



Conversational AI Products PEAK Matrix[®] Assessment 2023

October 2023



Contents

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1. Introduction and overview	5
• Research methodology	6
• Key information on the report	7
• Background of the research	8
2. Executive summary	9
• Summary of key messages	10
3. Everest Group PEAK Matrix® for Conversational AI	11
• PEAK Matrix® framework	12
• Everest Group PEAK Matrix® for Conversational AI Products 2023	15
• Characteristics of Leaders, Major Contenders, and Aspirants	16
• 2023 Star Performers	17
• Technology provider capability summary dashboard	18
4. Competitive landscape	22
• Diversity across industry	23
• Diversity across business functions	24
• Diversity across geographies	25
5. Enterprise sourcing considerations	26
• Leaders	26
– Amelia	27
– Avaamo	28
– Kore.ai	29
– Omilia	30
– OneReach.ai	31
• Major Contenders	32
– Aivo	33

Contents

• Major Contenders (continued)	
– CM.com	34
– Cognigy	35
– Creative Virtual	36
– Druid	37
– Gnani.ai	38
– Gupshup	39
– Hyro	40
– Konverso	41
– Laiye	42
– Leena AI	43
– NICE	44
– NTT DATA	45
– Sprinklr	46
– Uniphore	47
– Ushur	48
– Yellow.ai	49
• Aspirants	50
– Engati	51
– Exotel	52
– Resolve.ai	53
6. Appendix	54
Glossary	55

01

Introduction and overview

- Research methodology
- Key information on the report
- Background 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 contractual database of conversational AI capabilities of 25 technology providers

Year-round tracking of 25+ conversational AI 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 CXM and SOT research is based on multiple sources of proprietary information

Proprietary database of conversational AI technology providers in scope of work (updated annually)

- The database tracks technology providers' offerings/capabilities for:
 - Design, development, and integration
 - Control and monitoring
 - IT governance and security
 - Agent-assist capabilities

Proprietary operational information database of technology providers (updated annually)

- The database tracks the following operational information for each technology provider:
 - Revenue and number of FTEs
 - Number of clients
 - FTE split by scope of services

Demonstrations and interactions with technology providers and other industry stakeholders

- Detailed briefing and demos for a comprehensive product view and executive-level discussions with conversational AI technology providers 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 providers' reference clients and enterprise buyers to get the buyer perspective around:
 - Drivers and objectives for adopting conversational AI
 - Apprehensions and challenges
 - Assessment of technology providers' performance
 - Emerging priorities / buying criteria
 - Outcomes achieved
 - Lessons learned and best practices adopted

Note: The source of all content is Everest Group unless otherwise specified

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion

Providers assessed



Background and scope of the research

Conversational AI has revolutionized the way businesses and individuals interact with technology. Traditional chatbots were the initial entry into this field, aiding with basic tasks and customer support inquiries. However, the emergence of Generative Artificial Intelligence (GenAI) and Large Language Models (LLMs) has triggered a transformative shift in conversational AI trends. These advanced AI systems can generate human-like text, enabling more natural and context-aware conversations. This, in turn, leads to improved customer experiences, streamlined operations, and enhanced accessibility. Organizations are increasingly leveraging GenAI to enhance their agent-assist capabilities, including functions such as call summarization and next-best-action recommendations. Furthermore, GenAI holds the potential to significantly boost the performance of various tools, that have the capacity to enhance transcriptions, improve data quality, assess multi-modal sentiments, analyze agent behaviors, and offer other valuable functionalities. Conversational AI, driven by GenAI and LLMs, signifies a pivotal moment in technological evolution, blurring the distinction between humans and machines.

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

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 25 leading conversational AI technology providers
- Competitive landscape of the conversational AI technology provider market
- Remarks on the key strengths and limitations for each conversational AI technology provider

Scope of this report



Geography
Global



Product
Conversational AI



Technology Providers
25 leading conversational
AI technology providers

02

Executive summary

Summary of key messages

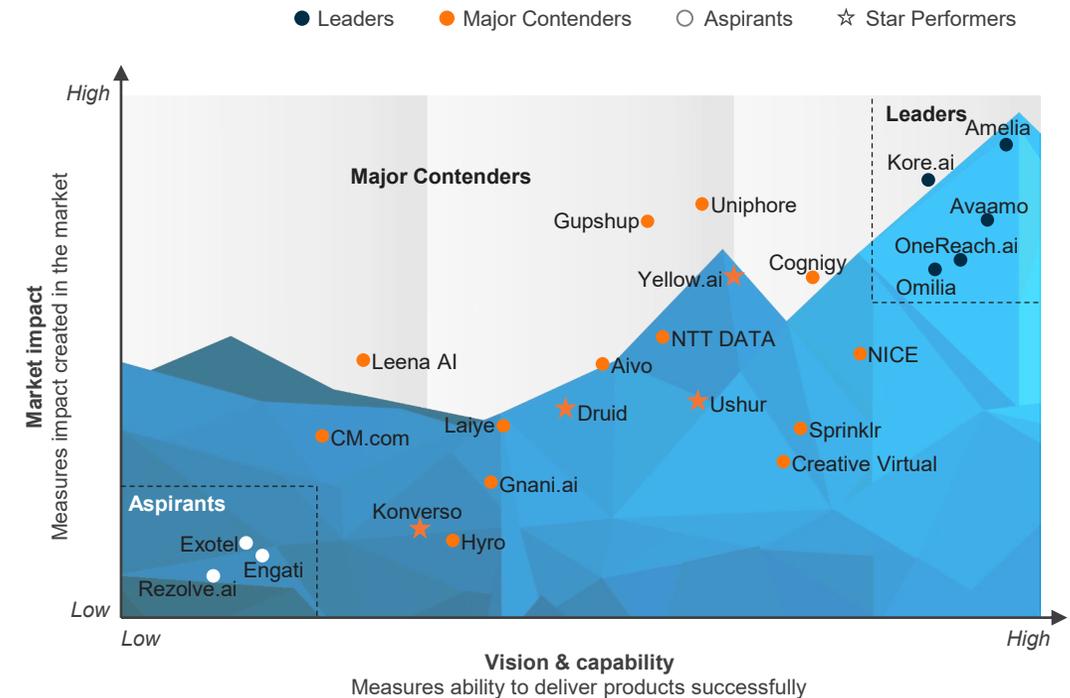
Summary of key messages

- The Products PEAK Matrix® is a proprietary framework used to assess the market impact and overall vision & capability of technology providers
- Everest Group classifies conversational AI technology providers on the Everest Group Products PEAK Matrix® into three categories:
 - **Leaders:** Amelia, Avaamo, Kore.ai, Omilia, and OneReach.ai
 - **Major Contenders:** Aivo, CM.com, Cognigy, Creative Virtual, Druid, Gnani.ai, Gupshup, Hyro, Konverso, Laiye, Leena AI, NICE, NTT DATA, Sprinklr, Uniphore, Ushur, and Yellow.ai
 - **Aspirants:** Engati, Exotel, and Rezolve.ai
- Druid, Konverso, Ushur, and Yellow.ai demonstrated the strongest Year-over-Year (YoY) movement on both market impact and vision & capability dimensions, and emerged as 2023 conversational AI market Star Performers

Conversational AI competitive landscape

- Amelia and Kore.ai are top technology providers in all major industries; Gupshup is another leading technology provider across many industries
- Amelia and Kore.ai stand out as prominent technology providers across major processes
- Kore.ai is one of the top providers across five of the major geographies while players such as Amelia and Gupshup dominate Continental Europe and Asia Pacific respectively

Everest Group Conversational AI Products PEAK Matrix® Assessment 2023



Source: Everest Group (2023)

03

Everest Group PEAK Matrix® for Conversational AI

- PEAK Matrix framework

- Everest Group PEAK Matrix® for Conversational AI Products 2023

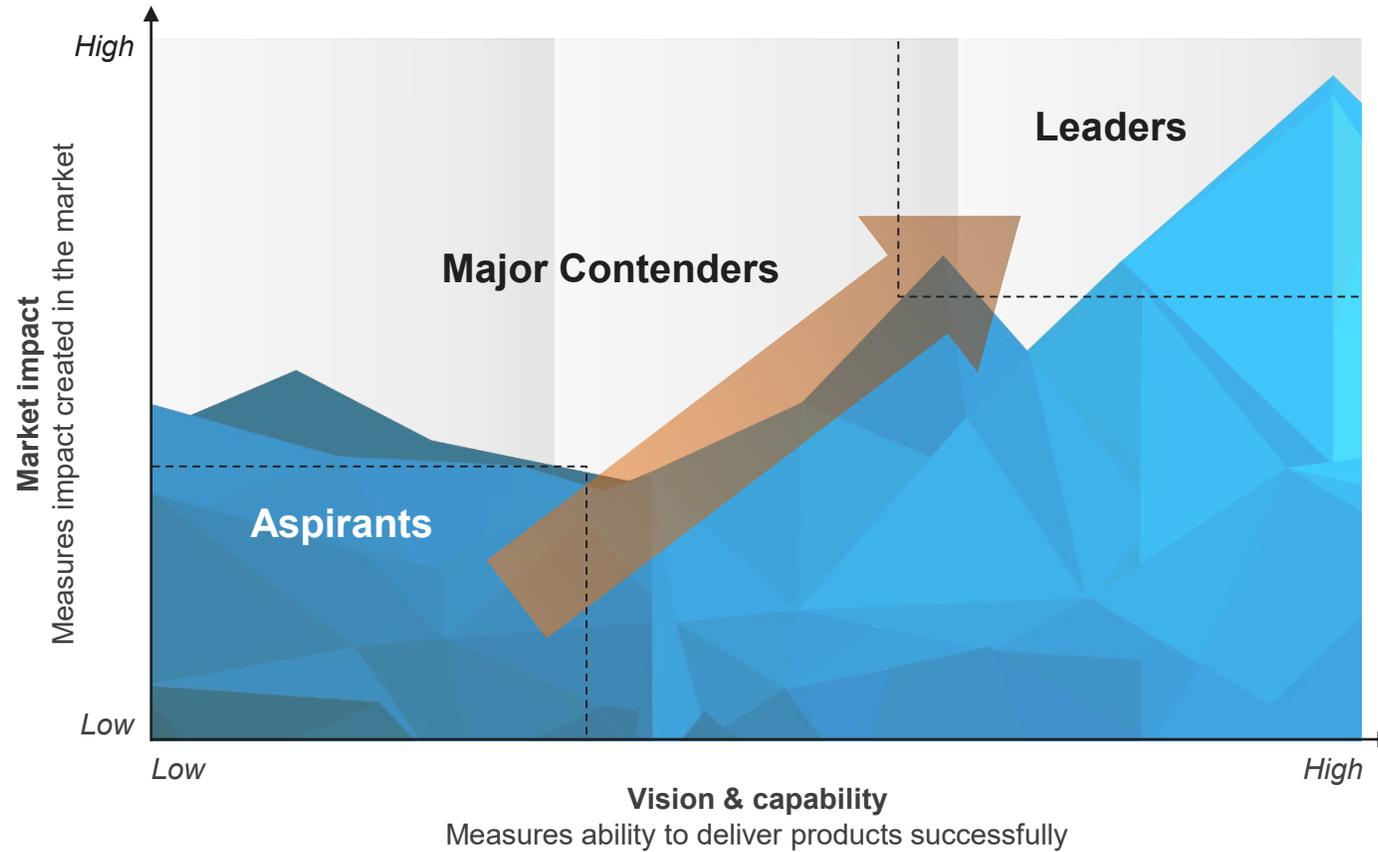
- Characteristics of Leaders, Major Contenders, and Aspirants

- 2023 Star Performers

- Technology provider capability summary dashboard

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

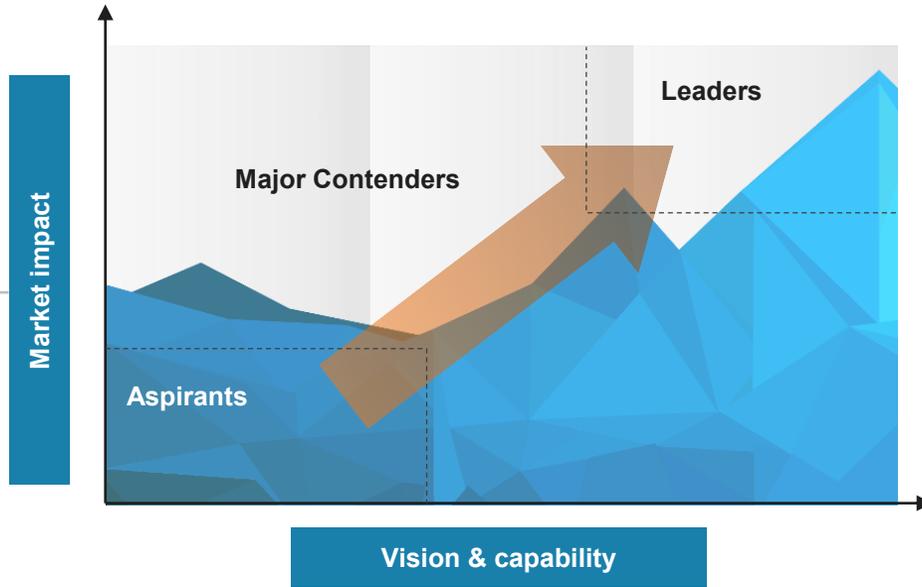
Everest Group PEAK Matrix



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



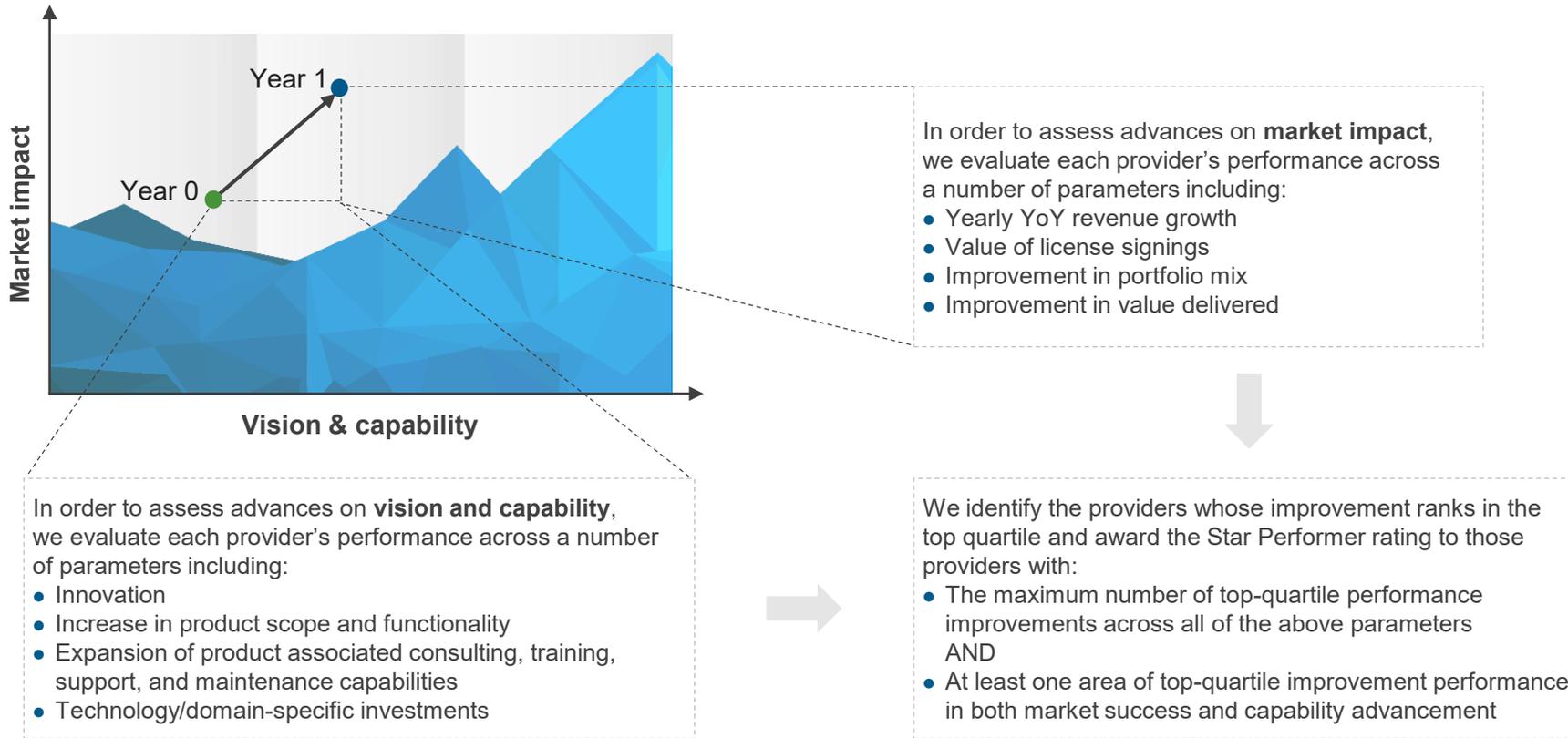
Measures ability to deliver products successfully. This is captured through five subdimensions

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



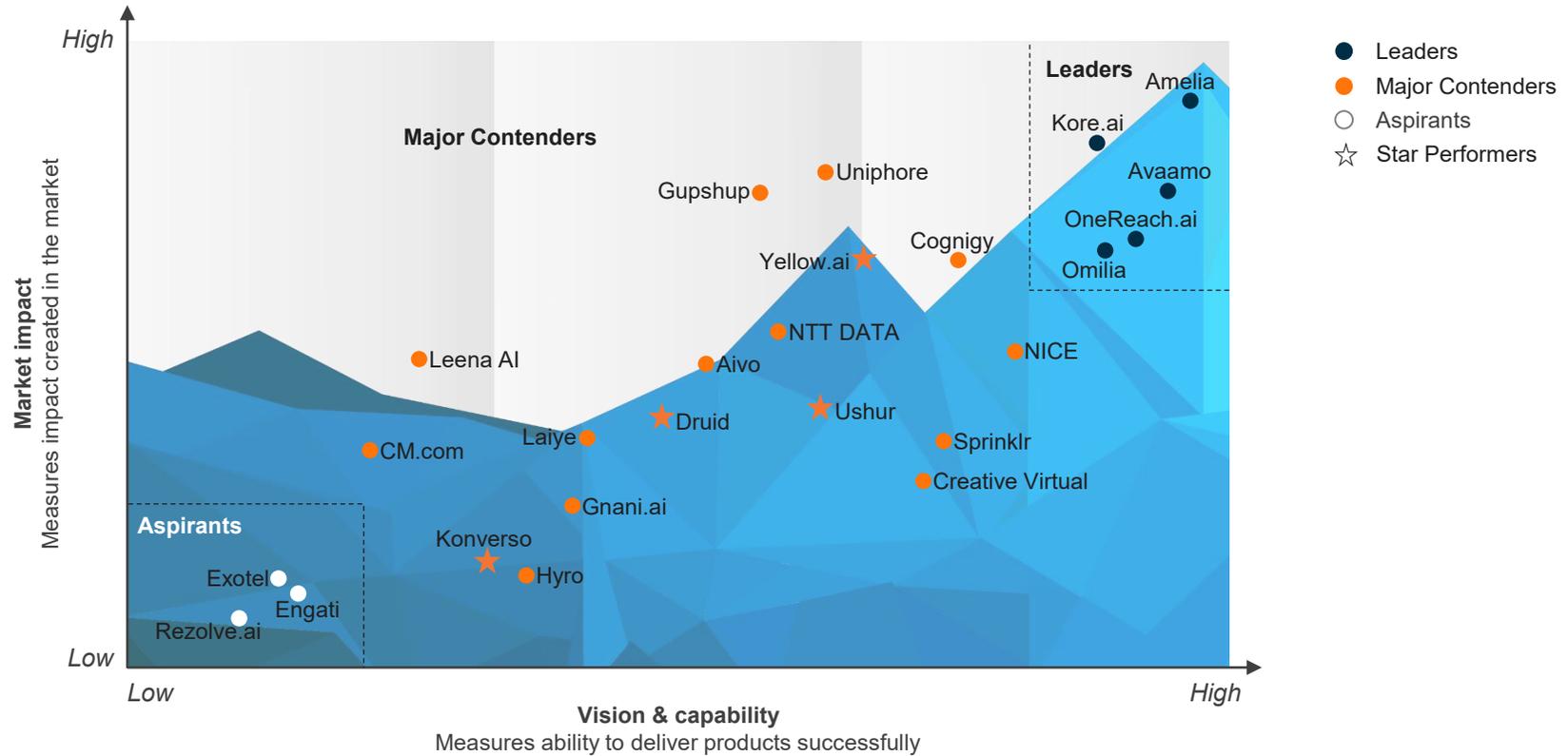
The Star Performers title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

Everest Group PEAK Matrix®

Conversational AI Products PEAK Matrix® Assessment 2023



Everest Group Conversational AI Products PEAK Matrix® Assessment 2023



Source: Everest Group (2023)

Conversational AI products PEAK Matrix® characteristics

Leaders

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

- Leaders have prioritized building a robust conversational intelligence ecosystem with significant investments in proprietary LLMs and partnerships with leading GenAI providers for advanced capabilities, optimizing omnichannel experiences, empowering agents with assistive tools, enhancing knowledge management, bolstering security, and continually exploring innovative conversational AI solutions
- They have extended their conversational AI offerings across a spectrum of leading communication channels, including multi-modal, voice, chat, email, and in-app messaging. Moreover, they cater to a diverse array of global industries, addressing the needs of customers in multiple languages

Major Contenders

Aivo, CM.com, Cognigy, Creative Virtual, Druid, Gnani.ai, Gupshup, Hyro, Konverso, Laiye, Leena AI, NICE, NTT DATA, Sprinklr, Uniphore, Ushur, and Yellow.ai

- Major Contenders have enhanced capabilities such as agent assist, knowledge management, and sentiment analysis with the deployment of innovative conversational AI solutions across multiple channels with an aim to expand their geographic reach
- They are also investing heavily to create synergies across the conversational AI space driving digital transformation and increasing client satisfaction. To bridge the gap with the Leaders, Major Contenders are investing in cutting-edge technology and increasing investments in AI/ML solutions

Aspirants

Engati, Exotel, and Rezolve.ai

- Aspirants in the conversational AI arena are novel entrants among technology providers, and they seek to carve out their niche by strategically directing investments toward unique capabilities and specialized use cases, positioning themselves for future growth and innovation in the market
- They have relatively limited domain and technology capabilities as compared to the Leaders and Major Contenders. Aspirants have focused on solutions to deliver value to their clients and aim to consistently scale investments in technology solutions with increased emphasis on AI/ML technologies to further develop their capabilities

Everest Group has identified Druid, Konverso, Ushur, and Yellow.ai as the 2023 Star Performers

Conversational AI product Star Performers	Distinguishing features of market impact in 2023	Distinguishing features of capability advances in 2023	Change in PEAK Matrix® positioning for Conversational AI
	<ul style="list-style-type: none"> Experienced robust YoY increase in conversational AI revenue, clients, and volume of interactions managed by the platform Increased its buyer satisfaction score 	<ul style="list-style-type: none"> Added capabilities such as creating FAQs from excel files and websites and flexibility to integrate with other NLP engines Improved breadth of services by expanding in Business-to-Business (B2B) and Business-to-Consumer (B2C) use cases and increasing the interactions on multi-modal and voice channels 	<p>Strengthened its Major Contenders positioning</p>
	<ul style="list-style-type: none"> Demonstrated good depth in serving large buyers with annual revenues ranging from US\$1 billion to US\$10 billion Expanded its global presence by entering the Latin American market and extended its industry presence by gaining foothold in Banking, Financial Services, and Insurance (BFSI) industry 	<ul style="list-style-type: none"> Enhanced generated response and sentiment analysis capabilities by leveraging LLMs Added built-in agent-assist capabilities for real-time voice and non-voice conversations to the platform Incorporated capability to ingest structured and unstructured documents to form FAQs 	<p>Moved from Aspirants to Major Contenders</p>
	<ul style="list-style-type: none"> Improved focus on insurance and healthcare industries Showcased expertise through expanded deployments in small and midsize enterprises 	<ul style="list-style-type: none"> Demonstrated depth in the vision and roadmap for its conversational AI solutions and services Enhanced capabilities for conversational flow development and security through Invisible App and Portal improvements 	<p>Strengthened its Major Contenders positioning</p>
 <p>yellow.ai</p>	<ul style="list-style-type: none"> Experienced robust YoY increase in both conversational AI revenue and the volume of interactions managed by the platform Expanded presence in catering to the needs of small organizations 	<ul style="list-style-type: none"> Recent innovation, DynamicNLP, comes pre-trained on a wide range of customer interactions, reducing the necessity for post-deployment NLP training Ability to orchestrate multiple LLMs, thereby harnessing the most suitable model for the given task 	<p>Strengthened its Major Contenders positioning</p>

Summary dashboard | market impact and vision & capability assessment of providers for Conversational AI 2023

Leaders

Measure of capability:  Low  High

Providers	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										
Omilia										
OneReach.ai										

Summary dashboard | market impact and vision & capability assessment of providers for Conversational AI 2023

Major Contenders (page 1 of 2)

Measure of capability:  Low  High

Providers	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	Conversational capabilities	Execution	Breadth of services	Overall
Aivo										
CM.com										
Cognigy										
Creative Virtual										
Druid										
Gnani.ai										
Gupshup										
Hyro										
Konverso										

Summary dashboard | market impact and vision & capability assessment of providers for Conversational AI 2023

Major Contenders (page 2 of 2)

Measure of capability:  Low  High

Providers	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	Conversational capabilities	Execution	Breadth of services	Overall
Laiye										
Leena AI										
NICE										
NTT DATA										
Sprinklr										
Uniphore										
Ushur										
Yellow.ai										

Summary dashboard | market impact and vision & capability assessment of providers for Conversational AI 2023

Aspirants

Measure of capability:  Low  High

Providers	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										
Exotel										
Rezolve.ai										

04

Competitive landscape

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

Industry diversity

Amelia and Kore.ai are top technology providers in all major industries; Gupshup is another leading technology provider across many industries

Top providers across major industries by revenue
Top five providers (arranged alphabetically)



Note: Some assessments may exclude technology provider 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 (2023)

Diversity across business functions

Amelia and Kore.ai stand out as prominent technology providers across major processes

Top providers across major processes by revenue
Top five providers (arranged alphabetically)



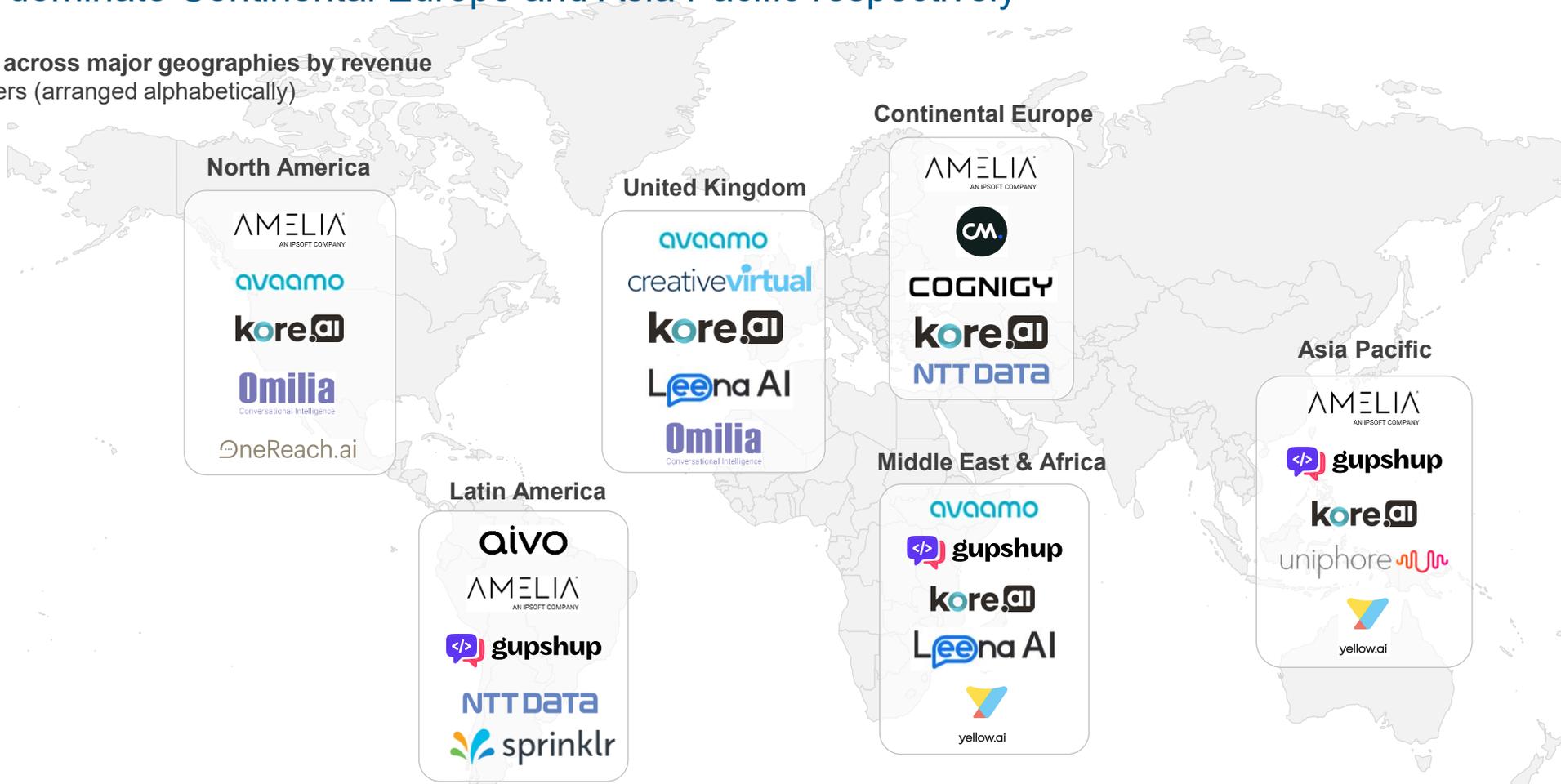
Note: Some assessments may exclude technology provider inputs, and are, therefore, based on Everest Group estimates, which leverage our proprietary Transaction Intelligence (TI) database, service providers' ongoing coverage, public disclosures, and interaction with buyers

Source: Everest Group (2023)

Diversity across geographies

Kore.ai is one of the top providers across five of the major geographies while players such as Amelia and Gupshup dominate Continental Europe and Asia Pacific respectively

Top providers across major geographies by revenue
Top five providers (arranged alphabetically)



Note: Some assessments may exclude technology provider 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 (2023)

05

Enterprise sourcing considerations

- Leaders
- Ameila
- Avaamo
- Kore.ai
- Omilia
- 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 offers a comprehensive multi-threaded conversational AI platform that combines semantic understanding, domain ontologies, deep neural network classification, and few-shot learning models to provide a superior customer experience
- It has extensive experience in serving clients from diverse industries such as BFSI, retail, healthcare, telecom and media, manufacturing, travel and logistics, and technology industries, supporting business processes such as customer support, IT helpdesk, HR support, sales, marketing, and supply chain
- The platform offers an advanced capability to automatically suggest modification or create new intent models, entity models, dynamic workflows, ontologies, and interactive mock Application Programming Interface (API) based on real-time conversations, analyzing call transcripts, documents, online content, and interactions with other conversational IVRs/LLM models without human intervention. Buyers highlight its focus in innovation as one of its key strengths
- Amelia offers a unique capability, which it terms as – Digital Employee Builder, that can build a functional multi-channel solution tailored to the client’s industry requirements and operations by utilizing its industry-specific experience and prompt engineering capabilities. The solution can also program itself to create unique one-time flows to resolve special situations such as conditional logic statements and deal with multi-intent requests
- 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. Amelia has also forged a strategic partnership with UiPath to enhance its Robotic Process Automation (RPA) capabilities and GTM strategy
- Buyers have highlighted the cognitive capabilities of the platform, ease of use, and relationship management as strengths of the provider

Limitations

- The majority of Amelia’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
- The platform lacks the capability to provide guidance/coaching to agents regarding their tone, word usage, etc., to improve their interactions with customers. Buyers are also anticipating more sophisticated agent assistance functionalities from the platform
- While the platform offers sentiment analytics capabilities, it currently lacks the ability to identify/detect sarcasm and analyze sentiment across different input modes like images and videos
- Although Amelia offers outcome-based pricing constructs, buyers expect more cost-effective pricing constructs with fewer modifications in the spectrum of offerings and the associated pricing frameworks. Buyers have also expressed concerns about certain supplementary services being notably expensive

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 offers Customer Experience (CX) services, Patient Experience (PX) services, IT support, and HR support to leading organizations across various verticals, including healthcare, BFSI, travel and hospitality, telecom and media, and retail
- The platform offers dynamic dialog management where the user can define the parameters needed to complete a transaction, and the dynamic dialog skill will automatically generate the conversation needed to capture the parameters. The platform can also create new intents to support frequently asked unhandled queries
- Avaamo’s AI voice offerings allow clients to customize voice types and transcend robotic IVR voices, enhancing overall experience. Through noise-cancellation and deep voice print analysis, Avaamo’s voice biometrics match caller voices to profiles, guarding against security threats such as record-and-replay
- To seamlessly integrate GenAI into its solution, the conversational AI platform incorporates essential components – these include a firewall to eliminate hallucinations and streamline content filtration and audit processes; modules such as answersLLM, outreach, and ticketassist for precise and summarized responses, as well as auto-composition and auto-generation of dialogs. Additionally, it offers a co-pilot for enterprise-ready actionable content and business flows, along with support for multi-modal and multi-lingual capabilities
- Avaamo has introduced agent-building capability where users need to define skills/domains, and the system generates adaptable use cases, intents, entities, and content for successful bot creation
- In addition to offering capabilities such as contextual memory and switching, Avaamo’s enterprise-level context management handling enables the creation, aggregation, and coordination of specialized bots into a larger composite bot, fostering seamless collaboration among multiple bot designers for scalable enterprise solutions
- Buyers valued Avaamo’s NLP expertise, commitment to ongoing enhancement, and capability to seamlessly integrate with the client’s technology ecosystem

Limitations

- Avaamo primarily serves large and midsized enterprises with revenue exceeding US\$1 billion. Its exposure to the swiftly growing small enterprise segment entering the conversational AI market remains somewhat limited
- Avaamo lacks native image recognition, including object, emotion, face, scene, and text identification capabilities
- Its experience in offering support across processes such as finance and accounting, legal, and marketing remains largely untested
- While Avaamo offers agent-assist capabilities such as next-best-action recommendation across digital channels, it does not offer agent-assist in real time voice interactions
- Buyers seek improvements in training for custom NLP, as well more use of GenAI in responses, and a broader selection of pre-built use cases for customization

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

- Kore.ai offers Experience Optimization (XO) platform to create a seamless end-to-end experience to address user queries across both voice and chat channels. It supports both cloud and on-premises deployments for over 40 channels in more than 130 languages
- The platform leverages a combination of Natural Language Understanding (NLU) approaches, including intent-based model and zero-shot model that leverages LLMs for intent identification and response generation, and a hybrid model through pre-trained LLMs
- The solution comes with pre-built ontologies for different industries. Its banking virtual assistant, BankAssist, recognizes many retail banking intents and has integrations with core banking providers such as Finastra and FIS
- The platform offers a Low-Code/No-Code (LC/NC) conversational flow builder, enabling users to easily build, test, train, and deploy chatbots. The platform can also auto-generate dialog flows and conversations based on the intent description
- The platform can parse user utterances for specific words, phrases, and modifiers to classify user sentiment into six different levels such as anger, disgust, fear, sadness, joy, and positivity. It can also generate tone scores in real time to trigger custom flows
- It has robust knowledge management capabilities that can extract content from both structured and unstructured documents. The platform can also leverage LLMs to process large documents to generate answers based on the user intent
- Kore.ai leverages LLMs to offer sophisticated agent-assist capabilities such as suggest next-best responses, automatic post-call wrap up, and fulfillment of actions

Limitations

- Kore.ai has experience in serving large enterprises that have revenue above US\$10 billion and has limited experience in serving small and mid-sized enterprises
- The platform lacks the capability to analyze sentiment across different modes
- Kore.ai does not offer any proprietary image recognition capabilities to ingest information that the user uploads during the conversation
- While the analytics dashboard allows enterprises to track operational, customer, and human workforce analytics, it does not have proprietary speech analytics capability
- Although the platform offers fixed-based and usage-based licenses, it does not offer flexibility to its buyers with outcome-based pricing constructs

Omilia

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

- Omilia aims to change the way call centers operate by transforming the sector to an AI-first business. It offers Omilia Cloud Platform for enterprise-scale customer service automation designed for businesses to build and design conversational AI solutions using an intuitive graphical interface
- It offers over many pre-built intents and conversational flows across industries such as BFSI, healthcare, telecom, retail, e-commerce, travel, and utilities
- The platform also has an open and interoperable architecture. It offers proprietary Omilia NLU engine, which is self-sufficient in Automatic Speech Recognition (ASR) and Text-to-Speech (TTS) capabilities. Buyers appreciate its conversational capabilities
- The solution leverages a combination of rule-based and ML intent models to accurately determine the user's intent. The solution also leverages LLMs for some use cases to guide toward the intended flow. It has advanced information retrieval techniques that leverage LLMs to ingest FAQs from both structured and unstructured document formats
- Omilia has robust agent-assist capabilities, which leverage LLMs for providing next-best suggestions to the agent. The solution can also support the agent in generating transcript summary cards and automating the post-call processes
- The solution can automatically switch languages mid-conversation and can handle mixed languages, namely, Spanglish
- Buyers applaud the efficient support and the ease of implementation enabled by Omilia

Limitations

- Omilia's client portfolio is focused on North America and Continental Europe. Its capacity to cater to other growing geographies is untested
- While the solution fares well at recognizing user intents, it lacks the capability to ingest past conversational transcripts for intent discovery
- The solution does not have the capability to track and report compliance-related issues, which could result in missed insights, training opportunities, and increases the need for resources. Buyers expect better reporting capabilities from Omilia
- Buyers recommend that Omilia should provide more comprehensive release notes to ensure easier adoption of updates

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 offers an end-to-end conversational AI solution to enable intelligent automation. It uses a combination of cognitive architecture and communication fabric that can manage conversational context across channel and time, and Intelligent Digital Workers (IDWs) that can converse in multiple languages and channels while performing work across different teams
- OneReach.ai has good LC/NC conversational flow builders with many pre-built templates and has off-the-shelf solutions and conversational flows
- The platform features integrated LLM capabilities and provides a GenAI toolkit. This empowers users to utilize capabilities such as entity extraction, rephrasing, generate Q&A, and confidence scoring
- OneReach.ai has a multi-NLU architecture allowing users to choose their preferred engine for resolving queries. It also offers integrations to generative models such as Anthropic, GPT-3, and GPT-4
- OneReach.ai uses a combination of tonal and contextual awareness for sentiment analysis. The solution can also analyze sentiments across different modes such as image and text
- It has robust agent-assist capabilities such as summarization, automate post-call processes, offering industry recommendations and real-time analysis, and auto-generating next-best response
- It offers good flexibility in commercial models to its buyers including outcome-based constructs, helping brands de-risk and expedite their conversational AI transformation journey, owing to lack of high upfront costs
- The platform is secure and comes with capabilities such as voice biometrics that processes multiple voice prints to identify users and masking Personally Identifiable Information (PII) in live conversations

Limitations

- OneReach.ai’s client portfolio is focused on North America, and it has limited experience in serving clients in geographies such as Continental Europe, LATAM, and APAC
- While it is present in major industries, there is room to enhance expertise in banking and insurance sector deployments
- It primarily serves large and mid-sized enterprises with revenue exceeding US\$1 billion. Its experience in serving the small enterprise segment is relatively untested

05

Enterprise sourcing considerations

- Major Contenders

- Aivo
- CM.com
- Cognigy
- Creative Virtual
- Druid
- Gnani.ai
- Gupshup
- Hyro
- Konverso
- Laiye
- Leena AI
- NICE
- NTT DATA
- Sprinklr
- Uniphore
- Ushur
- Yellow.ai

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 is a SaaS-based conversational AI provider focused on providing an end-to-end suite for customer support, sales, and marketing processes. Its marketplace has off-the-shelf solutions for retail, BFSI, and telecom industries
- In 2023, Engageware, a cloud-based customer engagement software provider, announced acquisition of Aivo to improve its operational efficiency, customer experience, and global reach. Engageware together with Aivo will cater to over 700 enterprise clients across 22 countries
- Aivo, with its low-code platform – Aivo studio – provides conversation orchestrator capabilities, enabling skill-based agent routing and enhancing interoperability to facilitate seamless communication between diverse platforms and other conversational AI solutions
- Aivo’s platform is built on its proprietary NLP engine based on semantics technology with conversations being channel-agnostic. The platform also harnesses the power of LLMs for data augmentation, dialog generation for training purposes, and offering generated responses for out-of-scope intents
- Aivo also offers avatar-based video conversational AI capabilities, working in partnership with Synthesia, to offer more interactive and immersive experiences to customers. It has pre-built integrations with leading RPA providers such as Automation Anywhere and Blue Prism, and Customer Relationship Management (CRM) providers such as Zendesk, Genesys, and Salesforce
- The platform has experience of handling Spanish, English, Portuguese, French, German, and Italian languages natively
- Clients have highlighted product vision and roadmap, ease of use, relationship management, and affordable cost of implementation as key areas of strength

Limitations

- While Aivo has expanded its presence in North America in addition to its already established presence across Latin America, its experience in serving clients in other geographies such as the UK, EMEA, and APAC remains relatively limited
- Its experience in catering to insurance, healthcare, travel and logistics, manufacturing and technology sectors is limited. It also lacks the ability to track and report compliance-related issues, which could be a limitation for buyer industries having strict regulations and compliance requirements
- Aivo’s platform does not currently possess the capability to perform real-time sentiment analysis. The solution also does not extract entities on the intention that can lead to reduced personalization, limited task automation, and missed opportunities for data analysis and insights
- While the platform offers voice capabilities, its experience with voice-based deployments is fairly limited. The platform also lacks support for email channels
- The analytics dashboard on Aivo’s platform does not have a built-in capability for users to create custom reports. Clients also expect enhanced analytical capabilities and a consolidated one-screen interface for easy data access without the need to switch between platforms
- While the Aivo platform offers the capability to ingest FAQs in the system through document formats such as PDF, it lacks advanced knowledge management capability to generate FAQs from free-flowing documents such as policies

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 platform, hosted on the public cloud, providing customer support, sales, HR support, and IT helpdesk services. It has a presence across industries such as banking, insurance, healthcare, telecom and media, travel and logistics, real estate, and the public sector
- CM.com utilizes a multi-engine architecture, comprising an intent recognition engine and a custom-built entity recognition engine to deliver optimal support to customers in their preferred language. It also leverages LLMs for generating conversational flow utterances and facilitating training processes
- The platform offers out-of-the-box integrations with its comprehensive suite of products, including its Contact Center-as-a-Service (CCaaS) and Communication Platform as a Service (CPaaS) offerings. It also has pre-built connectors with prominent enterprise solutions such as Salesforce, Microsoft Dynamics, SAP, and Zendesk
- The platform is equipped to support more than 100 languages and offers the capability to allow customers to switch languages mid-conversation. It can also automatically detect and translate the customer's language to enable better query resolution and improve customer experience
- The solution offers the capability to create customer profiles for personalized content and suggest cross-sell/up-sell opportunities
- Buyers pointed out training and implementation support, ease of use, and flexibility as its key strengths

Limitations

- Its current client portfolio is skewed toward Continental Europe and the UK and has limited experience in serving customers across other geographies such as North America, APAC, and LATAM
- The platform currently cannot ingest structured and unstructured document formats, such as PDFs and free-flowing text, to automatically generate FAQs
- Although the platform has agent-assist capabilities with skill-based routing, it does not offer these capabilities for real-time voice interactions. It also lacks sophisticated features such as next-best action suggestions and agent guidance and coaching
- While the platform can be integrated with RPA solutions using web hoops/APIs based on the client's need, it currently does not provide out-of-the-box integrations with any RPA provider, which can act as a deterrent for buyers looking for seamless and readily available end-to-end automation capabilities
- The platform does not have the capability to perform real-time sentiment analysis, restricting its capability to dynamically adapt responses based on user emotions or enable quick agent handoff in case a negative sentiment from the end-user is detected
- The platform's current state lacks the ability to empower customers with seamless channel switching between chat and voice and it also falls short of enabling customers to engage across multiple channels simultaneously
- While the platform features a centralized dashboard for monitoring operational metrics and enables users to generate personalized reports, buyer expect more advanced analytical capabilities, encompassing real-time analytics and increased flexibility in constructing custom dashboards
- Buyers also seek improved clarity concerning renewal processes and terms and conditions to enhance their overall experience

Cognigy

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

- Cognigy offers a low-code modular conversational AI platform based on a microservices architecture. The platform leverages intent mapping, entity recognition, and a contextual mapping engine with supervised/unsupervised training, pattern recognition, and fuzzy matching capabilities to deliver superior customer support
- Cognigy has supplemented its NLU capabilities with LLMs for training data generation, knowledge retrieval, and flow building, and for empowering agent-assist solutions including sentiment analytics, generated personalized responses, and auto summarization
- The platform is flexible for on-premises and cloud deployment, covering both public and private cloud configurations with built-in encrypted credential vault that holds particular significance for regulated sectors such as healthcare and BFSI. Cognigy holds experience of serving various industries such as retail and Consumer Packaged Goods (CPG), banking, insurance, healthcare, telecom and media, technology, and manufacturing
- The platform offers advanced agent-assist capabilities, encompassing AI-driven next-best-action capabilities even during real-time voice interactions. It also offers skill-based agent routing and supplies feedback/coaching to agents regarding their tone and language usage
- Cognigy offers a full-stack conversation analytics suite that provides real-time overview of the platform performance through granular analysis and customized dashboard for analytics. Cognigy also launched its Cognigy xApps, which is a mobile-first operating system-agnostic, micro-web application that offers interconnected multi-channel and multi-modal capabilities with face and voice-based biometric authentication capabilities
- Buyers highlighted relationship management and its ability to seamlessly incorporate new capabilities and features as its key strengths. Buyers also acknowledged Cognigy's dedication to collaborative innovation aimed at progressing and enriching the platform

Limitations

- While Cognigy has a strong presence in North America and Continental Europe, its experience in serving clients from other geographies such as the UK, LATAM, and APAC is limited
- The platform does not offer the advanced capability to automatically create new workflows or suggest modifications to existing workflows by analyzing transcripts and discovering new intents without human involvement
- Cognigy does not offer progressive commercial models such as outcome-based pricing. Its portfolio is skewed toward large organizations and does not include many small and midsize buyers
- While Cognigy provides multi-modal capabilities, its ability to process images including object, emotion, face, and scene identification is achieved through a third-party partnership and is not supported natively within the platform
- Clients expect faster implementation and integration support and more advanced analytics and reporting capabilities from Cognigy

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

- V-Studio by Creative Virtual serves various industries such as BFSI, travel, telecom, media, and retail. It ensures precision and resolves content conflict by leveraging a blend approach of machine learning and rules-based approach to NLP with natural language rules overriding responses in instances where machine language answers are insufficient
- Creative Virtual has significant presence globally and can support multiple operations, including IT and Helpdesk, HR support, customer support, sales, and marketing. Creative Virtual's 2023 Gluon release involves rearchitecting the orchestration platform V-Portal™ by bringing features such as enhanced NLP and machine learning, microservices, widgetization, containerization, and simplified workflows
- The platform enables automated training by accepting system-suggested data within set limits. Enterprises can then review training batches widely or at intent-specific levels. With LLM integration, the need for model training is simplified, requiring only one sample per intent for effective training
- The platform can retain context across conversations and channels, allowing seamless context switching within discussion. Additionally, it offers sentiment analysis capabilities, including assessment of emotional state of conversation and identification of sarcasm
- It provides diverse agent-assist functions such as autosuggest for response recommendations, a research widget enabling direct bot-agent conversations, and live call support where the bot offers real-time suggestions during ongoing calls. Additionally, it employs LLMs to create conversation summaries
- Buyers have emphasized Creative Virtual's skills in relationship management, capability to provide tailor-made solutions aligned with client requirements, and ongoing commitment to investing in emerging technologies

Limitations

- While most conversational AI providers have thrived with GenAI and LLMs, Creative Virtual has seen a decline in its YoY revenue
- While the solution allows easy curation, it does not offer pre-built ontology across industries and use cases, which is increasingly being sought by buyers
- Creative Virtual predominantly serves large enterprises with greater than US\$10 million revenue and has limited experience in addressing the requirements of small and mid-sized enterprises
- While the solution has capability to create new workflows without involving a human agent, Creative Virtual is not leveraging this capability currently
- Creative Virtual lacks an integrated credential vault in its product, which is demanded by enterprises to ensure employees' password security
- While it has integrations with third-party voice systems such as Alexa, Google Home, Audiocodes, and Spitch, it lacks native voice functionalities. Additionally, image recognition capabilities are also supported via third-party partnerships
- Buyers recommended improving analytics and reporting with an intuitive dashboard to visualize bot performance and journey analytics

Druid

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

- Druid, through its conversational AI solution, caters multiple industries, including BFSI, healthcare, and CPG and retail, and covers several process areas such as customer support, HR support, and IT helpdesk. It also exhibits strong experience in the Business-to-Employee (B2E) space
- Its low-code platform has a library of pre-built workflows and solutions for industry-agnostic processes, and integration with both attended and unattended UiPath RPA robots. Many non-developers use the platform to create conversational flows, depicting Druid’s low-code/no-code development approach
- The platform offers the ability to create simple FAQs from excel files, modeled after a template, and from websites
- The platform has its own NLU engine that supports over 45 languages. Druid has significant experience of handling interactions in English and Romanian, followed by Spanish, German, Chinese, Arabic, and French languages
- It also offers capabilities such as context switching, multiple intent recognition, remembering context from previous conversations, and image recognition through Druid Cognitive Services. It can also create customer profiles for personalized content and suggest cross-sell/up-sell opportunities
- The platform has agent-assist capabilities, for both chat and voice interactions, and can suggest next-best action to agents. Its LiveChat Cockpit retrieves all information from user journey and displays a customer profile to the agent for better context
- To provide generated responses and create test data, Druid leverages its integration with Microsoft Azure’s platform for LLMs, which is also known to have robust security features. Additionally, Druid offers other security-related features such as data encryption and data anonymization
- Buyers have appreciated Druid’s agility, quick solution development skills, innovation, and problem-solving capabilities, thereby highlighting Druid’s overall technical expertise

Limitations

- While Druid has significant presence across Continental Europe, followed by North America and the UK, its presence in growing markets such as APAC and LATAM is relatively low
- Most of the platform’s volume is over chat channels. 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 offers integration with only one NLP engine, Neural Spaces, apart from its own proprietary NLP. The ability to orchestrate/communicate with other conversational AIs is in Druid’s roadmap. There is scope for Druid to increase partnerships/integrations to offer greater flexibility to clients
- While the analytics dashboard allows enterprises to track operational, customer, and human workforce analytics, it does not have speech analytics. Buyers have highlighted sentiment analytics and healthcare-specific analytics as improvement areas for Druid
- The solution lacks the ability to continuously monitor its own performance, which can lead to enterprises not being aware of the bot’s performance relative to their expectations
- Druid currently offers only license-based pricing to its clients. There exists scope to offer more progressive commercial models such as outcome-based and/or consumption-based pricing
- Buyers have highlighted the scope for Druid to improve its training and knowledge transfer services for clients, as well as partners. They also expect effective integration with ChatGPT

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 Automate365, a native voice conversational AI platform that leverages deep learning, and GenAI to improve CX. It envisions integrating AI automation and agent-assist capabilities to reshape the way enterprises approach vital business functions such as customer support, sales, and marketing
- The platform utilizes a multi-NLU architecture, enabling the solution to select the most effective engine for query resolution
- The solution leverages LLMs to generate conversational workflows based on text prompts and can generate intent and entity examples to train the NLU engine. Buyers have commended Gnani.ai’s cognitive approach
- The solution remains versatile across channels, facilitating seamless transitions between voice and chat interactions. Furthermore, it possesses the ability to retain context across various communication channels
- The platform has agent-assist capabilities and leverages LLMs for enhancing capabilities such as providing next-best suggestions to agents, including a verbatim version that the agent can use. It streamlines post-call processes such as call summarization and provides feedback on the agent’s performance during the call
- It supports 35+ languages natively and has experience in deploying solutions for English, Spanish, Arabic, and a few regional Indian languages. Buyers appreciate Gnani.ai’s multi-lingual capabilities
- Gnani.ai offers outcome-based constructs, helping brands de-risk and expedite their conversational AI transformation journey due to absence of high upfront costs. Buyers value the good flexibility in commercial models
- Buyers recognize Gnani.ai’s agile team and support

Limitations

- Gnani’s clientele primarily consists of small and midsize enterprises and its experience in serving requirements from enterprises with revenue more than US\$10 billion is relatively limited
- Although Gnani.ai has showcased expertise in the B2C space, its capacity to address B2B and B2E deployments remains relatively untested
- The solution lacks automated recognition of new intents and workflow creation, requiring enterprises to manually identify emerging intents and create workflows using a conversational flow designer
- While the solution boasts proficient low-code/no-code conversational flow design capabilities, it has a relatively lower number of business users compared to its peers. This underscores the potential for enhancing the platform’s user-friendliness for developers from non-technical backgrounds
- Although the solution provides flexibility to train bot using various sources such as internal and client databases, as well as web crawling, it does not possess the capability to automatically access the system for training utterances based on the outcome and the feedback received during conversations
- Despite boasting commendable features such as centralized data management and tracking compliance-related matters to enhance chatbot performance, the ability to automatically detect performance degradation is part of the future roadmap

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 vision is to maximize automation of B2C conversations with human-like intuition and accuracy. It has a diverse client portfolio from major industries such as retail and CPG, BFSI, technology, and telecom and media, for which it offers pre-built ontologies and domain-specific solutions for quick deployment
- It has a strong in-house NLP engine and supports integrations with other LLMs such as GPT-3.5 and GPT-4, providing developers the option to choose specific engines for each workspace as well as build custom models; Gupshup also recently launched its own proprietary LLM called ACE LLM
- This year, Gupshup launched Auto Bot Builder, its GenAI offering that leverages Open AI GPT-3 and fine-tunes it using proprietary enterprise knowledge base, to help enterprises build custom AI chatbots rapidly. Clients have highlighted Gupshup’s innovation capabilities and adaptation to technology trends as key strengths
- It has sophisticated conversational capabilities such as context switching, multiple intent handling, remembering context from previous conversations, cross channel contextual conversations, and sentiment analysis in both voice and chat conversations
- It offers the capability to form both questions and answers for FAQs from free-flowing text such as policies, through an LLM-based approach. It also supports multi-lingual text extraction from PDF documents to ingest FAQs in the system
- Gupshup has a strong focus on AI transparency and guardrails, which it aims to enable by deploying LLMs finetuned to industries or domains, ensuring regulatory compliance, continuous human-driven Quality Automation (QA), and hallucination controls. The platform also masks PII data and tokenizes a primary customer identifier that can drive customer analytics
- It offers outcome-based and consumption-based pricing, with significant adoption of consumption-based pricing among clients. Gupshup’s clients have also appreciated its cost and pricing structure
- Buyers have appreciated Gupshup’s solution strategy and problem-solving capabilities

Limitations

- Gupshup’s portfolio of clients is focused on the APAC region and has not penetrated in other geographies such as North America, the UK, and Continental Europe
- The platform currently does not have the capability to automatically create new workflows without involving a human agent, limiting the flexibility provided to its clients
- It lacks an AI-based next-best-action recommendation system for assisting agents, the addition of which could enhance its agent-assist solution further
- It can strengthen its value proposition by adding capabilities such as voice biometrics for caller authentication and the ability to detect sarcasm in its solution
- Gupshup’s platform does not provide any workforce analytics, including the ability to provide guidance/feedback to agents on their tone and word usage to improve their interactions with customers
- It presently lacks classroom training and certification programs for its clients. Its buyers have also highlighted the lack of proper documentation
- Buyers have highlighted scope of improvement for Gupshup in ensuring a smoother transition of the project manager and resources and conducting a clear discussion of project requirements with the new team to avoid any gaps in understanding. These improvements will enhance project stability and communication, facilitating seamless transitions and improved collaboration

Hyro

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

- Hyro provides an off-the-shelf conversational AI platform focused on the healthcare industry. The platform includes an assistant architect for brand customization, knowledge management that helps visualize data across attributes, and conversational intelligence supporting advanced analytics capabilities such as identifying top keywords, and tracking of engagement and conversion metrics, among others
- Hyro’s SaaS-based solution can be deployed in both contact centers and on websites. In contact centers, it manages queries covering Electronic Health Record (HER) scheduling, prescription support, and smart routing. On websites, it handles physician searches, scheduling, navigation, and form submissions. Both deployment channels also support billing and physical registration processes
- It employs an adaptive language-based model with limited intent-based flows. It can amalgamate data from various sources, converting them into knowledge graphs that self-update. These graphs are made query-able using natural language, and generate real-time insights
- Hyro’s virtual assistant retains context from prior interactions, and the platform also allows seamless context switching within ongoing conversations
- The platform inherently encrypts data both during storage and while in transit. Prior to storing user inputs, sensitive personal information is automatically redacted using Google DLP redact APIs
- Buyers appreciate Hyro’s ongoing support, ease of implementation, and advanced analytics capabilities

Limitations

- Hyro’s client portfolio is focused toward North America, and it has limited experience in serving clients in geographies such as EMEA, LATAM and APAC. Furthermore, it primarily caters to healthcare and real-estate vertical, with its ability to cater to other verticals such as BFSI, travel and hospitality, and telecom and media remaining untested
- It provides a SaaS product that is hosted on Azure Kubernetes Service. It does not support on-premises or private cloud deployment
- It does not support agent-assist capabilities such as call summarization or next-best-action recommendation, which is being increasingly sought out by contact centers
- It does not support image recognition capabilities natively or via partnership with third-party providers
- Hyro currently supports only license-based pricing with an annual subscription. Its experience in serving other commercial constructs such as usage-based and outcome-based pricing remains largely untested
- While A/B testing is ongoing, driven by traffic volume to web and call center deployments; personalized flows, linked to user/member ID collection, remain in the roadmap
- Buyers foresee potential in identifying and expanding use cases for scalable deployment. They also emphasize the need for improved integration capabilities, particularly with pre-built APIs for third-party tools and platform

Konverso

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

- Konverso specializes in providing conversational AI solutions for IT and HR helpdesk, with a primary focus on B2B and B2E interactions. In 2022, the company initiated a GTM strategy aimed at seizing opportunities within the customer support sector
- It has experience catering to midsize and small clients spanning industries such as travel and logistics, technology, manufacturing, and the public sector. It offers pre-built connectors for platforms such as Automation Anywhere, Atlassian, ServiceNow, Freshservice, and Microsoft Teams
- The platform utilizes multiple NLP engines including its proprietary NLP engine and GenAI models to generate dynamic and more contextually-relevant responses. The platform offers customers the flexibility of choosing between on-premises, private cloud, or public cloud hosting options with multitenancy capability, thereby aligning the solution to their specific needs
- By leveraging LLMs, the platform has extended its functionality to include sentiment analytics capabilities and can detect instances of sarcasm to tailor its responses accordingly. Buyer also highlighted innovation as Konverso’s key strength
- The platform can now ingest structured and unstructured document formats such as PDFs and free-flowing text to automatically generate FAQs
- Buyers have emphasized, effective relationship management, adaptability, and the willingness to collaborate on addressing business challenges as its key strengths

Limitations

- While Konverso has a strong presence in North America and EMEA, its experience in serving clients from other geographies such as LATAM and APAC is limited
- The solution currently does not offer users the capability to create custom APIs directly within the platform, limiting the platform’s flexibility and functionality to predefined features
- The solution lacks agent-assist capabilities such as the ability to suggest the next-best action to agents during a live conversation and the ability to generate summary cards with CRM data or provide insights from past user sessions. The platform does not have skilled-based agent routing capabilities as well. Buyers also expect more advanced agent-assist capabilities from Konverso
- Although the platform supports context-switching capabilities, it currently does not possess the capacity to facilitate concurrent engagement for customers across multiple channels. It also lacks the ability to remember context across different digital channels
- While the platform can display NLP analysis of conversation flow for human agents to investigate instances where NLU failed, it lacks the automatic ability to detect a decline in the performance of virtual agents. The platform also lacks the capability to identify the best training model/algorithm without the intervention of an external data scientist
- Buyer expect improved expediency in bringing new use cases and product developments to the market

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 enables enterprises to build tailored solutions with customizable intents and entities across diverse sectors, including travel and logistics, retail and CPG, BFSI, and the public sector
- Laiye is harnessing the capabilities of gen AI and LLMs to produce FAQs and training prompts, while also utilizing proprietary flowbuilders for more complex scenarios. It has dedicated its resources to improve its CRM connectors through strategic collaborations with Nice-in-contact, Freshdesk, Intercom, and Kustomer
- Laiye's latest product, Docuguro.io, uses LLM technology for Intelligent Document Processing (IDP). While it is currently accessible through API integration, Laiye is in the process of offering this functionality natively into its platform in the coming months
- Laiye empowers agents through automated post-call processes, encompassing the creation of summary cards, while also providing agents with customer profiles and personalized content to facilitate cross-selling and upselling. Additionally, the solution supports skill-based routing for efficient agent allocation
- The company has experience in supporting clients in over 100 languages, including English, Spanish, French, German, and Dutch
- Laiye's capabilities include displaying NLP analysis of conversation flows, thereby assisting human agents in identifying NLP shortcomings. The solution can be trained with successful utterances, without human intervention, with an enterprise option to review and manage training batches
- Buyers appreciate Laiye's commitment to relationship management and continuous innovation aimed at improving product capabilities

Limitations

- Laiye primarily operates in EMEA and APAC and has limited presence in North America and LATAM
- Laiye's platform does not offer built-in support for voice-based conversation. Instead, it relies on partnerships with third-party entities to offer such capabilities
- Laiye's solution does not integrate voice biometrics for caller authentication, and it also lacks the ability to adjust voice attributes, such as gender, accent, and speed, based on user preferences
- Laiye provides sentiment analysis capabilities to gauge emotional tone in conversations but does not possess the ability to detect sarcasm. Additionally, it cannot identify sentiments across different modes, such as image and text
- A majority of Laiye's client base subscribes to use-based pricing models. The company's experience with commercial models such as fixed-capacity, license-based, or outcome-based structures remains largely untested. This might discourage clients seeking these specific commercial models
- Buyers have expressed concerns about data security and compliance as the platform lacks essential features for encrypting personally identifiable information
- Laiye lacks a built-in, AI-driven, next-best-action feature to assist agents, and buyers have also expressed concerns regarding the platform's restricted agent-assist capabilities

Leena 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

- Leena AI is an Employee Experience (EX) focused conversational AI provider, catering to clients across retail, BFSI, healthcare, telecom and media, manufacturing, technology, and the public sector. Its marketplace offers off-the-shelf solutions for HR, IT, sales, finance, legal, operations, and supply chain functions that can be deployed both on-premises and on cloud infrastructure
- Leena AI leverages its proprietary LLM – WorkLM architecture that is trained for employee-specific parameters. It also utilizes NLP engines on a case-by-case basis to enhance intent identification accuracy. The platform is focused to serve business users; approximately 95% of users of the platform are non-developers, depicting its low-code/no-code development approach
- The platform is equipped to execute intricate multi-application transactions through API integrations. It offers pre-built connectors with enterprise employee solutions such as SAP SuccessFactors, Workday, and Zoho. It offers integrations with leading enterprise solutions that include Zendesk, Jira, Workday, Oracle, Microsoft Outlook, and Freshservice
- The platform is capable of processing both structured document formats and unstructured text to automatically generate FAQs from this content. The platform can also automatically suggest updates/modifications to existing workflows or new workflows with limited human intervention by analyzing chat transcripts and auto-discovering new intents
- It also offers capabilities such as context switching, multiple intent recognition, and the capacity to recall context from prior conversations and effectively sustain context throughout ongoing dialogs. Its orchestration hub stores the context of user conversations from any channel and maps it to the user journey, offering status updates at every user touchpoint

Limitations

- The platform does not include essential customer support features such as built-in agent-assist capabilities for real-time interactions or AI-driven next-best-action functionalities for aiding agents
- Its experience to support languages other than English is limited. The solution lacks the capability to automatically detect and translate the customer's language and the multi-lingual capability of the platform is solely dependent on machine translation
- The platform lacks the ability to continuously monitor its own performance and the ability to show NLP analysis of the conversation flow for human agents to investigate where NLP failed
- 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
- The platform currently lacks the ability to access the emotional state of the conversation and to manage simultaneous engagements for customers across multiple channels
- While the platform offers voice capabilities, its experience with voice-based deployments is fairly limited. The platform also does not possess a proprietary voice biometrics capability

NICE

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

- NICE aims to enable organizations address consumer and employee expectations, by delivering personalized digital-first experiences with CXone, its cloud CX platform. It offers a conversational AI platform through an OEM partnership with Amelia, combined with its homegrown proprietary data
- The platform offers a developer workspace where users can import chat and call transcripts as well as transcripts from other conversational Intelligent Virtual Agents (IVAs), such as Dialogflow, to automatically discover intents and create new workflows without involving a flow designer
- NICE has several pre-built horizontal and vertical flows to accelerate go-to-market. Its proprietary methodology, called Guided Content Framework, to organize content into an information architecture helps users utilize their own interactions combined with flows and intents to create their conversational solutions
- It has some advanced conversational features such as omnichannel contextual memory, remembering context from previous conversations, detecting multiple intents, customer and human workforce analytics, and sentiment analysis
- NICE’s platform can recognize text and emojis natively and it leverages IBM Watson to identify subjects and objects contained within images
- NICE has built-in agent-assist capability that can deliver real-time guidance to agents on behaviors and compliance, perform skill-based agent routing, and automate notetaking after each interaction with reason, outcome, key events, and text summary

Limitations

- While NICE can leverage LLMs to create synthetic training data for NLU applications, capabilities such as leveraging GenAI to create flows of conversation or using it for agent assist are in its roadmap
- There exists scope for NICE to include speech analytics as part of its broader monitoring offerings to enhance its value proposition for clients
- While the platform offers sentiment analysis capabilities, it currently lacks the ability to analyze sentiment across different input modes such as images and videos
- The platform currently lacks the capability to find gaps in agent performance and recommend training, the addition of which can help clients with their monitoring and improvement needs further
- While NICE offers license-based and usage-based tiered pricing, there exists scope to offer more progressive commercial models such as gain sharing, to provide greater flexibility to its clients

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, known as eva, aims to harness GenAI to comprehend and provide hyper-personalized responses to users. Its objective is to craft exceptional conversational experiences and transform communication dynamics across brands, customers, partners, and employees
- The solution features LC/NC conversational flow builders, equipped with pre-built workflows for industries such as banking, e-commerce, and healthcare. A significant proportion of its userbase comprises business users
- The solution has conversational middleware capabilities that allow users to create multiple bots in the platform and the conversational flows can be mapped to any bot
- NTT DATA employs knowledge AI to streamline chatbot training. Users can conveniently upload pertinent knowledge articles directly into the solution or onto platforms such as WhatsApp. It leverages LLMs to directly address queries from the uploaded content, eliminating the necessity for conventional Q&A pairs
- The solution uses multiple NLPs, including its proprietary, eva NLP. When a request arrives, it checks for trained intents. If none are found, automated learning searches FAQs or the knowledge base for answers. When no answer is available, integrated LLMs generate the response
- Through Dolffia, a component of the Syntphony ecosystem, the solution provides image recognition capabilities with a high level of accuracy
- Buyers express their satisfaction with the solution's ease of use, adaptability, technical prowess, and the support offered by NTT DATA

Limitations

- A majority of NTT DATA's clients are large enterprises, and it has limited experience of serving small and mid-sized clients
- While it has a rich experience in serving clients from Continental Europe, LATAM, and the UK markets, there exists scope to increase its penetration in North America, APAC, and MEA region
- Although the solution has pre-built workflows, it does not have the capability to automatically create new workflows, requiring human agents to create them manually
- While the solution harnesses LLMs to augment its capabilities, certain advanced features such as creating conversational flows and agent assist are in the roadmap
- Despite a significant share of interactions being channeled through multi-channel and voice deployments, the platform does not possess a proprietary voice biometrics capability
- NTT DATA provides agent assist through a partner and lacks some advanced capabilities such as summarizing conversations and automating post-call processes
- Buyers express a requirement for enhanced analytics capabilities from NTT DATA, empowering them to make more informed business decisions

Sprinklr

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

- Sprinklr's Unified-CXM provides a single cohesive perspective of customers through offerings such as Sprinklr Insights, Sprinklr Service, Sprinklr Marketing, and Sprinklr Social. It envisions to enhance customer service experience, enable conversational commerce through AI-first innovation
- Sprinklr offers a use case library that houses over 400 pre-built conversational flows and 500 intents spanning various top industry verticals, providing valuable assistance to enterprises. Buyers appreciate the solution for its scalability
- It offers a LCNC graphical interface to allow users to discover intents, train and improve AI models, build chatbots using drag and drop tree builder, test and give feedback, deploy, and measure performance. The solution leverages LLMs to capture the goals for the chatbot from the user and uses it as a prompt to orchestrate the conversation in a natural manner and automatically troubleshoot issues
- Sprinklr possesses advanced conversational capabilities, adept at managing context shifts and maintaining continuity across channels
- The solution has robust sentiment analysis capabilities such as gauging the emotion from the language usage of customers. The solution can detect sarcasm, analyze sentiment across different modes, and provide an overview of how users feel about the brand, product, and advertisements
- It leverages LLMs to offer agent-assist capabilities that include providing real-time next-best actions, promise management, skill-based agent routing, summarizing conversations, and providing feedback to the agents
- Buyers commend Sprinklr for its quick turnaround time and effective support services

Limitations

- Sprinklr's client portfolio is focused toward North America and Continental Europe, and it has limited experience in serving clients in APAC
- Its core focus is on catering to large and midsize enterprises with revenue above US\$1 billion. Its experience in addressing the requirements of small enterprises remains relatively uncharted
- Although the solution has good voice conversational capabilities, it does not have a proprietary voice biometrics capability and offers it through a third-party integration
- While the solution inherently supports more than 100 languages, there is an expectation among buyers for enhanced performance in managing vernacular languages across various communication channels
- Buyers have communicated the requirement for Sprinklr to enhance the platform's built-in reporting capabilities

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 envisions being the defining conversational AI and automation platform to realize the value of every enterprise conversation. It offers X platform that unifies applications, including U-Capture for call and screen recording, U-Self Serve featuring an AI-driven virtual assistant, U-Assist for agent support, and U-Analyze, a post-interaction analytics solution. Additionally, the platform incorporates LLM capabilities
- Beyond conversational intelligence features such as channel switching and response generation, Uniphore offers conversational middleware capabilities. This allows users to create multiple bots within the platform and map conversational flows to any bot. Buyers applaud the technical capabilities of the product
- Uniphore leverages its proprietary LLM to enhance capabilities such as intent discovery, synthesizing training data, and testing models to reduce deployment times while trying to maintain a high level of accuracy
- Uniphore has advanced sentiment analysis capabilities and leverages the use of BERT LLM to detect sentiment and tonal analysis across voice and chat channels
- Uniphore leverages knowledge AI through the acquisition of Colabo, enabling direct document uploads for the bot to provide answers. It references multiple articles and blends content for responses
- U-Assist, Uniphore's agent-assist solution, presents advanced features such as summarization, offering verbatim next-best suggestions for agents during calls, real-time analysis of agent performance, and promise management ensuring call-made commitments are fulfilled in the background
- Buyers highly praise Uniphore for its partnership-oriented approach, seamless integration, and remarkable flexibility

Limitations

- It does not have the capability to automatically create new workflows without involving the human agent and does not leverage LLMs to simplify the bot-building process. Buyers have expressed the need for better LLM integration with the underlying platform
- Although the solution has advanced agent-assist capabilities, it cannot perform skill-based routing and does not automatically detect and translate the customer's language
- While it offers good monitoring and analytics capability, the solution cannot continuously monitor its own performance and detect degradation
- Although the solution supports voice and multi-modal conversations, it does not have voice biometrics capability that could enhance the overall security of the solution
- The solution analyzes conversational flow when NLU fails, but lacks automated access for training utterances within the system necessitating the need for a human agent to analyze and train it manually
- Uniphore exclusively provides fixed-capacity licenses and does not extend flexibility to users through progressive commercial models such as outcome-based and usage-based constructs. Buyers demand Uniphore to offer more flexibility in its pricing models

Ushur

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

- Ushur aims to create solutions that enable enterprises to effortlessly and securely interact with the end users in an automated manner. It offers Customer Experience Automation (CXA) platform that combines industry-specific and enterprise-grade capabilities to automate multi-modal engagements and back-office processes to improve CX
- Buyers appreciate the platform's ease of use as it offers a LCNC conversational flow builder to create workflows
- Ushur offers a multi-NLU architecture, allowing users to choose their preferred query resolution engine. It also features its proprietary NLP, known as Language Intelligence Services Architecture (LISA)
- The solution can identify multiple intents from the same paragraph and has context switching capability. It comes with over 200 pre-built intents and has domain-specific LLMs for insurance and healthcare industries
- It offers proprietary image recognition capabilities through Document Intelligence Services Architecture (DISA) to enable object detection, document processing, and information extraction from unstructured documents
- Ushur offers Invisible App to provide a secure, app-like experience for handling user requests, eliminating the need for developing, deploying, and maintaining complex proprietary applications. Additionally, it offers Invisible Portal to securely exchange privacy-laden information with buyers
- Ushur offers comprehensive agent-assist capabilities such as skill-based routing, providing next-best action for the agent, post-call summarization, analytics, and enables agents to cross-sell and up-sell to the users
- Buyers appreciate Ushur for its partnership-driven approach and swift time to market

Limitations

- Ushur's client portfolio has a focus toward North America, and it has limited experience in serving clients in geographies such as Continental Europe, LATAM, and APAC
- While the solution provides the flexibility to train the bot using various sources such as internal and client databases, as well as web crawling, it does not possess the capability to automatically access the system for training utterances based on the outcome and the feedback received during conversations
- It does not have a proprietary capability for text, speech, and human workforce analytics, and offers it through a partner. Buyers feel that Ushur could improve its reporting capabilities
- Ushur charges an annual fee to its users to access the platform and bills the user based on the number of conversations. Offering outcome-based pricing models could help increase commercial flexibility
- Buyers have highlighted the desire for Ushur to enhance its training process. The solution comes with out-of-the-box capabilities that require more roadshows that enable buyers to leverage more effectively

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 serves diverse industries including retail and CPG, BFSI, healthcare, travel and logistics, and manufacturing, enabling goal-driven interactions. It can support multiple functions such as customer support, IT support, HR support, as well as sales and marketing services
- Its recent innovation, DynamicNLP, is equipped with training from a vast array of customer interactions, cutting down the need for NLP training after deployment
- It offers a multi-LLM architecture with multiple LLMs, leveraged for specific use cases, with an orchestration layer above to streamline their collective functionality and optimize performance
- It offers a diverse array of agent-assist solutions and capabilities, including call summarization; and an in-house tool named, AI collaborator, designed to rephrase conversations for agents, enhancing formality or empathy in accordance with user needs. Additionally, the platform provides coaching insights, enabling supervisors to monitor areas for agent improvement, along with corresponding steps to bridge the gaps
- Through its Customer Data Platform (CDP), it enables personalization across channels by unifying profiles across touchpoints and channels and segmenting users into defined audiences based on parameters such as current active page of the user, time spent on the page, and location data
- The platform supports 100+ languages natively and has experience in deploying solutions for English, Bahasa, Arabic, and other regional Indian languages
- Buyers found value in Yellow.ai's adept relationship management and their capability to effectively deploy and integrate conversational AI solutions into a client's pre-existing systems, procedures, and operational workflows

Limitations

- Yellow.ai generates its primary revenue from the APAC market, with relatively lower adoption observed in well-established markets such as the Americas and Europe
- At present, the solution does not offer real-time voice interaction support for agent-assist functionalities and lacks an integrated AI-driven next-best-action feature for assisting agents. These features are part of the product's roadmap
- Although the solution does provide the capability to create and share custom reports externally via email, sharing specific platform views outside the organization is not supported. Buyers have noted that there is room for enhancement in Yellow.ai's training and reporting capabilities
- The current platform does not possess the capability to identify performance degradation within its own system or to monitor and report compliance-related issues, which can potentially hinder platform's overall reliability and compliance adherence
- While a majority of Yellow.ai's client base is subscribed to usage-based pricing models, its presence is relatively smaller when it comes to accommodating fixed-capacity, license-based, or outcome-based pricing structures. This might discourage clients from seeking these specific commercial models
- While the solution can gauge emotional states from conversations, it lacks the ability to recognize sarcasm or conduct sentiment analysis across diverse mediums such as images and text
- Buyers suggested that Yellow.ai should expand its support to cover American time zones and enhance its error notification capabilities

05

Enterprise sourcing considerations

- Aspirants

 - Engati
 - Exotel
 - Resolve.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 bot template store that is a repository of pre-built workflows for multiple use cases
- Through its proprietary technology, DocuSense, it allows customers to upload documents that are parsed and matched via semantic analysis to get top-ranked answers to user inquiries. Through its integration with ChatGPT, it can now generate a single response from the ranked document snippets and respond to user queries
- Engati's eSenseGPT is a GPT-based GenAI solution that can summarize agent conversations, suggest campaign messages, and generate training data
- 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 such as answered/unanswered queries and trends on precision and recall

Limitations

- Telecom, travel and logistics, and public sector 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. It exhibits limited experience 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 addition of which could help Engati expand its customer base to clients looking for voice capabilities
- Adding features such as integrated RPA capabilities or the ability to suggest the next-best action to agents during a live conversation, would enhance its agent-assist capability further
- While the platform includes a centralized analytics dashboard, it does not support speech analytics or the capability to allow customers to create custom reports
- The solution has a mechanism to maintain PII data as transient attributes but lacks a system where the data is masked on the platform and still used for analysis

Exotel

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

- Exotel is a customer conversation platform provider and a virtual telecom operator. It acquired Cogno AI, a conversational AI company, in 2021, to add conversational AI to its platform
- It is mainly focused on the BFSI industry, but also has some experience in serving clients from other industries such as healthcare, travel and logistics, and public sector. Its revenue is distributed from buyers of all sizes
- Exotel’s conversational AI platform can provide static, dynamic, and generated responses. It can process inputs in different modes such as images and videos, with assistance from partners, and can customize content as per customers’ needs
- The solution can ingest FAQs through document formats such as PDFs and can form FAQs from free-flowing text such as policies
- The platform has good security features including integration with the client’s Single Sign-On(SSO) or Auth API and two-factor authentication. Exotel also has ISO 27001 certification, PCI:DSS compliance, and RBI Data SAR Audit certification
- It has conversational capabilities such as context switching, multiple intent handling, and remembering context from previous conversations within a specific time period. It can send push notifications to enable outbound marketing
- It has a centralized dashboard for analytics containing text, operational, and human workforce metrics, which would help its clients address their monitoring and improvement needs

Limitations

- The majority of Exotel’s clients are from the APAC region and from customer support, sales, and marketing processes, with limited reach in other functions such as F&A and HR support
- Through partner capabilities, Exotel can leverage GenAI to create flow of conversation, but not for agent assist or model training purposes. It, however, plans to leverage ChatGPT in areas such as agent-side customer summary
- All of its conversational AI volume is from chat channels. It does not have voice conversational capabilities. However, voice input over chat is supported by converting it to text and then providing voice or text as response over the chat channel
- Exotel offers only its in-house built NLP. There is scope to integrate with other NLP engines to increase flexibility for clients
- The platform does not support email, IoT devices, or web Real-Time Communication(RTC) applications and does not possess A/B testing / multivariate testing capabilities
- There exists scope for Exotel to enhance its offering by adding capabilities such as allowing users to build custom APIs from within the solution. It can also enhance its centralized analytics dashboard by adding customer analytics to it. Addition of such capabilities will increase its value proposition for clients
- Exotel, currently, offers only license-based and fixed capacity-based pricing to its clients. There exists scope to offer progressive commercial models such as usage- and consumption-based pricing

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 for supporting and engaging employees in mid-sized and large enterprises, with a particular emphasis on IT and HR support functions. This is carried out through channels such as web, mobile, Microsoft teams, and Slack
- The platform provides over 75 workflows to address HR and IT concerns. It leverages Rezolve.ai's proprietary LLM and integrates with third-party LLMs to scan websites and documents for user inquiries. Clients can prioritize knowledge articles for different query types
- In cases where the bot lacks answers to particular queries, the solution possesses querying capabilities that enable it to ask subsequent questions. This functionality can undertake actions such as initiating a ticket, escalating to a live chat, or directing the query to appropriate queues for further attention. It can also share recommendations to agents to respond to the query or ticket
- It has the capability to retain context from prior conversations and also supports seamless transitioning among different contexts within ongoing dialog
- The platform provides a centralized hub for data management and analytics. It empowers tailored user experiences by leveraging data insights from user profiles
- The platform can send targeted notifications, including surveys and micro-learning videos, facilitating user engagement and aiding in policy comprehension and change management

Limitations

- While Rezolve.ai has a strong presence in North America and Continental Europe, its experience in serving clients from other geographies such as the UK, LATAM, and APAC is limited. Furthermore, their ability to serve processes besides IT and HR support remains largely untested
- The platform exclusively offers pre-built solutions and does not permit enterprises to develop their own bots within the platform or create tailored solutions
- Currently, the platform lacks voice-based conversational capabilities, although these features are part of the planned roadmap
- Rezolve.ai's pricing structure is solely based on a per end-user per month fee, which may deter buyers looking for other commercial constructs such as fixed-capability, usage-based, or outcome-based pricing
- The platform's absence of conversational middleware restricts interactivity and automation potential, and may impact user experience, potentially requiring additional tools for comprehensive functionality
- It does not possess the functionality to identify gaps in agent performance or offer guidance/feedback/coaching to enhance agents' interactions with customers, such as tone and word usage
- Presently, the platform lacks the capability to extract multiple intents from a sentence or paragraph, utilize past conversational transcripts for intent discovery, and maintain context across different channels

06

Appendix

Glossary

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 bot to skilled agents using a combination of sentiment analysis and profile matching
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
GenAI	Generative Artificial Intelligence is a relatively new form of AI in which the underlying ML models are trained on huge datasets using unsupervised and semi-supervised learning. The models can generate new content in the form of text, images, videos, audios, code snippets, and more
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
LLMs	Large Language Models are advanced AI systems that are trained in large datasets, which excel in comprehending and generating human-like data
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



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