

Contact Center-as-a-Service (CCaaS) PEAK Matrix[®] Assessment 2023

May 2023: Complimentary Abstract / Table of Contents



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Introduction

The current market state for CCaaS is rapidly growing, driven by the increasing demand for flexible remote work solutions, scalability to cater to fluctuating demand, and the need for businesses to provide exceptional customer service. Everest Group defines Contact Center-as-a-Service (CCaaS) as a cloud-based offering that provides the essential capabilities required to manage omnichannel customer interactions through capabilities such as automatic call distribution, Interactive Voice Response (IVR) and self-service tools, workforce optimization and scheduling/forecasting, and reporting & management insights, among others. CCaaS allows companies to scale their contact center operations quickly, without the need for significant investments in infrastructure and software. Many businesses are now transitioning from on-premise contact center solutions to cloud-based CCaaS solutions, as they offer greater flexibility, scalability, and cost-effectiveness. The CCaaS market is highly competitive, with numerous providers providing solutions with varying sophistication and pricing models. Additionally, the industry is undergoing consolidation, as larger companies are acquiring smaller players to broaden their service portfolio and increase market share.

In this research, we present an assessment and detailed profiles of eight CCaaS providers featured on the Contact Center-as-a-Service (CCaaS) PEAK Matrix® for 2023. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading CCaaS providers, client reference checks, and an ongoing analysis of the CXM technologies market.

This report includes the profiles of the following eight leading CCaaS providers featured on the Contact Center-as-a-Service (CCaaS) PEAK Matrix®:

- **Leaders:** Avaya and Genesys
- **Major Contenders:** [24]7.ai, Exotel, Sprinklr, and Tata Communications
- **Aspirants:** CM.com and LeadDesk

Scope of this report



Geography
Global



Providers
Eight leading CCaaS providers



Technology providers
Contact Center-as-a-Service (CCaaS)

This report is based on multiple key sources of proprietary information

- Proprietary database of CCaaS providers in the scope of work (updated annually)
- The database tracks technology providers offerings/capabilities for:
 - Design, development, and integration
 - Technology and software components
 - Reporting & analytics
 - Workforce management capabilities
 - Platform security
- Proprietary operational database of CCaaS providers (updated annually)
- The database tracks the following operational information for each provider:
 - Revenues
 - Number of clients
 - FTE split by role
- Provider briefings
 - Vision and strategy
 - Current state of market
 - Annual performance and future outlook
 - Emerging areas of investments
- Buyer reference interviews, ongoing buyer surveys, and interactions
 - Drivers and challenges for adopting CCaaS platform
 - Assessment of provider performance
 - Emerging priorities
 - Lessons learnt and best practices adopted

Providers assessed¹

[24]7.ai

AVAYA

CM. CM.com

exotel

GENESYS™

LeadDesk

sprinklr

TATA
TATA COMMUNICATIONS

¹ Assessments for Avaya and Genesys include partial provider inputs and are primarily based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with its buyers
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

Overview and abbreviated summary of key messages

Contact Center-as-a-Service (CCaaS) is a key cloud-based offering to manage omnichannel customer interactions. This report uses Everest Group's proprietary PEAK Matrix® to assess and evaluate CCaaS capabilities of independent technology providers 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, and insights into advances in CCaaS technologies.

Some of the findings in this report, among others, are:

CXM service provider landscape in the Americas and PEAK Matrix® 2022

The 2023 Contact Center-as-a-Service (CCaaS) PEAK Matrix® positioning is as follows:

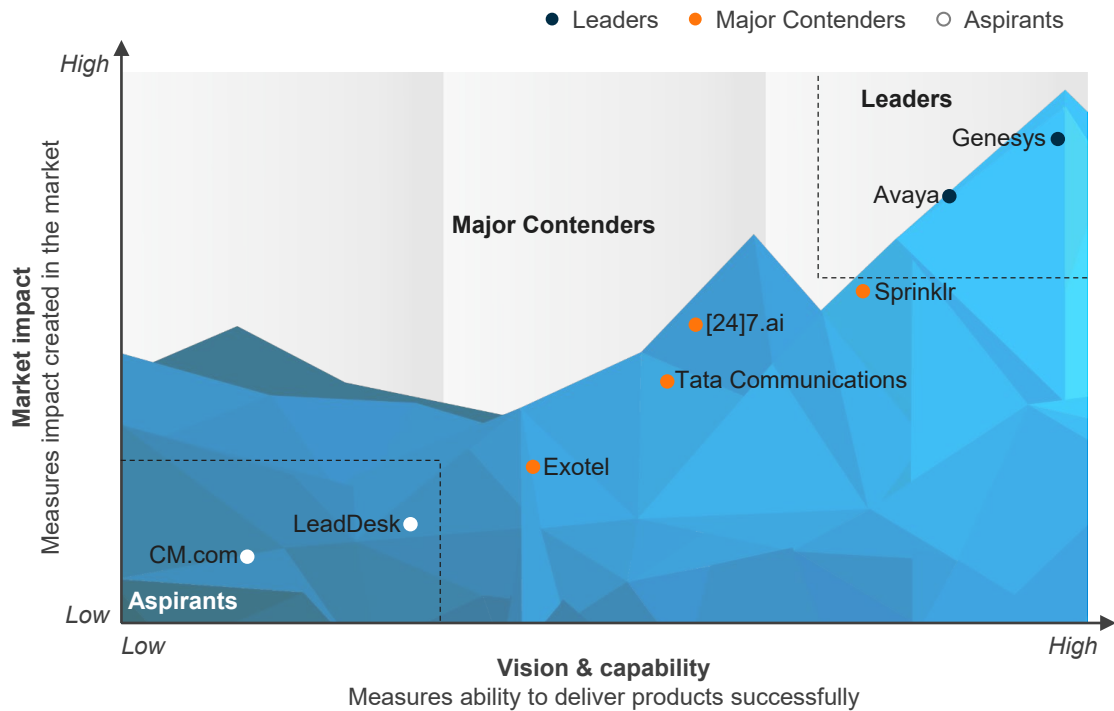
- **Leaders:** Avaya and Genesys
- **Major Contenders:** [24]7.ai, Exotel, Sprinklr, and Tata Communications
- **Aspirants:** CM.com and LeadDesk

Insights on competitive landscape

- Genesys and Tata Communications are among the leading technology providers across four geographies, while Avaya and Sprinklr are other leading technology providers across multiple geographies
- Avaya and Genesys lead in all the major industries; [24]7.ai and Sprinklr are the other leading technology providers across multiple industries
- Avaya, Genesys, and Tata Communications are the leading technology providers having a wide mix of buyers of different sizes and seating requirements

This study offers three distinct chapters providing a deep dive into key aspects of CCaaS market; below are three charts to illustrate the depth of the report

Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2023^{1,2}



1 Assessments for Avaya and Genesys include partial provider inputs and are primarily based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with its buyers
 2 Other notable providers for CCaaS are 8x8, Amazon Web Services (AWS), Cisco, Content Guru, Five9, NICE, Odigo, Talkdesk, Twilio, and Vonage
 Source: Everest Group (2023)

Capability assessment Illustrative example

Measure of capability: 🟡 Low ● High

Providers	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	CCaaS capabilities	Execution	Location footprint	Overall
Provider 1	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 2	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 3	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 4	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 5	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 6	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 7	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 8	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

Everest Group's remarks on providers Illustrative example

Measure of capability: 🟡 Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation and support	CCaaS capabilities	Execution	Location footprint	Overall
🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

- | | |
|---|--|
| <p>Strengths</p> <ul style="list-style-type: none"> Provider 1's CCaaS platform caters primarily to EMEA and North America. It has a rapidly growing client base across a multiple industries, including retail, healthcare, and banking It uses its proprietary offerings such as automated and assisted routing of voice, email, chat, and other messaging channels, with in-built IVR with speech recognition to collect information for routing. The platform also allows the customer a modular platform to modify these ontologies | <p>Areas of improvement</p> <ul style="list-style-type: none"> The majority of CCaaS provider 1's clients are enterprises with revenue less than US\$1 billion, and its ability to cater to requirements of large enterprises is relatively untested Its CCaaS platform does not have the capability to integrate UCaaS component with the CCaaS offering. This can deter buyers in the market who are seeking UCaaS and CCaaS integration in a single platform |
|---|--|

Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Reports title	Release date
Healthcare Customer Experience Management (CXM) Services in North America – PEAK Matrix® Assessment 2023	November 2022
Driving the Digital Wave and Advancing Contact Centers through Digital Customer Experience Management (CXM)	December 2022
Capturing the Post-pandemic Resurgence: Customer Experience Management (CXM) State of the Market Report 2023	December 2022
Healthcare Customer Experience Management (CXM) Services in North America – Provider Compendium 2023	January 2023
The Contact Center for Rapidly Scaling Organizations: Leveraging Service Providers to Unleash Growth	January 2023
Delivering Extraordinary Customer Experiences Using Conversational AI	January 2023
Africa on the Rise: The Next Frontier in Customer Experience Management (CXM)	March 2023
Engaging with Customers in the Metaverse – Turning Fantasy into Reality	April 2023
Impact Sourcing Adoption in the CXM Industry	April 2023
Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2023	May 2023
Customer Experience Management (CXM) – Provider Compendium 2023	Q2 2023
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Conversational AI (CAI) Technology Vendor Landscape with Products PEAK Matrix® Assessment 2023	Q2 2023
Customer Experience Management (CXM) Service Provider Landscape with PEAK Matrix® Assessment 2023 – Global, Americas, APAC, and EMEA	Q2 2023
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