



Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2024

October 2024: Complimentary Abstract / Table of Contents



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- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
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Contents

4	Introduction and overview	27	Major Contenders
5	Research methodology	28	8x8
6	Key information on the report	30	Amazon Web Services
7	Introduction	32	Avaya
8	Executive summary	34	Cisco
9	Summary of key messages	36	Content Guru
10	CCaaS PEAK Matrix® characteristics	38	Exotel
11	PEAK Matrix framework	40	GoTo
12	Products PEAK Matrix evaluation dimensions	42	RingCentral
13	Everest Group PEAK Matrix for CCaaS Products 2024	44	Salesforce
14	Characteristics of Leaders, Major Contenders, and Aspirants	46	Sprinklr
15	Other notable providers for CCaaS	48	Tata Communications
16	Technology provider capability summary dashboard	50	Twilio
20	Enterprise sourcing considerations	52	Vonage
20	Leaders	54	Aspirants
21	Five9	55	CM.com
23	Genesys	57	LeadDesk
25	NICE	59	Appendix
		60	Glossary
		62	Research calendar

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Introduction

The Contact Center-as-a-Service (CCaaS) market is evolving rapidly as enterprises increasingly recognize the value of delivering superior Customer Experiences (CX) through flexible, scalable, and integrated cloud-based solutions. Everest Group defines CCaaS as a licensable, cloud-based platform that enables the management of omnichannel customer interactions through features such as Automatic Call Distribution (ACD), Interactive Voice Response (IVR), agent-assist, and self-service tools. These platforms offer seamless integration with CRM systems, Cloud Data Platforms (CDPs), enterprise systems of record such as ERP, ITSM systems, and automation tools, making them essential for modern CX strategies.

The rise of generative AI (gen AI) has further transformed the CCaaS landscape, driving innovation in areas such as agent-assist solutions, knowledge management, workforce management, and quality assurance. CCaaS providers are increasingly integrating their CCaaS and Unified Communications-as-a-Service (UCaaS) offerings into comprehensive business communication suites. The CCaaS market is also experiencing a surge in strategic partnerships, with technology giants such as Microsoft and

Google expanding the ecosystem and providing enterprises with a diverse range of integrated solutions to strengthen their CXM strategies. In this research, we present an assessment and detailed profiles of 18 CCaaS providers featured on the Contact Center-as-a-Service (CCaaS) PEAK Matrix® for 2024. Each provider profile provides a comprehensive picture of its key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, 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 18 leading CCaaS providers featured on the CCaaS PEAK Matrix®:

- **Leaders:** Five9, Genesys, and NICE
- **Major Contenders:** 8x8, Amazon Web Services, Avaya, Cisco, Content Guru, Exotel, GoTo, RingCentral, Salesforce, Sprinklr, Tata Communications, Twilio, and Vonage
- **Aspirants:** CM.com and LeadDesk

Scope of this report

Geography: Global

Industry: All

Products: Contact Center-as-a-Service (CCaaS)

Overview and abbreviated summary of key messages

Contact Center-as-a-Service (CCaaS) is a licensable, cloud-based solution offering seamless integrations 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:

CCaaS provider landscape in the CCaaS PEAK Matrix® 2024

The 2024 Contact Center-as-a-Service (CCaaS) PEAK Matrix® positioning is as follows:

- **Leaders:** Five9, Genesys, and NICE
- **Major Contenders:** 8x8, Amazon Web Services, Avaya, Cisco, Content Guru, Exotel, GoTo, RingCentral, Salesforce, Sprinklr, Tata Communications, Twilio, and Vonage
- **Aspirants:** CM.com and LeadDesk

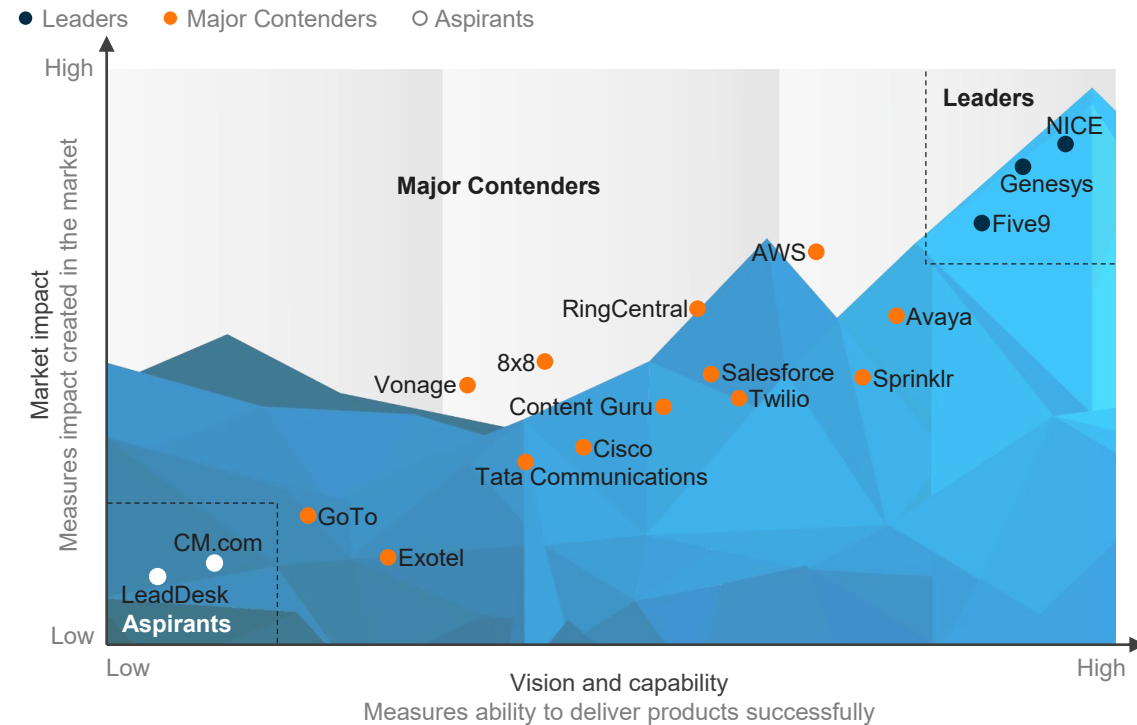
Insights on competitive landscape

- NICE and Genesys lead the CCaaS market in revenue and offer the most comprehensive cloud solutions, followed by Five9 and Amazon
- NICE, Genesys, Amazon, Salesforce, Sprinklr, Five9, and Avaya are leading providers in integrating advanced gen AI technologies into their CCaaS solutions, with substantial investments in AI capabilities and innovative use cases
- NICE, Genesys, Five9, Amazon, 8x8, Avaya, Cisco, Sprinklr, Vonage, Twilio, and Tata Communications are leading technology providers with extensive experience in serving buyers of various sizes and contact center seat mix

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

Everest Group PEAK Matrix® Assessment 2024

Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2024^{1,2}



¹ Assessments for Amazon Web Services, Avaya, Cisco, Content Guru, Genesys, Salesforce, Twilio, and Vonage 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 Assessments for 8x8, Five9, LeadDesk, and RingCentral include secondary 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
 Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: ☉ Low ● High

Providers	Market impact				Vision and 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	●	●	●	●	●	●	●	●	●	●

Everest Group's remarks on providers

Illustrative example

Measure of capability: ☉ Low ● High

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

Strengths

- 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

Limitations

- 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	Current release	Planned
Reports title	Release date		
Customer Experience Management (CXM) Services CXO Insights: Key Issues Report 2024			February 2024
Generative AI in CXM: Assessing Enterprise Readiness for this Disruptive Transformation			March 2024
An Enterprise Take on Providers in an Ever-changing Economic and Technology Climate			March 2024
The Role of Strategic Partnership Management and Rebadging in Enhancing Customer Satisfaction			June 2024
Future-ready Customer Experiment Management (CXM): Trends Driving the BFSI Industry			June 2024
Are Consumers Ready for Generative AI-augmented Interactions?			June 2024
The Indispensable AI Duo: Transforming Experiences with Generative AI and Conversational AI (CAI)			June 2024
Leveraging AI to Enhance Customer Experience in Highly Regulated Industries			July 2024
Conversational AI Products PEAK Matrix® Assessment 2024			July 2024
Strategic Horizons: Mapping the CXM Outsourcing Landscape for English Support in Africa			August 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – Americas			August 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – APAC			September 2024
Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2024 – EMEA			September 2024
Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2024			October 2024
Customer Experience Management (CXM) State of the Market 2024			Q4 2024
Conversational AI (CAI) State of the Market 2024			Q4 2024
Sales Services PEAK Matrix® Assessment 2024			Q4 2024

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