022
Customer Experience Management (CXM) State of the Market Report 2022	Q4 2022

Note: Click to see a list of all our published Customer Experience Management (CXM) Services reports

Research calendar
Service Optimization Technologies (SOT)

Reports title	Release date
Intelligent Process Automation (IPA) – Solution Provider Compendium 2022	May 2022
Intelligent Document Processing (IDP) – Technology Provider Compendium 2022	June 2022
Process Mining – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	June 2022
Intelligent Document Processing (IDP) – State of the Market Report 2022	July 2022
Process Mining – Technology Provider Compendium 2022	July 2022
Task Mining – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	August 2022
Conversational AI – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	**September 2022**
Process Mining in Global Business Services (GBS)	Q3 2022
Process Mining – State of the Market Report 2022	Q3 2022
Conversing with AI – Conversational AI (CAI) State of the Market Report 2022	Q3 2022
Scaling Automation Across the Enterprise	Q3 2022
Digital Adoption Platforms (DAP) – State of the Market Report 2022	Q3 2022
Robotic Process Automation (RPA) Provider Landscape with Products PEAK Matrix® Assessment 2022	Q3 2022
Conversational AI (CAI) – Technology Vendor Compendium 2022	Q4 2022
Robotic Process Automation (RPA) Provider Compendium 2022	Q4 2022

Note: Click to see a list of all our published Service Optimization Technologies (SOT) reports

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