



Intelligent Virtual Agents (IVA) – Technology Vendor Compendium 2020

Customer Experience Management (CXM) Services

Service Optimization Technologies (SOT)

Market Report – May 2020: Complimentary Abstract / Table of Contents

Our research offerings for global services

▶ Market Vista™ Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available	
▶ Application Services	▶ Human Resources
▶ BPS Banking & Financial Services	▶ ITS Banking & Financial Services
▶ BPS Healthcare & Life Sciences	▶ ITS Healthcare
▶ BPS Insurance	▶ ITS Insurance
▶ Catalyst™	▶ IT Services Executive Insights™
▶ Cloud & Infrastructure	▶ ITS Life Sciences
▶ Customer Experience Management Services	▶ Locations Insider™
▶ Data & Analytics	▶ PricePoint™
▶ Digital Services	▶ Procurement
▶ Engineering Services	▶ Recruitment & Talent Acquisition
▶ Enterprise Platform Services	▶ Service Optimization Technologies
▶ Finance & Accounting	

More about membership

In addition to a suite of published research, a membership may include

- Accelerators™
- Analyst access
- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Membership information

- This report is included in the following research program(s)
 - Customer Experience Management (CXM) Services
 - Service Optimization Technologies (SOT)
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Table of contents

Topic	Page no.
Introduction and overview	4
Section I: Intelligent Virtual Agents (IVA) market landscape snapshot	8
Section II: Everest Group's remarks on technology vendors	15
• Aivo	16
• Alterra	23
• Avaamo	30
• Creative Virtual	37
• CX Company	44
• EdgeVerve	51
• Enterprise Bot	58
• HCL DRYiCE LUCY	65
• idAvatars	72
• IPsoft	79
• Jacada	86
• Konverso	93
• Kore.ai	100
• Nuance	107
• Omilia	114
• Uniphore	121
Appendix	128
• Glossary of terms	129
• Research calendar	131
• References	133

Background of the research

Intelligent Virtual Agent (IVA) solutions are one of the key enablers of automation in front-office. Increasing sophistication of technology along with successful pilots in the past are driving popularity of these solutions in the market. Enterprises across industries and geographies are leveraging or plan to leverage IVA solutions around different use cases with an objective to bring down the human involvement in the process, as well as to improve the customer experience. Additionally, these solutions are also being leveraged to assist human agents, thus enhancing the overall efficiency in contact center. As the benefits of IVA solutions become evident, enterprises are also looking at this technology with a broader automation lens and considering integrating IVA into their wider automation initiatives to further enhance its impact. However, despite these developments, the overall IVA adoption in the market remains nascent, thus, presenting a huge opportunity to upscale and grow. The technology's implementation and use cases remain unclear to many potential buyers. As capabilities of IVA improve, it becomes crucial to pick a right partner for deployment that can meet the current objectives for enterprises while having the capability to accommodate any potential future demands.

Each technology vendor profile covers the following details of vendors vis-à-vis their IVA offerings and capabilities:

- Company overview
- Market adoption and delivery capability overview
- Partnerships
- Product overview
- Recent deals and announcements
- Portfolio mix
- Product features & functionalities and key enhancements
- Measure of capabilities across PEAK Matrix® dimensions
- Key strengths and areas of improvement for technology vendors

This report is based on two key sources of proprietary information

Proprietary database of **16 IVA technology vendors** in scope of work (updated annually)

- The database tracks the following elements of each contract:
 - IVA design, development, and integration
 - Control and monitoring
 - IT governance and security
 - Partnerships with service providers and other technology vendors
 - Support in terms of product training, maintenance, consulting, and other support services
 - Availability and adoption of commercial model(s)
 - Portfolio coverage in terms of industry, geography, process areas, and buyer size
 - Vendor performance in terms of revenue and clients

Demonstrations and interactions with technology vendors and other industry stakeholders

- Detailed demonstrations and interviews with IVA technology vendors for a comprehensive view of the products
- Interviews with technology vendors' reference clients
- Executive-level discussions with technology vendors as well as service providers that cover:
 - Current state of the market
 - Opportunities and challenges
 - Expected direction of movement in the industry
 - Technology vendor / service provider vision and roadmap
- Executive-level discussions with industry enablers / specialist system integrators to get the buyer perspective, and to reaffirm the findings from other sources
- On-site as well as conference meetings with enterprise IVA buyers to understand:
 - Vision and objectives
 - Buying criteria
 - Apprehensions and challenges
 - Outcomes achieved
 - Future direction

Technology vendors assessed



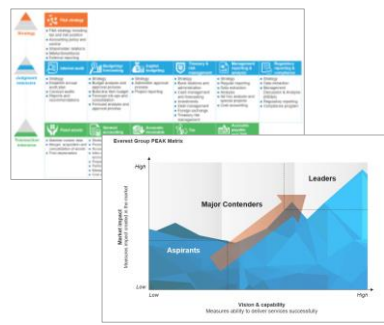
The source of all content is Everest Group unless otherwise specified

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

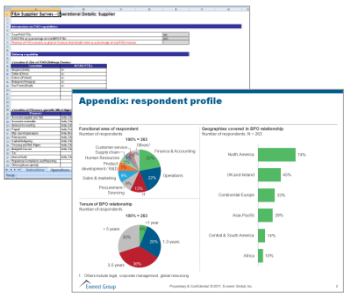
Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

- Market thought leadership
- Actionable and insightful research
- Syndicated and custom research deliverables

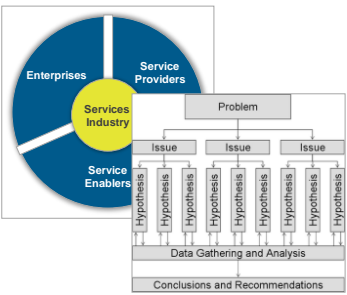
1 Robust definitions and frameworks
 (Function-specific pyramids, Total Value Equation (TVE), PEAK Matrix, and market maturity)



2 Primary sources of information
 (Annual RFIs, vendor briefings & buyer interviews, and web-based surveys)



3 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)



4 Fact-based research
 Data-driven analysis with expert perspectives, trend analysis across market adoption, contracting, and service providers



- Proprietary database on Intelligent Virtual Agents (IVA) capabilities of 15+ technology vendors
- Repository of existing research in IVA
- Dedicated team for IVA research, spread over two continents
- Executive-level relationships with buyers, service providers, technology providers, and industry associations

The study provides detailed view of vendors' IDP offerings & capabilities as well as key strengths & areas of improvement | Snapshots to illustrate the depth of report

Assessment of capability and market impact

Measure of capability: ● High ○ Low

Technology Vendor	Market impact				Vision & capability						
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation	Technology capabilities	Maintenance and support	Breadth of services	Overall	
Technology vendor 1	●	●	●	●	●	○	●	●	●	●	
Technology vendor 2	○	●	●	○	○	○	●	●	○	○	
Technology vendor 3	○	●	●	●	●	○	○	○	●	●	
Technology vendor 4	○	●	●	●	●	○	●	●	●	●	
Technology vendor 5	●	●	○	●	○	○	○	○	○	○	
Technology vendor 6	○	○	○	○	○	○	○	○	○	○	
Technology vendor 7	○	○	●	○	○	○	●	○	○	○	
Technology vendor 8	○	○	○	○	○	○	○	○	○	○	
Technology vendor 9	○	○	●	○	○	○	○	○	○	○	

Technology vendor's overview

Company overview

Established in 2013, Technology vendor 1 is an enterprise software provider of an end-to-end conversational AI-powered virtual assistant platform. The platform facilitates designing, creating, training, testing, and hosting of AI and NLP-powered chatbots for use in consumer and business communication channels.
Key leaders: xxx

Headquarters: xxx

Key clients: xxx

Website: xxx

Market adoption and capability overview

Description	2019 (as of June 30, 2019)	YOY growth
Volume of interactions handled	xxx	xxx
Clients	xxx	xxx
FTEs	xxx	xxx
Partners/resellers	xxx	xxx
Key partners/resellers	xxx	
Key technology partners	xxx	

Split of IVA volume mix by buyer industry

Split of IVA volume mix by process area

Split of IVA volume mix by buyer geography

Product features and functionalities

Legend: Available (Green), In the roadmap (Yellow), Available via partners (Blue), Not available (Grey)

Capability & offerings	Available	In the roadmap	Available via partners	Not available
Channels supported	Enterprise messenger (Skype, Cisco Jabber, Slack, etc.)	SMS	Social messenger (FB, WhatsApp, Telegram, etc.)	IVR, Voice assistant (Alexa, Google Home, etc.)
Deployment	Off-the-shelf IVA solutions	Platform-based product	Customized solutions for enterprises	
IVA conversation flow development	Visual drag-&-drop development workspace to create flow of conversation	Ability to allow enterprise users to code or configure technical details	Solve customer queries by accessing existing knowledge base of FAQs	
	Send alerts based on enterprise-defined triggers (time or event)	Create and send alerts based on customer-defined events	Ability to add business validation rules	
	Solve customer queries by accessing core database	Ask relevant questions from customers to complete an enterprise-defined task		
Conversational intelligence	Provide static response	Provide dynamic response	Provide generated response	
	Ability to reply with actionable/interactive items	Voice conversational capabilities		
Sentiment analysis	Ability to assess emotional state from the conversation	Ability to identify sarcasm		
Context handling	Ability of IVA to remember context from previous conversations	Ability to switch context		
Training of virtual agent	Ability of virtual agent to learn while processing (from exceptions/errors)	Human-in-the-loop training method	Code free selection of training model/algorithm for training	
	Ability of software to identify the best training model/algorithm without use of external data scientist			

Everest Group's remarks on technology vendors

Measure of capability: ● High ○ Low

Market impact				Vision & capability						
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation	Technology capabilities	Maintenance and support	Breadth of services	Overall	
●	○	●	●	○	○	○	○	○	○	

Strengths

- XXX offers a conversational platform to enterprises including virtual assistants for contact center and service desk and has seen impressive growth in the last 12-18 months driven by addition of new clients
- It can address demands of clients from diverse regions such as the US and Asia Pacific. Additionally, it has tapped onto clients from diverse industries in these regions
- XXX's conversational AI capabilities span across multiple processes such as customer support, HR support, and IT Helpdesk. It has also built large libraries of pre-built intents in these areas helping clients drive lower deployment times and faster ROI

Areas of improvement

- While XXX's solutions caters to customer service and IT helpdesk, it can potentially look at also targeting customers requiring automation support in processes such as sales and marketing. Clients looking for a multi-process IVA solution will stand to benefit by having these capabilities in the solution
- Most of its current clients are mid-sized or large enterprises. Developing offerings for small buyers can be useful as such buyers have so far been behind in the IVA adoption journey due to prohibitive costs
- XXX currently lacks experience in delivering IVA services in European languages which is an inhibitor for European clients

Research calendar – Customer Experience Management (CXM) Services

Published
 Planned
 Current release

Flagship CXM reports Release date

Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2018	August 2018
Contact Center Outsourcing Annual Report 2018: Transforming Customer Experience through a Digital-first Approach	September 2018
Contact Center Outsourcing (CCO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019	June 2019
Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2019.....	August 2019
Customer Experience Management (CXM) Annual Report 2019: Delivering Next-generation Contact Center Services	September 2019
Intelligent Virtual Agents (IVA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Compendium 2020	May 2020
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2020	Q2 2020
Customer Experience Management (CXM) – Service Provider Profile Compendium 2020	Q2 2020

Thematic CXM reports

Enablers of a Unified Customer Experience (CX) – Omnichannel CX Trailblazers	June 2019
Moving from Customer Service to Customer Experience	October 2019
Achieving High Value through a Total Cost of Operations (TCO) Pricing Model	November 2019
Orchestrating Successful WAHA-based Delivery	January 2020
Real-time Listening, AI, and Automation in CXM	Q2 2020
Intelligent Automation State of the Market	Q2 2020

Note: For a list of all our published CXM reports, please refer to our [website page](#)

Research calendar – Service Optimization Technologies (SOT)

Published
 Planned
 Current release

Flagship SOT reports

	Release date
Enterprise IA Automation Adoption – Pinnacle Model® Analysis 2019	December 2019
Intelligent Automation in Business Processes (IABP) Solution Provider Landscape with PEAK Matrix® Assessment 2020	February 2020
Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	February 2020
Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Process Mining – Technology Vendor Profile Compendium 2020	April 2020
Intelligent Document Processing (IDP) – Technology Vendor Profile Compendium 2020	May 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Profile Compendium 2020	May 2020
Intelligent Automation in Business Process Services (BPS) – State of the Market Report 2020	Q2 2020

Thematic SOT reports

Advanced Content Intelligence – Pivotal Technology to Empower the New-age Organization	May 2019
Who Takes on the RPA Mantle?	June 2019
Intelligent Document Processing (IDP) Playbook	September 2019
Accelerated Intelligent Automation (AIA) in Enterprises	April 2020
360-degree Enterprise Automation Playbook	May 2020
Intelligent Automation Orchestration	Q2 2020

Note: For a list of all our published SOT reports, please refer to our [website page](#)

Additional CXM and SOT research references

The following documents are recommended for additional insight into the topic covered in this report. The recommended documents either provide additional details or complementary content that may be of interest

- 1. Intelligent Virtual Agents (IVA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020** ([EGR-2020-21-R-3624](#)); 2020. This report uses Everest Group's proprietary PEAK Matrix® to assess and evaluate IVA capabilities of independent software vendors across two key dimensions, market impact and vision & capability. It also includes competitive landscape in the IVA technology market, Everest Group's remarks on technology vendors highlighting their key strengths & areas of improvement, assessment of vendors' IVA capabilities, and key IVA technology trends
- 2. Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2019** ([EGR-2019-38-R-3217](#)); 2019. Robotic Process Automation (RPA) is a key enabler of enterprise automation. This report uses Everest Group's proprietary PEAK Matrix® to assess and evaluate RPA capabilities of independent software vendors across two key dimensions, market impact and vision & capability. It also includes competitive landscape & market share analysis, Everest Group's remarks on technology vendors highlighting their key strengths & areas of improvement, assessment of vendors' attended RPA / RDA capabilities, and insights into advances in RPA technologies
- 3. Customer Experience Management (CXM) Annual Report 2019: Delivering Next-generation Contact Center Services** ([EGR-2019-21-R-3349](#)); 2019. This report provides insights into the evolving customer needs and the components of a next-generation operating model, emerging solution trends in CXM services to meet the evolving CX needs, CCO market overview and adoption trends, and outlook for 2019-20

For more information on this and other research published by Everest Group, please contact us:

Anil Vijayan, Vice President:

anil.vijayan@everestgrp.com

Skand Bhargava, Practice Director:

skand.bhargava@everestgrp.com

Sharang Sharma, Practice Director

sharang.sharma@everestgrp.com

Samikshya Meher, Senior Analyst

samikshya.meher@everestgrp.com

Website: www.everestgrp.com | Phone: +1-214-451-3000 | Email: info@everestgrp.com



About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318

New York

info@everestgrp.com
+1-646-805-4000

Toronto

canada@everestgrp.com
+1-416-388-6765

Stay connected

Website



www.everestgrp.com

Social Media



@EverestGroup



@Everest Group

Blog



www.everestgrp.com/blog/

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.