

Buyer Satisfaction with Intelligent Virtual Agents (IVA) – Unleashing Insights by Viewing the Market through Buyer’s Lens

September 2020: Complimentary Abstract / Table of Contents



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Anil Vijayan, Vice President
Skand Bhargava, Vice President
Sharang Sharma, Practice Director
Akash Munjal, Senior Analyst
Anish Nath, Senior Analyst

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Background of the research

Intelligent Virtual Agents (IVA) offer key benefits such as superior customer satisfaction, round-the-clock support, reduction in service costs for the enterprises, and assisting human agents, among others, in various business functions such as contact center, F&A, HR, and IT helpdesk. 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. Consequently, many global service providers and technology vendors are investing in it. These products are also rapidly evolving in the sophistication of their capabilities, features, and functionalities.

In this report, we analyze the IVA technology market across various dimensions:

- Evolving behavior and expectations of enterprise clients and desired IVA vendor characteristics
- Business objectives / adoption drivers of IVA
- Buyer satisfaction with the IVA products/vendors in meeting current objectives and its capabilities across various dimensions and subdimensions
- Relative importance of various capability metrics and extent of differentiation for IVA vendors
- Key strengths and areas of improvements as cited by the buyers for IVA vendors

The scope and methodology of this report includes:

- **Products:** Intelligent Virtual Agents (IVA)
- **Buyers:** Feedback from 30+ enterprise buyers
- **Geography:** Global
- **Technology vendors:** 16 leading IVA technology vendors

Scope of this report:



Geography
Global



Industry
Buyer feedback of 16 leading
IVA technology vendors



Products
Intelligent Virtual Agents (IVA)

This study offers two distinct chapters providing a deep dive into key aspects of IVA technology market; below are four charts to illustrate the depth of the report

Key factors driving IVA adoption

Key factors driving IVA adoption

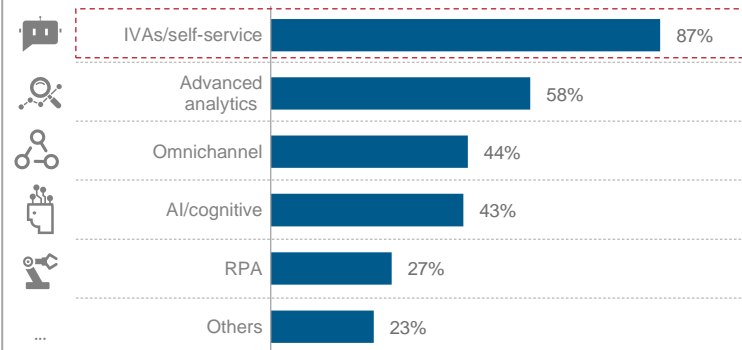
Importance on a scale of 1 to 7; 7 being the highest



Enterprises' top priorities for contact center from next-generation technology perspective

Enterprises' top priorities for contact center from next-generation technology perspective

Percentage of enterprises



Key drivers for high interest

- Increase in consumer demand for self-service
- Improved customer experience through improved accuracy and faster resolution
- Flexibility to scale according to demand
- Round-the-clock support
- Agent monitoring and support for improved productivity
- Omnichannel support

Vendor performance across capability dimensions

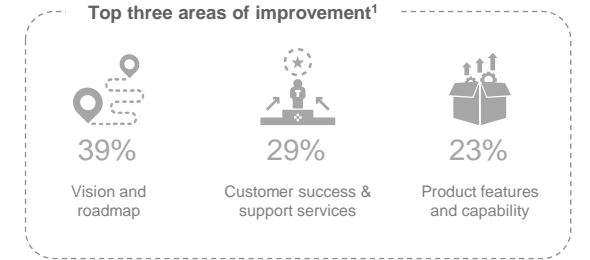
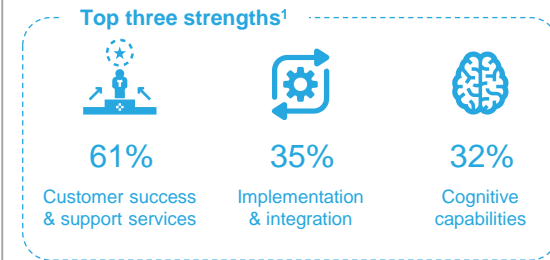
IVA vendor performance

Performance on a scale of 1 to 7; 7 being the highest

Low High Subdimensions with low satisfaction and high correlation

Dimension	Subdimension	Performance	Correlation with overall buyer satisfaction
Vision & strategy	Product vision and roadmap	5.6	0.63
	Cognitive features of the software	5.8	0.81
	Pre-training	5.6	0.77
Product capability	Ease of use and implementation	5.9	0.86
	Flexibility and scalability	5.9	0.83
	Integration with technology environment	5.6	0.93
Training & support	Product training and support	5.9	0.88
	Running and maintenance of the software	6.1	0.79

Key strengths and areas of improvement cited by buyers



Research calendar

Service Optimization Technologies (SOT)

Published Planned Current release

Flagship SOT reports

Release date

Robotic Process Automation (RPA) Market Report 2019 – Laying the Foundation for a Light-touch Organization	September 2019
Enterprise Intelligent Automation Adoption – Pinnacle Model® Assessment 2019	December 2019
Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	February 2020
Intelligent Automation in Business Processes (IABP) Solution Provider Landscape with PEAK Matrix® Assessment 2020	March 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
Intelligent Virtual Agents (IVA) State of the Market Report 2020 – Conversing with AI	June 2020
Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	Q3 2020

Thematic SOT reports

Release date

Who Takes on the RPA Mantle?	June 2019
Intelligent Document Processing (IDP) Playbook	September 2019
Accelerated Intelligent Automation (AIA) in Enterprises	May 2020
360-degree Enterprise Automation Playbook	May 2020
Practitioner Perspectives - Mastering Efficiency and Innovation with Intelligent Automation	May 2020
Buyer Satisfaction with Intelligent Virtual Agents (IVA) – Unleashing Insights by Viewing the Market through Buyer’s Lens	September 2020
Enterprise Process Orchestration (EPO)	Q3 2020

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

Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Flagship CXM reports

Release date

Customer Experience Management (CXM) Annual Report 2019: Delivering Next-generation Contact Center Services	September 2019
Intelligent Automation in BPS PEAK Matrix® Assessment with Service Provider Landscape 2020	February 2020
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
Intelligent Virtual Agents (IVA) State of the Market Report 2020 – Conversing with AI	June 2020
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2020	June 2020
Customer Experience Management (CXM) – Service Provider Profile Compendium 2020	Q3 2020

Thematic CXM reports

Release date

Achieving High Value through a Total Cost of Operations (TCO) Pricing Model	November 2019
Orchestrating Successful WAHA-based Delivery	January 2020
Impact of Recession on the Business Process Services (BPS) Industry	March 2020
Buyer Satisfaction with Intelligent Virtual Agents (IVA) – Unleashing Insights by Viewing the Market through Buyer’s Lens	September 2020
WAHA Adoption Trends – Impact of COVID-19	Q3 2020
Real-time Listening, AI, and Automation in CXM	Q3 2020

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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

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