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

October 2024: Complimentary Abstract / Table of Contents

PEAK MATRIX®

Customer Experience Management Services

Everest Group®

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- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
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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

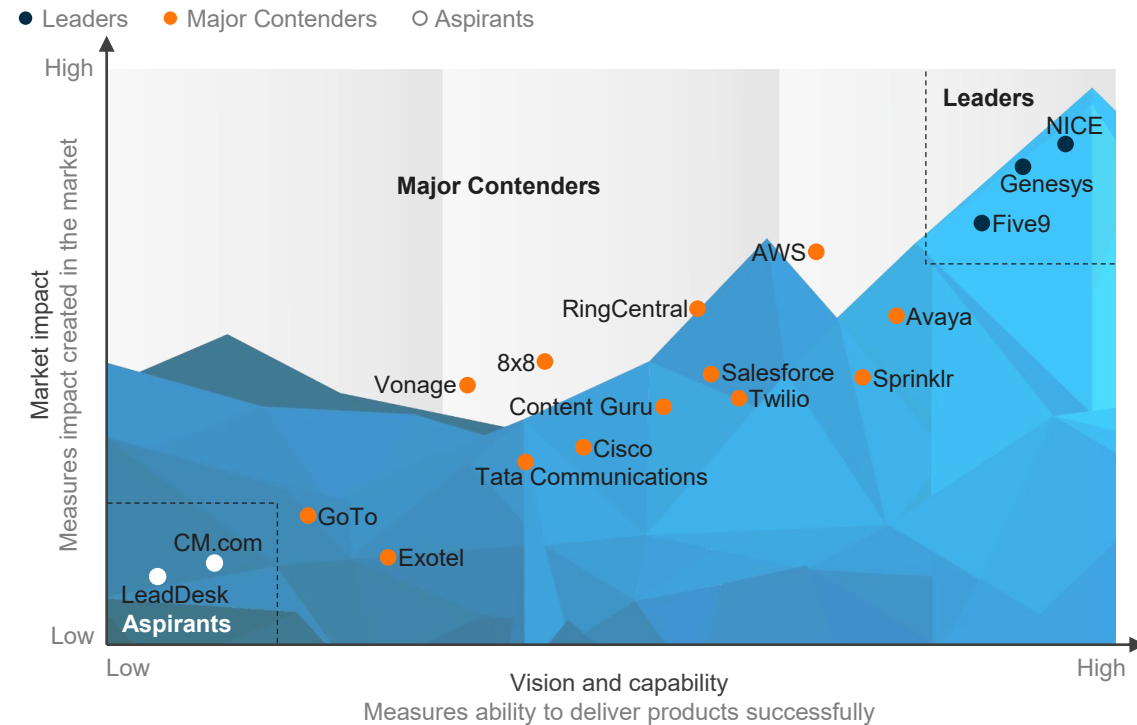- **Aspirants:** CM.com and LeadDesk

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

Illustrative example

Contact Center-as-a-Service (CCaaS) PEAK Matrix® Assessment 2024[1,2]

● Leaders   ● Major Contenders   ○ Aspirants

Leaders

- NICE
- Genesys
- Five9

Major Contenders

- AWS
- RingCentral
- Avaya
- 8x8
- Vonage
- Salesforce
- Twilio
- Sprinklr
- Content Guru
- Cisco
- Tata Communications
- GoTo
- Exotel
- CM.com

Aspirants

- LeadDesk

Market impact
Measures impact created in the market
(High / Low)

Vision and capability
Measures ability to deliver products successfully
(Low / High)

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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