

Contact Center-as-a-Service (CCaaS) – Provider Compendium 2023

June 2023: Complimentary Abstract / Table of Contents



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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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

Sharang Sharma, Vice President

Anubhav Das, Senior Analyst

Nimish Sharma, Analyst

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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 offers 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® Assessment 2023](#):

- **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 study provides a detailed view of technology providers' CCaaS offerings & capabilities; attached below are the charts to illustrate the depth of the report

Provider 1 profile (page 1 of 8) Overview

Company overview
 Provider 1 is a digital ecosystem enabler that powers today's fast-growing, customer-centric, omnichannel contact center solutions. Provider 1 provides a level of intelligence powered by cloud, mobility, Internet of Things (IoT), and artificial intelligence (AI) services.

Headquarters: Mumbai, India
Website: www.provider1.com

Key leaders

- Leader A, CEO
- Leader B, CFO
- Leader C, CDO
- Leader D, CMO

Key clients

- Client A
- Client B
- Client C
- Client D

Product overview
 With its omnichannel CCaaS offering, provider 1 provides business-critical, hosted cloud contact center solutions to drive fluid customer conversations, highly motivated agents, and enhanced business productivity.

Version number: N/A

Note: Operational and product-offering-related information as of December 2022. Source: Everest Group (2023)

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Provider 1 profile (page 2 of 8) Capabilities

Split of CCaaS volume mix by buyer industry

Split of CCaaS volume by region

Provider's location footprint (countries)

Center type Americas (North and Latin America)
Delivery/Operational centers Brazil, Canada, Mexico, and the US
Sales office Brazil, Canada, Mexico, and the US
Data centers US

1 Others include legal, professional services, logistics, Manufacturing & Infrastructure

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Provider 1 profile (page 3 of 8) Capabilities

Capability and offerings

Channels supported	Enterprise messenger (Skype, Cisco Jabber, Slack, MS Teams, etc.) SMS
Automatic call distribution	Ability to customize agent routing rules
IVR and self-service tools	Conversational AI capabilities in the form of virtual attendant, which acts as the first line of support by answering basic queries Drag and drop flow builder containing an extensive collection of pre-built flows and reusable menus
Inbound routing	Unified interaction panel for agents to see inbound interactions from different channels including email, social, chat, text, and voice Ability to recognize repeat customers and them to either the last agent they spoke with or the best-skilled agents to address their needs
Outbound management	Ability to design outbound call center campaigns, target, agent workloads, or campaigns Has in-built compliance controls for outbound calls

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Provider 1 profile (page 4 of 8) Capabilities

Capability and offerings

Unified agent desktop	Ability to access customer data and interact with a single window from all the integrated applications such as CRM and other internal systems
Telecom connectivity	Offers bundled cloud telephony along with contact center software components Has native SIP trunking capabilities to prevent fraudulent activities
Omnichannel	Ability to support interactions across channels including email, social, chat, text, and voice Offers an omnichannel suite that allows agents to handle customer interactions across any channel from mobile devices
Workforce performance	Shows an overview of the agent's schedule when they are falling behind Co-browsing capabilities that allows agents to assist customers
Workforce scheduling	Allows employees to view schedules, submit requests, and manage their own time
Quality assurance and compliance	Ability to record every interaction across channels and manage compliance and legal efforts for as long as needed

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Provider 1 profile (page 5 of 8) Capabilities

Capability and offerings

Monitoring and analytics	Ability to build native reports and dashboards (without exporting CSV data to third-party tools such as Power BI) Screen recording capability Speech analytics capabilities
Integrations	Natively integrates with all major CRM and ERP systems Offers an embedded CTI dialer that lets agents make phone calls directly inside a CRM application
Product training and support	By vendor
Implementation	Consulting services pre-implementation
Commercial model	Perpetual licensing (one-time upfront fee)

Key areas of enhancements in the latest product releases (as of Q4 2022)

- To offer its customers a more comprehensive solution, provider 1 has partnered with CX providers such as Foundever, to develop an end-to-end set of digital services for businesses, ranging from social listening and engagement to social media strategy and design. It also partnered with Twilio, a customer engagement platform, to integrate the Twilio voice and SMS technology into the platform.
- Based on the size and complexity of organizations, provider 1 offers various deployment options for its CCaaS platform, with different roll-out strategies and regional & market alignment.
- With the latest product release, provider 1 has offered over 650 enhancements in the platform, with features such as sub-brokering, full device co-browsing, insights manager, and profile impersonation, among others.
- Buyers have appreciated the unified platform for multiple channels, voice interface of the platform, and quick scalability of solutions based on customer requirements, along with customization options.

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Provider 1 profile (page 6 of 8) Capabilities

Capability and offerings

Monitoring and analytics	Ability to build native reports and dashboards (without exporting CSV data to third-party tools such as Power BI) Screen recording capability Speech analytics capabilities
Integrations	Natively integrates with all major CRM and ERP systems Offers an embedded CTI dialer that lets agents make phone calls directly inside a CRM application
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Provider 1 profile (page 8 of 8) Enterprise sourcing considerations – Major Contender

Measure of capability: Low ● High ●

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

Strengths

- Provider 1's CCaaS platform is built on its unified CXM platform comprising features such as omnichannel agent desktop, automatic call distribution, conversational IVR, AI-driven agent productivity tools and performance analytics, automated quality management, workforce management, and conversational AI and bots.
- It primarily serves clients in North America, followed by EMEA and APAC, from a variety of industries including telecom, technology, banking & finance, retail, and manufacturing & automobile. The clients served include both SMEs and large enterprises.
- Owing to its modular design and a shared code base with provider 1's suite of solutions, its platform offers extensive customizations of its platform based on varying customer needs.
- To offer its customers a more comprehensive solution, provider 1 has partnered with CX providers such as Foundever, to develop an end-to-end set of digital services for businesses, ranging from social listening and engagement to social media strategy and design. It also partnered with Twilio, a customer engagement platform, to integrate the Twilio voice and SMS technology into the platform.
- Based on the size and complexity of organizations, provider 1 offers various deployment options for its CCaaS platform, with different roll-out strategies and regional & market alignment.
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Limitations

- Provider 1 has limited experience in serving clients in the APAC region as its clients mostly belong to North America and EMEA.
- The platform does not offer a CCaaS component that can integrate with the CCaaS offering. This can deter buyers in the market seeking UCaaS and CCaaS integration in a single platform.
- New-age buyers looking for revenue-share or gain-share pricing through outcome-based pricing models will be deterred to opt for the provider's platform as it does not offer any outcome-based pricing model.
- The platform does not offer a screen recording facility that allows capturing the agent's screen during customer interaction. It can be a useful addition for agent training and monitoring purposes.
- No gamification tool for employee engagement is available on its platform presently, which can result in decreased agent motivation and engagement, and can ultimately impact overall business performance and customer satisfaction.
- Buyers have highlighted some improvement areas for the platform such as platform performance and data accuracy, pending product backlogs that affect the delivery of customized features, and high cost per license.

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Research calendar

Customer Experience Management (CXM) Services

Published Planned Current release

Reports title	Release date
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
Contact Center-as-a-Service (CCaaS) – Provider Compendium 2023	June 2023
Driving Data-Led Digital Customer Experience Management	Q3 2023
Customer Experience Management (CXM) – Provider Compendium 2023	Q3 2023
Conversational AI (CAI) Technology Vendor Landscape with Products PEAK Matrix® Assessment 2023	Q3 2023
Customer Experience Management (CXM) Service Provider Landscape with PEAK Matrix® Assessment 2023 – Global, Americas, APAC, and EMEA	Q3 2023
Customer Experience Management (CXM) State of the Market Report 2023 – Digital CXM Trends	Q3 2023

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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

Toronto
canada@everestgrp.com
+1-647-557-3475

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