

Conversational AI Technology – Provider Compendium 2023 – Update

December 2023: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

Customer Experience Management Services (CXM) and Service Optimization Technologies (SOT)

- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

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

Learn more about our
custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations,
risk, technologies

Locations: costs, skills,
sustainability, portfolios

Contents

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

Vaibhav Bansal, Vice President

Sharang Sharma, Vice President

Anish Nath, Practice Director

Divya Baweja, Senior Analyst

Uday Gupta, Senior Analyst

Karthi P, Senior Analyst

Pragya Sultania, Senior Analyst

Rashi Garg, Senior Research Specialist

1. Introduction and overview	5
• Research methodology	6
• Key information on the report	7
• Background of the research	8
2. Everest Group PEAK Matrix® for conversational AI	9
• PEAK Matrix® framework	10
• Everest Group PEAK Matrix® for conversational AI products 2023	13
• Characteristics of Leaders, Major Contenders, and Aspirants	14
• 2023 Star Performers	15
• Technology provider capability summary dashboard	16
3. Enterprise sourcing considerations	20
• Leaders	20
– Amelia	21
– Avaamo	29
– Kore.ai	37
– Omilia	45
– OneReach.ai	53
• Major Contenders	61
– Aivo	62
– CM.com	70
– Cognigy	78
– Creative Virtual	86
– Druid	94

Contents

• Major Contenders (continued)	
– Gnani.ai	102
– Gupshup	110
– Hyro	118
– Konverso	126
– Laiye	134
– Leena AI	142
– NICE	149
– NTT DATA	156
– Sprinklr	164
– Uniphore	172
– Ushur	180
– Yellow.ai	188
• Aspirants	196
– Engati	197
– Exotel	202
– Rezolve.ai	210
4. Appendix	218
• Glossary	219
• Research calendar	220

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 assess conversational AI products in the market that are available independent of professional services. The objective of this report is to provide key stakeholders with a snapshot of the conversational AI offerings and capabilities of technology providers. In this report, we present detailed profiles of 25 leading conversational AI technology providers featured on the [Conversational AI Products PEAK Matrix® Assessment 2023](#). This report assists conversational AI buyers in selecting providers that can best serve their needs. It also allows technology providers to compare their offerings, capabilities, strengths, and limitations with other providers in the marketplace.

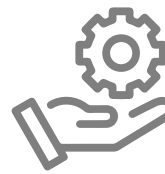
Each technology provider profile covers the following details of providers' conversational AI offerings and capabilities:

- Company overview
- Product overview & partnerships
- Recent deals & announcements
- Market adoption & client portfolio mix
- Product features & functionalities and key enhancements
- Measure of capabilities across PEAK Matrix® dimensions
- Technology provider partner ecosystem
- Key strengths & limitations for technology providers

Scope of this report



Geography
Global



Product
Conversational AI



Technology Providers
25 leading conversational
AI technology providers

Overview and abbreviated summary of key messages

This report features detailed profiles of 25 leading conversational AI technology providers to assist conversational AI buyers in selecting providers that can serve their needs. It allows technology providers to compare their offerings, capabilities, strengths, and limitations with other providers in the marketplace.

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

Conversational AI Products PEAK Matrix® Assessment 2023

The 2023 conversational AI products PEAK Matrix® positioning is as follows:

- **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

Profiles of conversational AI Leaders, Major Contenders, and Aspirants

Each technology provider profile covers the following details of providers' conversational AI offerings and capabilities:

- Company overview
- Product overview & partnerships
- Recent deals & announcements
- Market adoption & client portfolio mix
- Product features & functionalities and key enhancements
- Measure of capabilities across PEAK Matrix® dimensions
- Technology provider partner ecosystem
- Key strengths & limitations for technology providers

The conversational AI compendium report has over 25 provider profiles/buyer case studies/architecture of the survey questionnaire, etc.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 1 of 8) Overview

Company overview
 Provider 1 is a customer conversation platform and a KY effective end-to-end VoIP telephony services, making it XYZ and has a cloud-based product suite that drives co Africa. Today, the omnichannel contact center, commu some of the fastest-growing businesses in emerging co.

Headquarters: Bangalore, India

Key leaders

- XYZ, Co-founder and CEO
- XYZ, Co-founder and COO
- XYZ, Co-founder and CCO

Key clients include: AB

Product overview
 Provider 1 offers multiple products for different purposes customers across all digital channels. Chatbot helps imp This helps streamline customer support and cut cost will journeys on customers' preferred channels. XYZ provides times and higher customer satisfaction. Users can also t

Version number: Not disclosed
Release date: Not disclosed

Note: Operational and product-offering-related information as of Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Gk.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 2 of 8) Overview

Split of conversational AI volume mix by buyer

Split of conversational AI volume mix by buyer

Provider's location footprint (countries)

Center type	Americas (North and La
Delivery/Operational centers	Not available
Sales office	Not available

Note: Operational information as of December 2022, collected t Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Gk.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 3 of 8) Overview

Provider's location footprint (countries)

Center type	Americas (North and La
Delivery/Operational centers	Not available
Sales office	Not available

Note: Operational information as of December 2022, collected t Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Gk.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 4 of 8) Capabilities

Capability and offerings	Details
Channels supported	Enterprise messenger (Skype, Slack, MS Teams, etc.) SMS Web RTC applications (Zoom, Amazon Chime, etc.)
Deployment	Off-the-shelf conversational /
Conversation flow development	Visual drag-&-drop developm creates a flow of conversation. Ability to possess A/B testing testing capabilities.
Conversational intelligence	Provide dynamic response. Ability to alter its voice type (speed, dictation, etc.) based preference. Ability to process inputs in di image, PDF, etc.)
Sentiment analysis	Ability to assess emotional st
Context handling	Ability to remember context f

Note: Product-offering-related information as of March 2023, co Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Gk.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 5 of 8) Capabilities

Capability and offerings	Details
Image recognition	Ability to recognize objects, v
Other AI/cognitive capabilities	Ability to send push notificat
Intent extraction	Ability to extract intent from k
Agent-assist capabilities	Built-in agent-assist capabili. Ability to generate transcript. Ability to automatically detect customer's language
Language	Ability to switch language m
Training of virtual agent	Capability to allow user/agen
Knowledge management	Ability to ingest FAQs in the Classroom training
Interoperability	Flexibility in the platform to k

Note: Product-offering-related information as of March 2023, co Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Gk.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 6 of 8) Capabilities

Capability and offerings	Details
Monitoring and improvements	Automatically detect degrad. Customer analytics to cross. Ability to track and report co issues.
Large Language Models (LLMs) / Generative AI	Ability to leverage LLMs / ge of conversation
Hosting options	Server/on-premise
Client training	Training and certification by Classroom training
Commercial model	Fixed capacity-based

Key areas of enhancements in the latest product release
 Not disclosed

Note: Product-offering-related information as of March 2023, co Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Gk.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 7 of 8) Technology provider partner ecosystem

Key partnerships

Note: Operational and product-offering-related information as of Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Gk.

Conversational AI Products – Provider Compendium 2023

Provider 1 profile (page 8 of 8) Everest Group assessment – Major Contender and Star Performer

Market impact

Market adoption	Portfolio mix	Value delivered	Overall
Low	Medium	High	High

Vision & capability

Vision and strategy	Implementation and support	Conversational capabilities	Execution	Breadth of services	Overall
High	High	High	High	High	High

Strengths

- Provider 1 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 (CEA) 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 LINC conversational flow builder to create workflows.
- Provider 1 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 Service Architecture (DISA) to enable object detection, document processing, and information extraction from unstructured documents.
- Provider 1 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.
- Provider 1 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 Usahar for its partnership-driven approach and swift time to market.

Limitations

- Provider 1'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 Provider 1 could improve its reporting capabilities.
- Provider 1 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 Provider 1 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.

Note: Operational and product-offering-related information as of Source: Everest Group (2023)
 Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc. | EGR-2023-21-R-0209

Research calendar

Customer Experience Management (CXM) Services

■ Published ■ Planned ■ Current release

Reports title	Release date
Talent Demand Trends India IT Services – H2 2022	May 2023
Generative AI: The New Age of Artificial Intelligence	May 2023
Contact Center-as-a-Service (CCaaS) – Provider Compendium 2023	June 2023
BPS Top 50 – 2023	June 2023
Customer Experience Management (CXM) Service PEAK Matrix® Assessment 2023	September 2023
Conversational AI (CAI) Products PEAK Matrix± Assessment 2023	September 2023
Unleashing the Power of Data and Artificial Intelligence in Customer Experience Management	October 2023
Playing to Win: Transforming Agent Experience with Gamification	October 2023
Conversational AI Technology – Provider Compendium 2023 – Update	November 2023
Customer Experience Management (CXM) – Provider Compendium 2023	Q4 2023
Harnessing the Combined Power of Generative AI and Conversational AI for Superior Customer Experience	Q4 2023
Customer Experience Management (CXM) State of the Market Report 2023 – Overall Market Trends	Q4 2023
Customer Experience Management (CXM) State of the Market Report 2023 – Digital CXM Trends	Q4 2023
Customer Experience Services: Buyer Experience and Satisfaction	Q4 2023
Enterprise Readiness for Generative AI in CXM	Q4 2023

Note: [Click](#) to see a list of all of our published Customer Experience Management (CXM) Services reports

Research calendar

Service Optimization Technologies (SOT)

Published Planned Current release

Reports title	Release date
Continuous Process Improvement in Action – Process Mining State of the Market 2023	July 2023
Conversational AI Products PEAK Matrix® Assessment 2023	September 2023
Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2023	October 2023
Conversational AI Technology – Provider Compendium 2023 – Update	November 2023
Conversational AI – State of the Market 2023	Q4 2023
Robotic Process Automation (RPA) – State of the Market 2023	Q4 2023
Intelligent Document Processing (IDP), Banking IDP, and Insurance IDP Products PEAK Matrix® Assessments 2024	Q1 2024
Intelligent Process Automation (IPA) PEAK Matrix® Assessment 2024	Q1 2024
Intelligent Automation in ESG	Q1 2024
Intelligent Automation Platform (IAP) Total Value Added (TVA) Assessment 2024	Q1 2024
Intelligent Process Automation (IPA) Solutions – Provider Compendium 2024	Q2 2024
Process Mining Products PEAK Matrix® Assessment 2024	Q2 2024
Intelligent Document Processing (IDP), Banking IDP, and Insurance IDP Products – Provider Compendium 2024	Q2 2024
Low-code/no-code API-based Automation	Q2 2024
Process Mining – Technology Provider Compendium 2024	Q2 2024

Note: [Click](#) to see a list of all of our published Service Optimization Technologies (SOT) reports



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Stay connected

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
+1-214-451-3000

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.

Website
everestgrp.com

Social Media
 @EverestGroup
 @Everest Group
 @Everest Group
 @Everest Group

Blog
everestgrp.com/blog

NOTICE AND DISCLAIMERS

IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.