Contact Center-as-a-Service MetriRank 2023

metrigy
MetriRank 2023

Q3
2023

Diane Myers

Principal Analyst
Metrigy

Contributors:
Robin Gareiss, CEO & Principal Analyst
Beth Schultz, VP of Research & Principal Analyst

Table of Contents

Executive Summary

Metrigy's global Customer Experience MetriCast 2023 market size and forecast study, conducted with 1,695 companies, finds that nearly 51% have a contact center platform in place. Of those, 32% utilize Contact Center as a Service (CCaaS); the remaining 68% either use a single-server hosted platform that is managed by a third-party partner or they use, own, and manage an on-premises contact center platform at their own or a hosting provider's location. Although the majority of contact center agent licenses are for on-premises platforms, the adoption trend is toward CCaaS, which allows improved flexibility and scalability, the ability to move to an OpEx model, quicker access to enhanced capabilities, deep analytics, and customer insights across digital channels. In this CCaaS MetriRank report, Metrigy examines the leading providers.

The global market for CCaaS was *$5.6 billion in 2022*, up 30% year-over-year. Metrigy forecasts the market to *grow at a 12% CAGR from 2022 to 2027, reaching $9.7 billion by 2027*. The CCaaS market is highly competitive, with providers of varying sizes, capabilities, and reach—some are global, and others are regional. Some providers are large and have broad portfolios, and others are smaller, with niche offerings.

In determining companies in the CCaaS MetriRank, market share is important to overall leadership score, but financial strength and customer sentiment are most significant at setting providers apart in the rankings. Having the right mix of features and capabilities is critical, although most of the top-tier providers share common capabilities today. However, 2023 is shaping up to be an important year of enhanced product development, particularly around artificial intelligence (AI), which will become a significant factor moving forward.

The top five are as follows:

1 **NICE** is the undisputed leader in our inaugural CCaaS MetriRank report, with the largest market share, strong financials, and full marks for product mix. NICE has a commanding lead on the field, putting it in a good position to continue top performance over the next few years.

2 Right behind NICE comes **Five9**. As a pure-play CCaaS provider, Five9 is highly focused on delivering the right mix of capabilities. While third in market share, Five9 gets an important boost because of its customer sentiment score.

3 **Cisco** is only the ninth-largest CCaaS provider, but it gets a big jump from its financial strength and customer sentiment, placing it third in the ranking. With a history in on-premises contact center solutions, Cisco has an installed base of businesses to migrate to the cloud, which also gives the company an advantage.

4 **Genesys** is the fourth-ranked provider. It has the second-largest CCaaS market share, a strong product mix, and above-average market momentum. Genesys has gone all-in with CCaaS, announcing in 2022 that it will discontinue the sale of new licenses for some of its on-prem products in 2023.

5 **8x8** rounds out the top five providers through continued growth of its installed base and a strong customer sentiment score. 8x8, widely known as a Unified Communications-as-a-Service (UCaaS) provider, has been successful selling UC and contact center as an integrated platform. It has a strong proposition for businesses seeking a single-vendor solution across both domains.

About the Study

The purpose of this MetriRank study is to evaluate leading CCaaS providers on a fixed set of criteria to assess which are best positioned to succeed in the long term. Metrigy defines CCaaS as customer interaction software delivered as a service over a cloud-based platform; this includes Automatic Call Distributors (ACDs), Interactive Voice Response (IVR), predictive dialer, AI, channel integration, etc. CCaaS solutions are typically multi-tenant, with today's platforms developed by service providers to run in the cloud using microservices architecture.

Metrigy identified the largest providers, measured by revenue market share, and then evaluated them on the following five criteria:

Financial strength	Market share momentum	Product mix	Customer sentiment	Customer business success
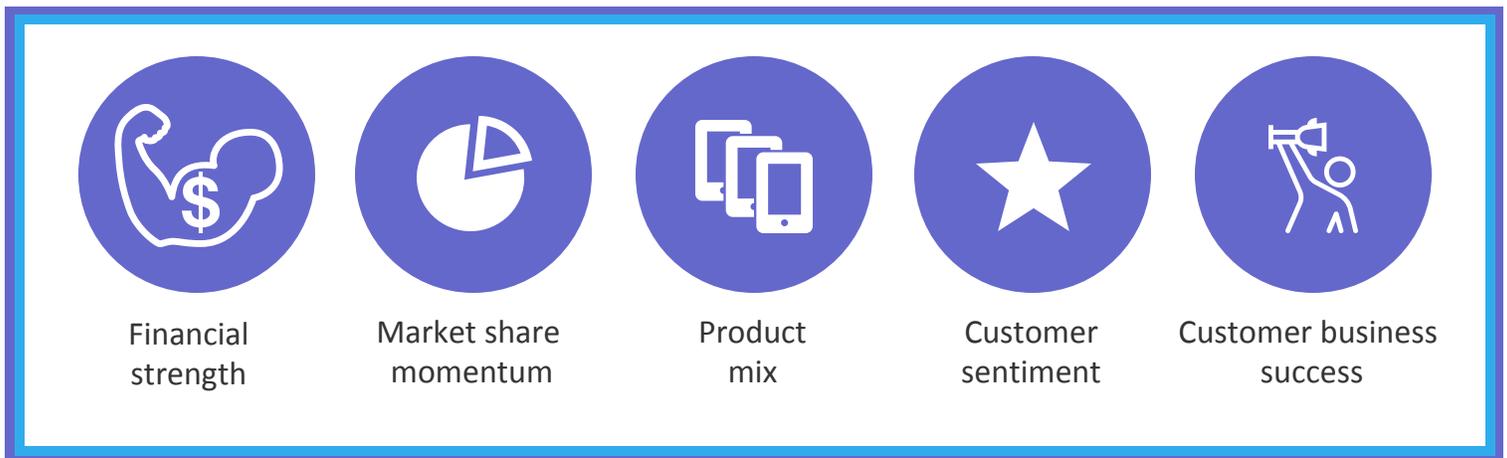
Please see the Methodology section in the Appendix for definitions and weighting for each criterion and a full description of how Metrigy evaluates each provider.

Metrigy rated each service provider in each of the five areas on a five-point scale, and then applied a weighting; see Methodology for the specific rating definitions for each metric and the weights assigned. The following are general definitions:

5	4	3	2	1
Leader	Challenger	Average	Underdog	Laggard
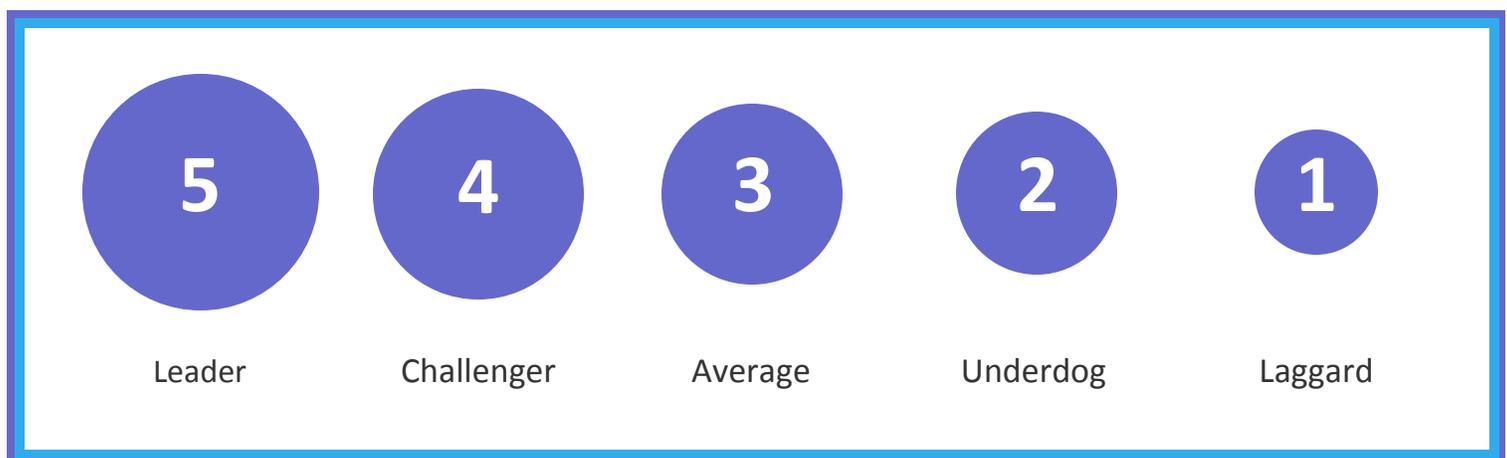
Metrigy then tallied the individual criteria scores for each provider to determine their overall leadership score.

CCaaS Leadership

CCaaS is the fastest-growing contact center platform option, delivering cost-effective services with sophisticated product features for small, midsize, and large companies. The competitive landscape is broad enough for businesses to find the right option for their unique requirements; various providers focus on specific size, regional, and vertical segments. Businesses of all sizes are evaluating a migration to more flexible, feature-rich, and cost-effective solutions.

When it comes to baseline features and capabilities—including ACDs and IVR along with add-ons such as analytics, supervisor monitoring, and text-to-speech software—there is little differentiation among CCaaS offerings. Rather, providers are competing for enhancements around conversational AI, agent assist, marketing automation, workforce optimization, visual engagement, Application Programming Interfaces (APIs) and integrations, and unified data layers, as well as, in some cases, to be the single-vendor platform for CCaaS, UCaaS, and/or Customer Relationship Management (CRM). CCaaS providers partner, acquire, and/or develop these capabilities organically, all with benefits and challenges. Although contact center managers seek modern solutions, they also need highly reliable and secure services, which are ultimately reflected in customer satisfaction.

Top Providers

NICE is the CCaaS MetriRank leader in this inaugural report, earning the highest possible scores in market share, financial strength, and product mix. Five9 comes in second, with high marks in customer sentiment and product mix and third overall market share. Closely behind Five9 is Cisco, which had the highest possible financial strength score and a strong customer sentiment score. Genesys and 8x8 rounded out the top five CCaaS providers. Genesys ended 2022 with the second-largest market share and high marks for product mix. 8x8 stands apart with the highest possible scores for customer sentiment and customer business success—a testament to the company's strong product and support focus.

Three of the providers—NICE, Cisco, and Genesys—are traditional platform vendors. This gives them a critical advantage of an installed base of contact center customers to whom they can upsell to CCaaS. These three vendors all fall in the top four of our ranking, illustrating the importance of existing contact center customers and long history in delivering contact center solutions that gives these companies expertise that is not easily replicated.

Two of the providers—Five9 and Talkdesk—are pure-play CCaaS providers that developed cloud-based contact center solutions as their heritage. They were ahead of the game in developing born-in-the-cloud solutions without the burden of trying to retrofit on-premises platforms from the cloud. Both providers know what it takes to build and run CCaaS solutions. Led by strong customer sentiment scores, Five9 is No. 2 in the rankings for this inaugural report. Talkdesk is No. 10.

CCaaS Leadership - Top Providers

Most UCaaS providers have branched into CCaaS in some form or another over the past five years, and in some cases the contact center solutions have become more important that the UC portion of their integrated platforms. In fact, 66.9% of the 641 companies in Metrigy's Customer Experience Optimization: 2023-24 global study said the contact center carries more weight in vendor selection when buying a combined UC/contact center platform. MetriRank No. 5 provider 8x8, No. 6 Vonage, and No. 7 Dialpad have added CCaaS to their portfolios. (Cisco also offers UCaaS and CCaaS, but it started in the contact center world as an on-premises platform provider.) In Metrigy's Customer Experience MetriCast 2023 study, 50% of companies indicated they are using the same vendor for UC and contact center—clearly a competitive advantage for those offering a single integrated platform. Other IT and CX leaders prefer a best-of-breed approach, selecting the best provider for each platform and then handling the integration on their own.

The remaining three CCaaS providers—No. 8 Sprinklr, No. 9 AWS, and No. 11 Twilio—come from various cloud backgrounds. Sprinklr evolved its expertise in social monitoring and customer insights into a larger portfolio of CX solutions, including CCaaS. AWS, which has the biggest market share of the three, has the strongest ties to cloud infrastructure and cloud computing services. Lastly, Twilio started as a leader in Communications Platform as a Service (CPaaS) and APIs, which it parlayed into a few stand-alone products, including CCaaS.
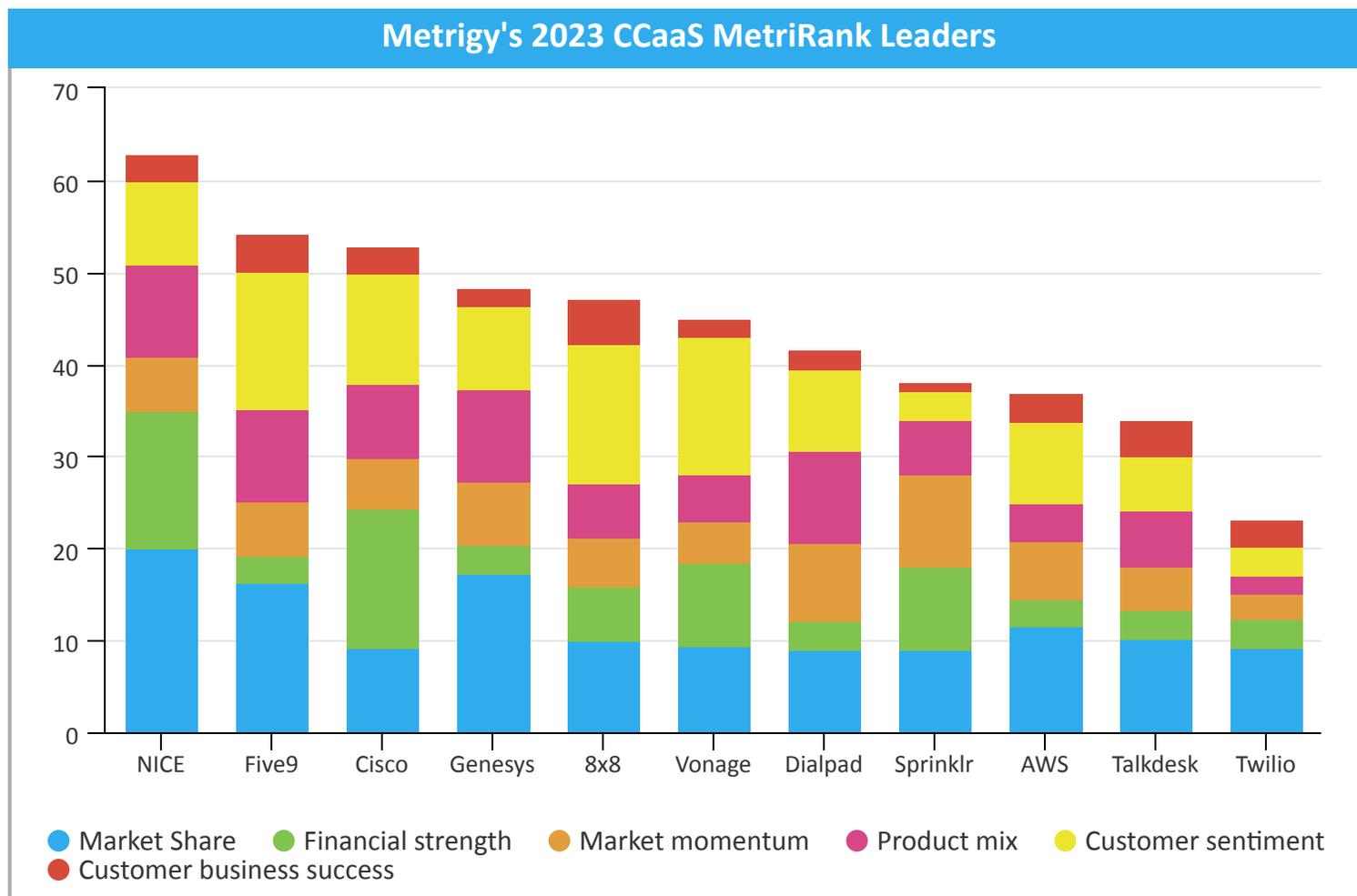

Figure 1: Metrigy's 2023 CCaaS MetriRank Leaders

CCaaS Leaders - Top Providers

Score Breakdown for Metrigy's 2023 CCaaS MetriRank Leaders							
CCaaS Provider	**Market share**	**Financial strength**	**Market momentum**	**Product mix**	**Customer sentiment**	**Customer business success**	**Total score**
NICE	20.0	15.0	5.9	10.0	9.0	3.0	**62.9**
Five9	16.3	3.0	5.9	10.0	15.0	4.0	**54.2**
Cisco	9.3	15.0	5.6	8.0	12.0	3.0	**52.9**
Genesys	17.4	3.0	7.0	10.0	9.0	2.0	**48.4**
8x8	10.0	6.0	5.2	6.0	15.0	5.0	**47.2**
Vonage	9.5	9.0	4.6	5.0	15.0	2.0	**45.2**
Dialpad	9.1	3.0	8.5	10.0	9.0	2.0	**41.6**
Sprinklr	9.1	9.0	10.0	6.0	3.0	1.0	**38.1**
AWS	11.6	3.0	6.3	4.0	9.0	3.0	**36.9**
Talkdesk	10.3	3.0	4.8	6.0	6.0	4.0	**34.2**
Twilio	9.3	3.0	2.9	2.0	3.0	3.0	**23.3**

Figure 2: Score Breakdown for Metrigy's 2023 CCaaS MetriRank Leaders

Providers to Watch

Avaya, Content Guru, Microsoft, Salesforce, UJET, Zendesk, and Zoom did not make the 2023 CCaaS MetriRank, but are worth tracking.

- Avaya has more than 50 years of innovation and engagement within the on-premises contact center market that cannot be ignored. Avaya's recent emergence from bankruptcy with a strong cash position and new leadership bodes well for its aggressive plans for developing and selling CCaaS.
- Microsoft and Zoom have momentum and leadership within the enterprise communications and collaboration space that they are looking to extend with CCaaS. Zoom did so with the February 2022 launch of a CCaaS service, to which it has quickly added features so that it is reasonably competitive with others in this market. Its primary benefit is tight integration of the contact center solution with its voice and video services. Microsoft has certified various providers, such as Anywhere365, Enghouse Interactive, and others, to integrate Teams with their contact center solutions. Additionally, Microsoft introduced its own contact center platform in July 2022.
- UJET, which launched in 2015, developed a contact center platform innovative enough to attract Google as an investor and partner. As part of the partnership, Google built its Contact Center AI (CCAI) Platform, a CCaaS solution released in October 2022, using the UJET technology. The partnership gives UJET an important advantage in AI development and go-to-market credibility. UJET also has excelled with mobile enablement for contact center interactions, leveraging smartphones to simplify identity verification and ease image sharing, for example.

CCaaS Leaders - Providers to Watch

- Content Guru, owned by holding company Redwood Technologies Group, was founded in 2005. Significant growth over the past few years has placed it just outside the top 11. Based in the U.K., the CCaaS provider has had success in Europe with key partners such as Vodafone and KPN, and is growing its presence across North America and Asia. The company has been able to diversify its sales, moving from direct sales accounting for the majority of its business just a few years ago to roughly 80% of all new business coming from its indirect channels today. This has enabled the company to grow down-market with smaller companies.
- Salesforce and Zendesk have a legacy in the CRM world, but they are making strides in the CCaaS adjacency. Salesforce, in particular, has added tightly integrated digital channels, analytics, and AI capabilities into its customer engagement solutions. Customers typically partner with a CCaaS provider (Amazon Connect is the go-to for Salesforce, though others are supported) for voice.

CCaaS Provider Profiles

NICE

Israel-based NICE, one of the oldest companies in the CCaaS MetriRank, was founded in 1986 with the goal of digitizing unstructured data. In 1991, the company expanded into the customer service market and the public safety sector. In 2016, NICE acquired inContact for its cloud contact center offering, which became the cornerstone of its CCaaS platform. Through other acquisitions, including Mattersight in 2018 for analytics; partnerships with companies such as Google, for AI and Chrome OS optimization; and internal development, NICE has become the largest CCaaS provider based on revenue market share at the end of calendar-year 2022. Its strong market share, financial strength, and product mix give it top marks in the CCaaS MetriRank. NICE also has slightly above-average market momentum and customer business success scores.

Publicly traded on the Tel Aviv Stock Exchange since 1991 and NASDAQ since 1996, NICE has the highest financial strength score possible in the rankings. Across our four financial metrics—liquidity, solvency, operating efficiency, and profitability—NICE has solid ratios with a strong net margin. This financial strength places NICE in a unique position among many of its peers, which are not profitable and have negative operating margins. With continued revenue growth, a strong gross margin, and positive operating cash flow, NICE can invest in further product development and/or acquisitions, channel activity, and market expansion better than most of its competition.

NICE's CCaaS offering is based on its cloud platform, CXone, in combination with its Enlighten AI platform. CXone combines journey orchestration for voice and data channels, tightly integrated IVR, digital capabilities, chatbots, conversational AI, knowledge management, agent assist, customer journey analytics, workforce engagement management (WEM), and automation solutions. A key component of the solution is enabling smart self-service through the entire customer journey, while providing an omnichannel experience. Analytics and automation are core pieces to enable predictive and proactive customer service, as well as workforce automation.

Enlighten AI is a platform that integrates a unified data layer to fuel NICE's AI (including generative AI) and analytics applications. Architecturally, it sits on top of CXone and a Unified Data Layer and helps with everything from self-service to agent empowerment to journey orchestration. NICE has developed hundreds of AI models for specific horizontal and vertical intents and sub-intents. Recent portfolio additions are Enlighten Autopilot, providing next-generation self-service; Enlighten Copilot, for live agent guidance; and Enlighten Actions, for optimizing automation.

NICE offers a variety of pre-built integrations in the key areas of UCaaS and CRM. For UCaaS, it offers integrations for BluIP, GoTo, Microsoft, RingCentral, and Zoom. For CRM, it offers integrations for Bullhorn, Microsoft, Oracle, Salesforce, ServiceNow, SugarCRM, and Zendesk. In addition, NICE is a Microsoft ISV Connect Partner and part of the Microsoft Teams Connected Contact Center Certification program, and also offers workforce management, recording, and workforce optimization integration solutions for Amazon Connect. NICE also offers APIs that developers can use to build their own integrations and applications for use with CXone.

CCaaS Provider Profiles

NICE markets CXone globally, selling predominantly through channel partners and seeing strong year-over-year sales across all regions. NICE management has been clear that its strategic priority is to expand CCaaS market share and capitalize on AI opportunities while maintaining profitable growth. Given its commanding market share lead, prowess in product development, and financial strength to get it to the next levels, NICE is positioned to maintain its No. 1 position in the CCaaS market.

For customer sentiment and customer business success, NICE scores average in both areas. Across the eight customer sentiment categories, NICE received two notably high ratings relative to the other report leaders, for platform reliability and AI capabilities. With regards to customer business success across four categories, NICE's customers saw the most success in improved customer ratings.

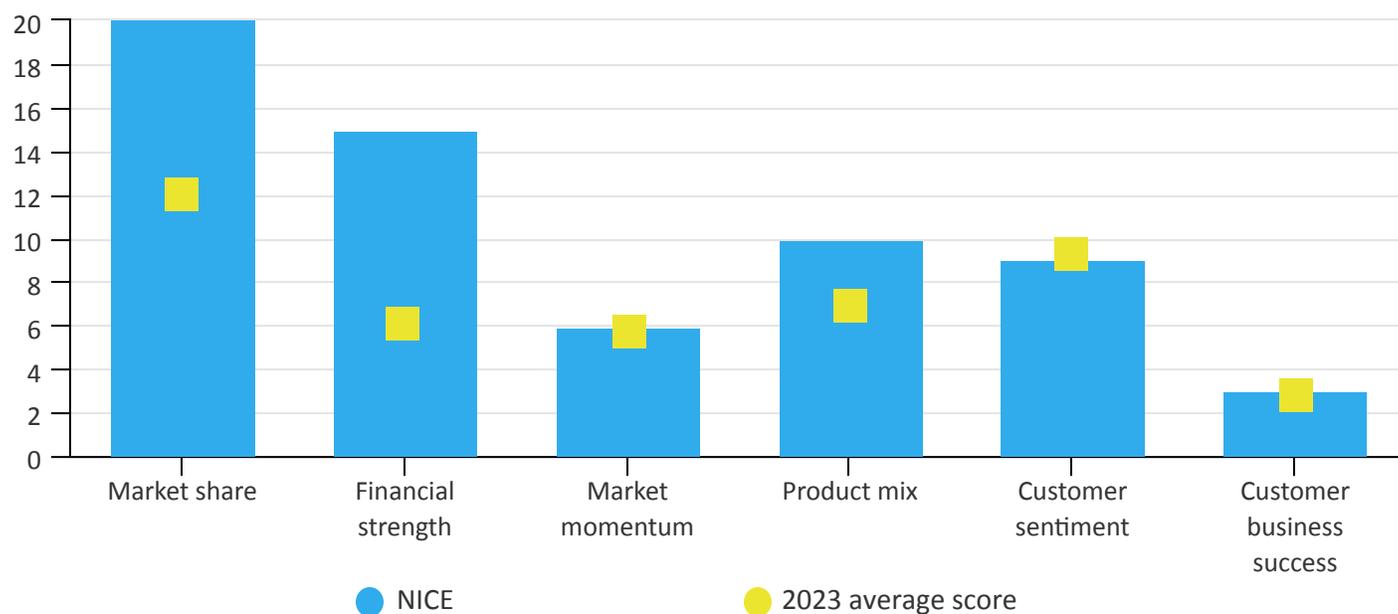**NICE's Scores Versus Average CCaaS MetriRank Scores**

Figure 3: NICE's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Five9

Founded in 2001, Five9 is one of the original pure-play cloud contact center providers that came to market with an alternative to traditional, premises-based solutions. The company has stayed true to its roots, focusing exclusively on its CCaaS offering, which it now calls the Five9 Intelligent CX Platform. Five9 is the third-largest CCaaS provider based on revenue market share, and its positive scores for customer sentiment and overall features and capabilities offset its financial strength score for a bump in the rankings.

Since going public in 2014, Five9 has continued to post strong revenue growth year-over-year. The company has strong liquidity and improving solvency. Initially, Five9 targeted smaller contact centers that the company reached through inside sales teams. In recent years, Five9 has moved up-market and bolstered its channel program to capture larger contact center opportunities. Going up-market is helping fuel growth with companies that have longer-term, higher-value contracts.

The core components of the Five9 Intelligent CX platform are Global Voice, customer journey, intelligent omnichannel routing, and digital engagement, in addition to advanced functionality including AI and automation, analytics, workflow automation, and optimization. Five9 offers pre-built CRM integrations with Microsoft, Oracle, Salesforce, and others, as well as pre-built UC integrations with Microsoft, Nextiva, RingCentral, and Zoom. In addition, Five9 partners with Verint for WEM capabilities. Over the past six months, key updates include:

- Platform enhancements that unify customer journeys across all interaction channels and between virtual and live agents – Companies can design and implement customer journeys across personalized paths that make the most sense. They can send and receive images, documents, video, audio, etc., with Five9 Digital IVA and Five9 Messenger. Self-service voice interactions can also become multimodal. For example, a customer making an insurance claim can receive an SMS from an intelligent virtual agent (IVA) with a link to a visual form showing a list of available appointments.
- More powerful programming tools, support for more Natural Language Processing engines, and improved analytics with the Five9 IVA Studio – The tool enhancements allow teams to better collaborate on IVA development and to use APIs to automate functions.
- Availability of performance insights over self-service and live channels, which is crucial for workflow improvement – Five9 has expanded the access to analytics so business analysts can explore data without needing to request (and wait for) custom reports.

CCaaS Provider Profiles

Strategic priorities on the business side for Five9 include international and channel expansion. To date, revenue from outside the U.S. represents less than 11% of Five9's total revenue. Partners are an important part of international expansion. An expanded partnership with BT, announced this year, is at the heart of both priorities. BT has been a strategic carrier for Five9 voice and network services globally, and now the Five9 platform will integrate with BT's Global Managed Voice platform. The strengthened relationship with BT should help Five9 accelerate growth across Europe, especially with companies across verticals looking to migrate into the cloud on the back of a network-enabled, full-service managed services provider.

In other measures, Five9 received the highest possible score for customer sentiment and had an above-average customer business success score. Across the eight customer sentiment categories, Five9 received high ratings in platform reliability and AI capabilities relative to the other report leaders. With regards to customer business success across four categories, Five9 customers saw notable gains in agent productivity and revenue growth.

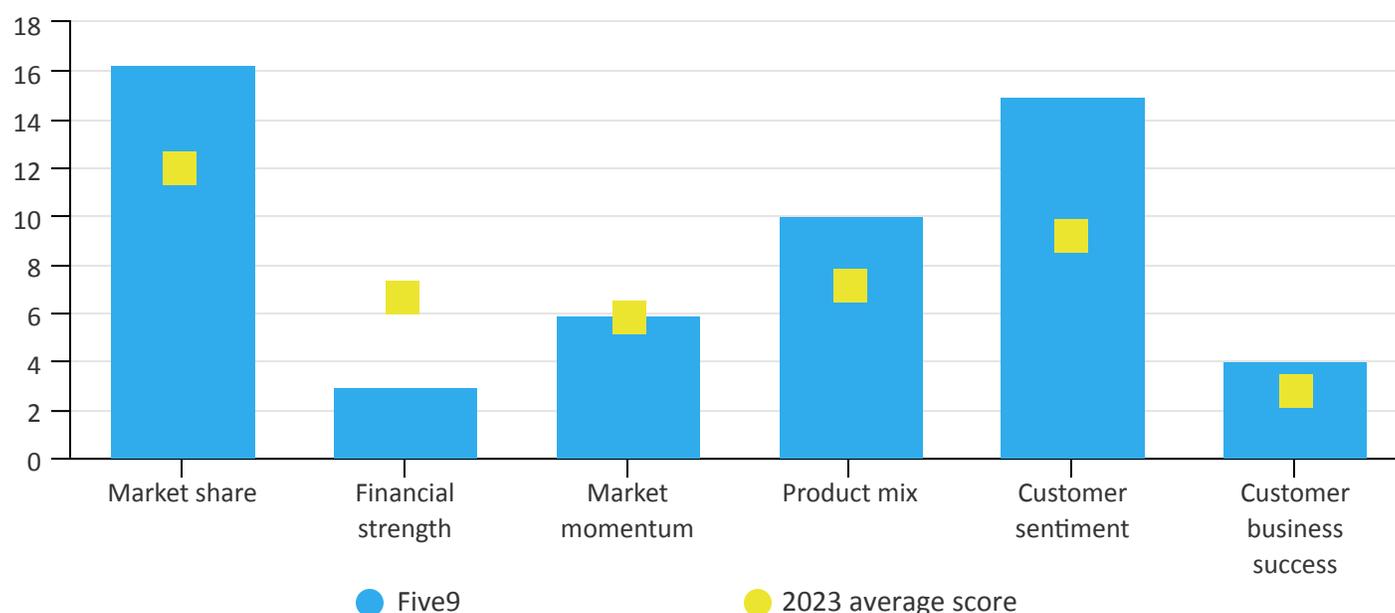**Five9's Scores Versus Average CCaaS MetriRank Scores**

Figure 4: Five9's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Cisco

Cisco is the only company in this CCaaS MetriRank report that is a large technology vendor with solutions spanning enterprise and service provider data networking, security, and communications. Its unparalleled presence worldwide among IT leaders is hard to match by most other vendors. With legacy, on-premises contact center solutions, Cisco was initially slower to launch CCaaS. Cisco gained some needed CCaaS capabilities with its 2018 acquisition of BroadSoft. In 2019, Cisco built its own in-house CCaaS solution, Webex Contact Center, with critical functionality coming with the 2021 acquisition of IMImobile. Important enhancements from IMImobile include omnichannel enablement across social, messaging and voice, and CPaaS. Other important acquisitions for Webex Contact Center include the 2019 acquisitions of Voicea for AI and Cloudcherry for experience management and analytics.

Despite being ninth in CCaaS market share, Cisco landed third overall in the rankings due to strong financial strength, with the highest possible score, and its well-above-average customer sentiment scores. Cisco is poised to do well over the next few years with Webex Contact Center, given it has the resources to invest in contact center and its ability to convert its on-premises installed base to the cloud platform.

Cisco's contact center business, including premises-based systems and its Webex Contact Center CCaaS service, is part of the Business Collaboration Solutions portfolio. Cisco's collaboration business has more than $4 billion in annual revenue, spanning hardware, software, and services; this makes it the largest enterprise communications and collaboration vendor in our rankings.

The collaboration business benefits from being part of a large, diversified company with overall strength across all four financial metrics: liquidity, solvency, operating efficiency, and profitability. When times are more challenging, the collaboration business does not have the same financial constraints of smaller pure-play CCaaS providers.

Webex Contact Center is a shining star within the collaboration portfolio, posting double-digit, year-over-year growth and winning customers migrating off legacy on-prem solutions. Additionally, Cisco plays to its advantage of having a single-vendor CCaaS and UCaaS solution portfolio sold to businesses worldwide through channel partners and direct. More than half of Webex Contact Center customers utilize Webex Calling.

Three key components of Webex Contact Center are the Webex Connect CPaaS platform, for further automation and application integration; Webex Workforce Optimization, for tools to enhance agent performance; and AI solutions. Like most CCaaS providers, Cisco continues to enhance its AI capabilities. Recent additions include generative AI for chat summarization and to provide agents with better answers, and real-time coaching to improve agent effectiveness. An important AI feature will be customer journey orchestration and automation.

CCaaS Provider Profiles

A key investment focus for Cisco involves ensuring a full picture of the customer by capturing every "conversation" across all interaction points, within and outside of the contact center. This requires a true convergence of digital, live-agent, and in-person customer connections.

Cisco received above-average scores for customer sentiment and customer business success. Its highest sentiment score came in security, which plays to Cisco's overall strength in this area. With regards to customer business success across four categories, Cisco customers showed the strongest positive change in agent productivity.

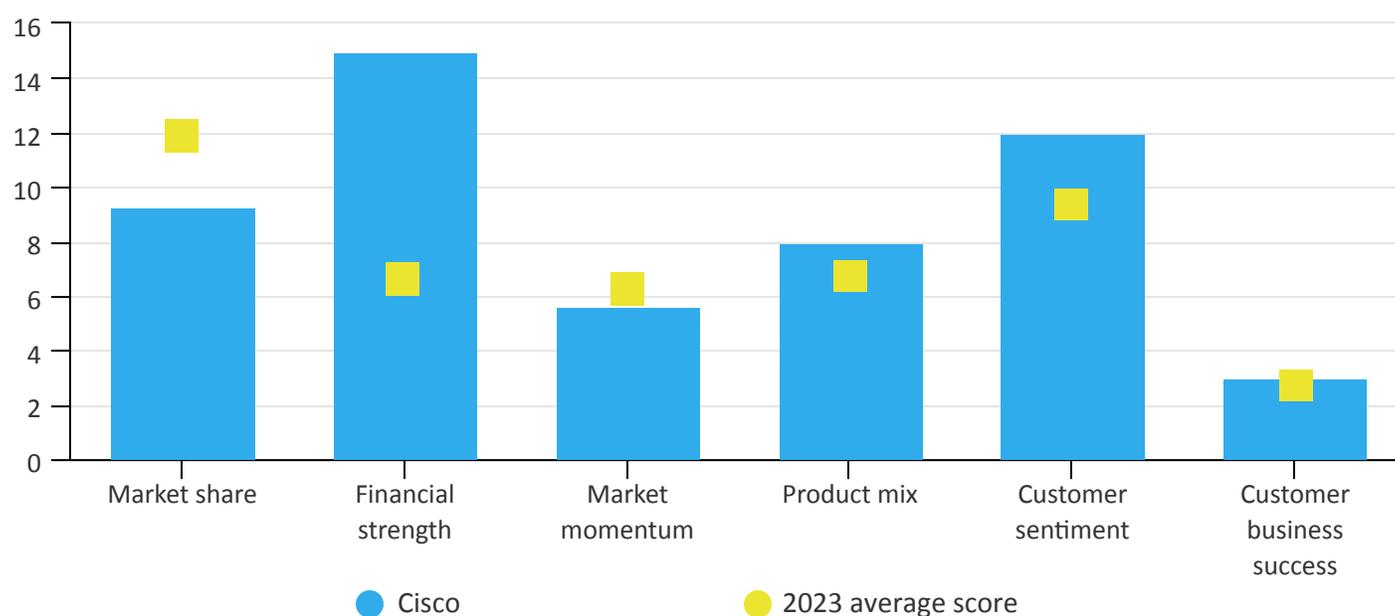**Cisco's Scores Versus Average CCaaS MetriRank Scores**

● Cisco   ● 2023 average score

Figure 5: Cisco's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Genesys

Genesys is one of three CCaaS MetriRank providers with a history that pre-dates the rise of cloud contact center. With its on-premises origins, Genesys defined and redefined its contact center portfolio over the past few years, eventually landing to where it is today with the Genesys Cloud CX platform. Genesys Cloud CX in large part incorporates contact center software from Genesys's 2016 acquisition of Interactive Intelligence, an early mover on CCaaS.

Ending up fourth overall in the CCaaS MetriRank, Genesys is second in revenue market share with above-average market momentum and the highest possible product score. Genesys is benefiting from positive traction as companies roll off premises systems or first-generation cloud contact center platforms to CCaaS.

The privately held company announced in June 2023 that the Genesys Cloud CX platform had surpassed $1 billion in annual recurring revenue (ARR), less than four years since hitting the $100 million ARR mark. Genesys Cloud CX growth exceeded 45% year-over-year during the company's first quarter for its fiscal year 2024, which ended April 20, 2023, Genesys also reported.

Genesys Cloud CX is an AI-powered orchestration platform that includes auto-summarization for agent assist using generative AI capabilities—analytics, automated workflows, CRM integration, customer journey orchestration, intelligent routing, self-service capabilities, support for a wide variety of engagement channels, with a unified view for agents, and workforce engagement. A central tenet for the company is delivering "Experience as a Service," which it defines as delivering personalization at scale and empathy with every interaction in a trusted manner that secures customer loyalty.

Current announcements include the May 2023 introduction of Genesys Cloud EX, a cloud-based, AI-powered employee experience platform for contact center agents and back-office personnel, and a new experience management approach it calls the Experience Index.

Genesys Cloud EX, which brings together workforce optimization/WEM features such quality management, speech and text analytics, forecasting and scheduling, and performance management and gamification, is available as a standalone—a precursor to adoption of the Genesys Cloud CX suite—or for use in conjunction with existing contact center platforms. Toward the latter end, pre-built connectors are available from the Genesys Engage, Avaya, and Amazon Connect platforms, with more to follow.

CCaaS Provider Profiles

And, with the Experience Index for Contact Center Employees, Genesys brings together employee sentiment data and industry benchmark data it has gathered from thousands of agents across six major industries, along with data from the Genesys Cloud CX platform and, potentially, elsewhere, to provide insight and actionable guidance on how to improve the agent experience. The goal is enabling contact leaders to determine precisely where an agent experience goes wrong and how to fix it and, in turn, drive desired business outcomes.

Genesys received roughly an average score for customer sentiment and a below-average score for customer business success. For customer sentiment, Genesys received its highest ratings in platform reliability and AI capabilities. With regards to customer business success across four categories, Genesys customers saw the strongest gain in agent productivity.
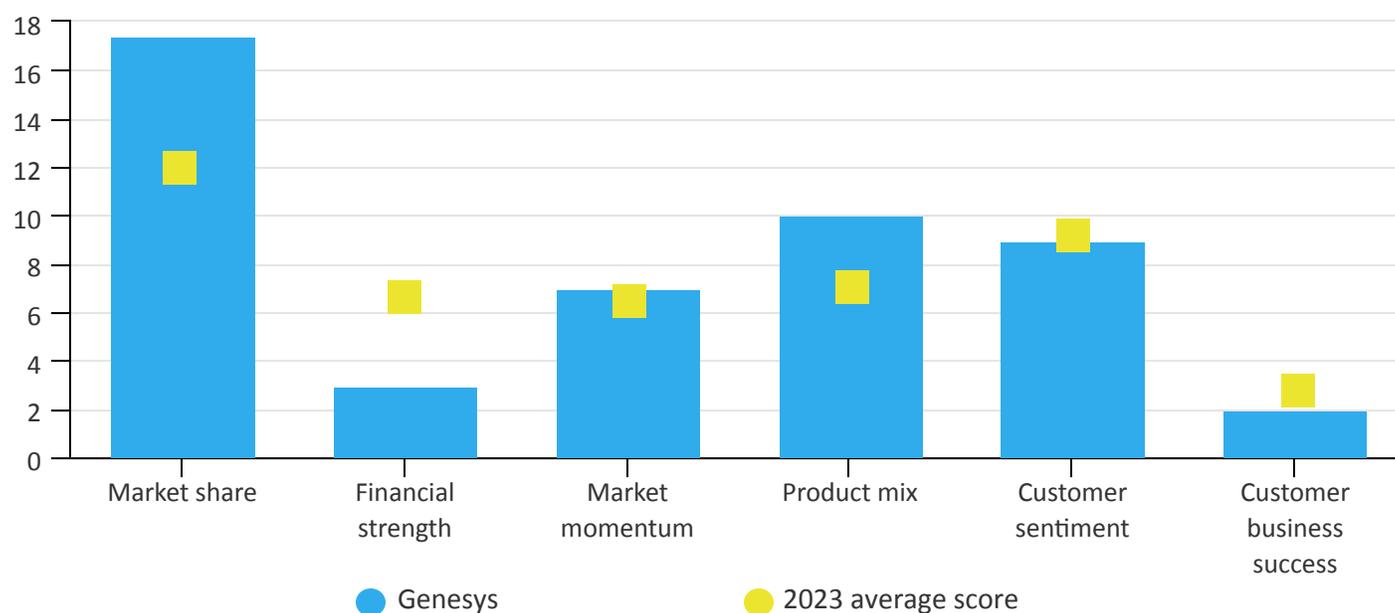
Genesys's Scores Versus Average CCaaS MetriRank Scores

Figure 6: Genesys's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

8x8

8x8 has a long heritage in developing and managing cloud communications infrastructure and services. A pioneer in IP cloud communications, it was one of the first companies to develop video communications solutions and hosted business VoIP services. 8x8 expanded into the contact center market first with the 2011 acquisition of hosted contact center provider Contactual and, in 2015, of DXI out of the U.K.

Today 8x8 is the sixth-largest CCaaS provider in terms of revenue market share but fifth overall in our ranking. This positioning is in large part due to strong customer sentiment scores and the highest customer business success score of the group. On financial strength, 8x8 received an average score. The company has positive liquidity and while its debt-to-equity ratio and profitability are improving, 8x8 still operates at a loss.

With technology from acquisitions, 8x8 rewrote its code to create the eXperience Communications as a Service (XCaaS) platform, a completely integrated UC, contact center, and CPaaS set of services and capabilities. 8x8, which utilizes a microservices framework, is cloud-agnostic. It runs across multiple geographies (or 35 regions) in the AWS and Oracle Cloud Infrastructure clouds as well as maintaining (but not expanding) 15 private data centers.

Key components of 8x8's contact center solution are journey orchestration, which includes omnichannel ACD, intelligent IVR, digital channels, auto-dialer, and CRM integrations; reporting and analytics, which includes customer surveys; WEM, which includes quality management and interaction analytics; and integrated collaboration for video meetings plus 1:1 and team messaging. In addition, it offers pre-built integrations for Azure Active Directory, Microsoft Dynamics, Salesforce, ServiceNow, and Zendesk, among others.

With a strategy to become the leading solution for platform extensibility, enabling contact centers to take advantage of AI/machine learning solutions, 8x8 in March 2023 announced a strategic refocus on customer engagement and away from collaboration (though it is not exiting that business). It is focusing its investments in four areas: data and analytics; omnichannel; intelligent routing skills and attribution-based routing; and UI/UX supervisor workspace. Recent product innovations include 8x8 Intelligent Customer Assistant, a conversational solution built on Cognigy AI; OpenAI Whisper, deployed for interaction summarization, automated conversation categorization, and transcription and translation; 8x8 Supervisor Workspace; enhanced 8x8 Agent Workspace Dashboard; and deeper third-party application integrations.

CCaaS Provider Profiles

For scale, 8x8 sells its full suite of services predominantly through channel partners. Its solutions are available on a global basis, with roughly 28% of sales outside the U.S.

8x8's strength lies with its customers. It netted the highest possible score in customer sentiment and the highest score of the group for customer business success. In almost all customer sentiment categories, it received one of the top ratings. It received a standout sentiment rating for response time to problems, with strong ratings on technical features, platform reliability, and security. With regards to customer business success across four categories, 8x8 customers saw the highest positive improvement in customer ratings.

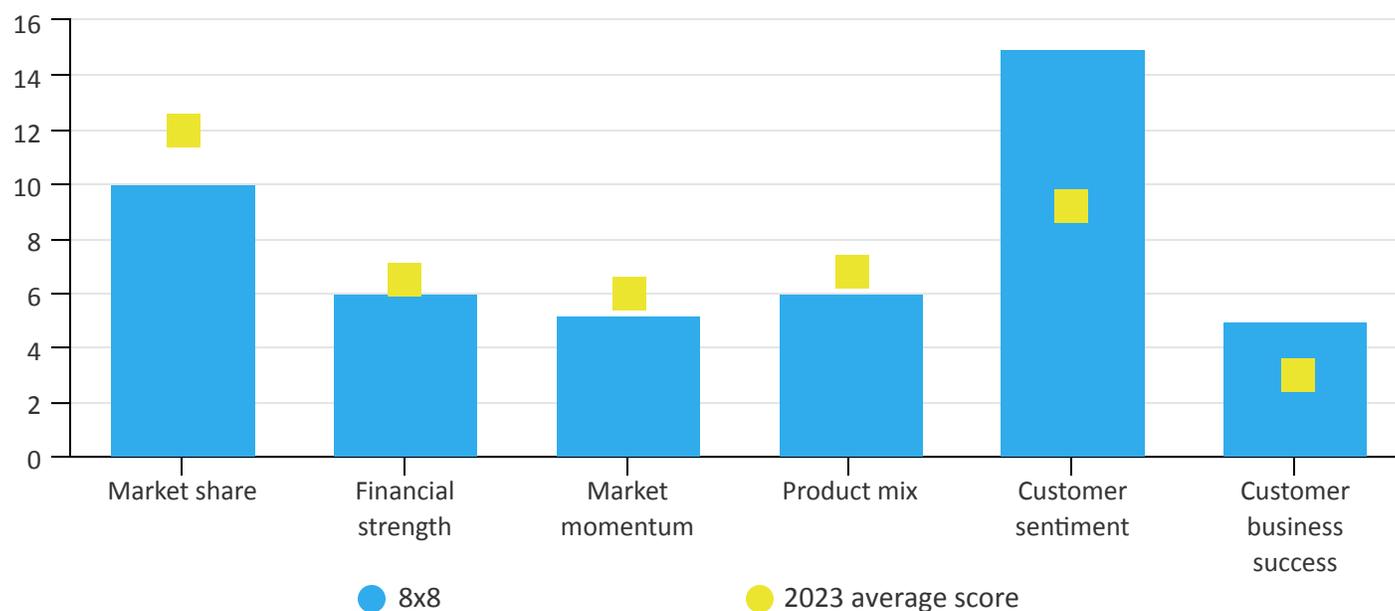**8x8's Scores Versus Average CCaaS MetriRank Scores**

Figure 7: 8x8's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Vonage

One of the founding VoIP providers for residential customers, Vonage has had a storied history for over 20 years. In 2013, Vonage started acquiring hosted VoIP and UC providers to support a pivot to business-class services and to put it on the path toward becoming a UCaaS provider. In 2016, Vonage acquired CPaaS provider Nexmo. In 2018, the company expanded into CCaaS with the acquisition of NewVoiceMedia. Having consolidated its acquisitions into a single, cohesive enterprise communications platform, the Vonage Communications Platform, Vonage has worked hard over the last five years to market the combination of UC, contact center, and APIs to businesses globally. The majority of its deployments are across North America and Europe.

In July 2022, Ericsson acquired Vonage, committing to further investment in product development and sales expansion while keeping the Vonage brand and management team intact. As a profitable company, Ericsson brings financial stability and significant resources to Vonage, providing it an advantage over other pure-play enterprise communications providers. For perspective, Vonage's business services revenue grew 13% in 4Q 2022 over 4Q 2021.

While Vonage is seventh in terms of CCaaS revenue market share at the end of 2022, it ended sixth in the CCaaS MetriRank due to strong customer sentiment rankings. The company's integrated UCaaS/CCaaS platform has been an important driver for new business. Vonage's sweet spot today is with small and medium-sized businesses (SMBs), but it has a growing presence within larger enterprises.

Key features of the Vonage Contact Center (VCC) include ACD, IVR, speech analytics, omnichannel support, auto-dialer, dynamic routing, salesforce gamification, a virtual assistant, and visual engagement. Vonage provides workforce management, knowledge management, voice biometrics, SMS engagement, and secure payments through partners. Key product development areas for the coming year center around AI, analytics, enhancements to the agent experience, and updates to CRM integrations.

Vonage sells directly and through channel partners. Its direct sales team focuses on mid-market and enterprise opportunities and named accounts in established regions. Vonage leverages the indirect channel and resellers for other regions. For the SMB market, Vonage has dedicated field reps in the U.K. and North America and inside sales or indirect channels in other regions.

CCaaS Provider Profiles

VCC includes pre-built integrations for Microsoft (Dynamics and Teams), Salesforce, ServiceNow, and Zendesk, among others. Vonage's relationship with Salesforce extends beyond product integration to a co-selling arrangement. With VCC, originally designed for Salesforce, Vonage is a Salesforce Summit AppExchange partner. Vonage has invested heavily in VCC for Salesforce, and has a go-to-market team dedicated to the Salesforce partnership.

Vonage receives the highest possible score in customer sentiment. It stands out with the highest rating in integration with other key applications; this is a testament to its strategy of bringing CCaaS, UCaaS, and CPaaS together on a single platform. It also received high marks for analytics. With regards to customer business success across four categories, agent productivity saw the highest percentage improvements for Vonage customers.

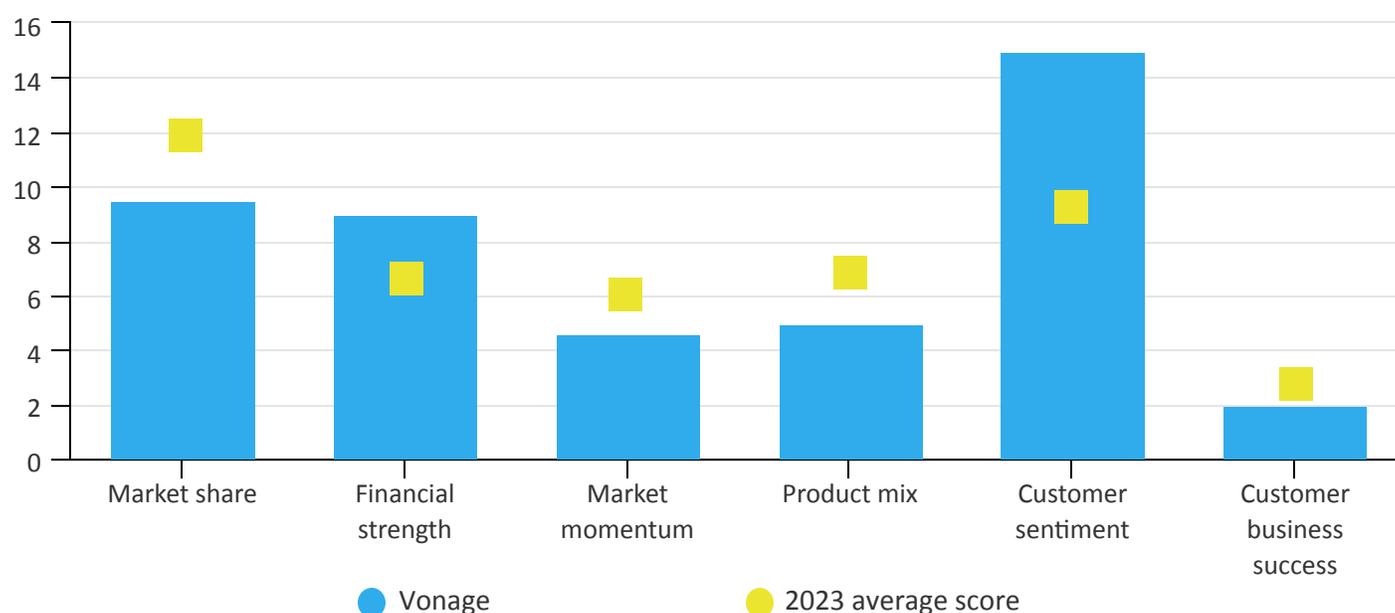**Vonage's Scores Versus Average CCaaS MetriRank Scores**

Figure 8: Vonage's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Dialpad

Dialpad has a rich, but convoluted, history in VoIP. It suffices to say that its founders were among the original developers of VoIP services, and the company spent the early years after its 2011 debut focused on telephony and video services. It launched a call center service in March 2018, and in May of that same year it acquired TalkIQ for its real-time speech recognition and AI expertise.

Dialpad comes in tenth in 2022 market share, but gets a significant boost from its high product mix score and above-average market share momentum to land in the seventh spot overall in the CCaaS MetriRank. The company has done well in growing its CCaaS business, outpacing the market with the second strongest year-over-year growth along with solid customer sentiment scores.

Dialpad is a privately held company, so does not disclose its financials. In December 2021, Dialpad announced $170 million in funding, bringing total capital raised to $418 million. The amount raised reflects a $2.2 billion valuation from investors. The company has invested heavily in AI research and development, in December 2022 launching Dialpad Ai Labs with a $50 million investment to be spent over five years. In April 2023, Dialpad announced it had crossed $200 million in ARR.

Built on Google Cloud with a microservices architecture, Dialpad Support was initially intended as a cost-effective offering for SMBs. Over time and with the addition of AI capabilities from TalkIQ, Dialpad built that into a highly competitive customer engagement platform for inbound and outbound sales and support. In 2022, Dialpad launched its Ai Contact Center service, which includes omnichannel, self-service, and workforce optimization; customer intelligence with Ai CSAT on customer calls and QA scorecards; and agent empowerment, including its Ai Agent Assist and business intelligence and analytics.

Dialpad capped off 2022 with the launch of its AI-powered Customer Intelligence Platform, integrating AI capabilities across its entire portfolio of contact center, sales, voice, meetings, and messaging services. The new platform offers customers a unified CCaaS and UCaaS solution, giving it a differentiation over pure-play CCaaS providers.

Over the next year, Dialpad will introduce 12 new generative AI powered features—one each month. These features utilize Dialpad's Ai models and proprietary datasets and combine them with the emerging capabilities of large language models to deliver new features such as Ai Recap, Ai Scorescards, Ai Playbooks, Ai Coaching Hub, and more.

Dialpad has four key strategic partners: Google for technology, including Google Cloud Vertex AI machine learning capabilities and connections into the Google resale partners; T-Mobile as an investor and CCaaS reseller; Salesforce for CRM integration and as an AppExchange Partner; and SoftBank as an investor and go-to-market partner in Japan.

CCaaS Provider Profiles

Dialpad markets its services globally with particular success in North America and Europe, relying on direct sales teams and channel partners. For its Very Small Business (VSB) segment, Dialpad leverages a product-led growth strategy, relying on inside reps to assist customers that require more than self-service assistance. Beyond the VSB and SMB markets, Dialpad has successfully moved up-market, gaining traction with larger enterprises.

Dialpad has had increasing success with a channel-focused approach to meet the diverse needs of larger midmarket and enterprise customers worldwide. In 2023, the company is focusing on strategic key partners with core competencies in UC and contact center. Dialpad partners have dedicated sales engineers and support personnel.

For customer sentiment, Dialpad scores average. Across the eight customer sentiment categories, Dialpad received two highest ratings in best value and AI capabilities relative to the other CCaaS MetriRank leaders. With regards to customer business success across four categories, Dialpad customers' biggest gains came in improved customer ratings.

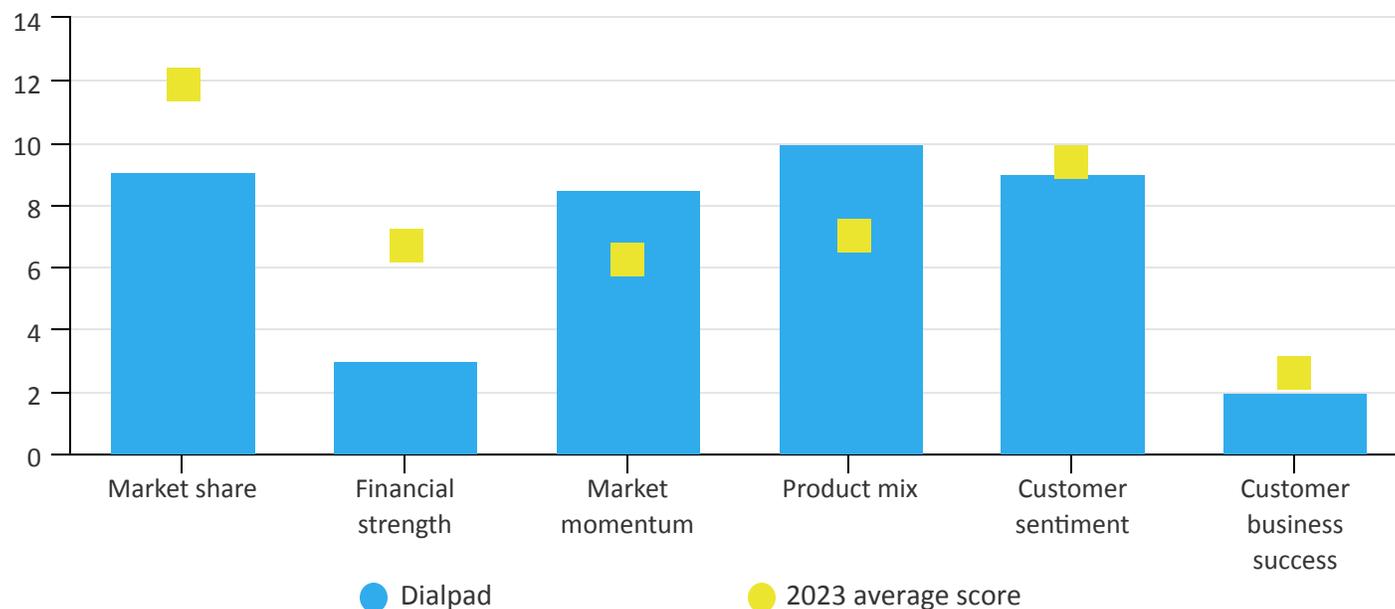**Dialpad's Scores Versus Average CCaaS MetriRank Scores**

Legend: ● Dialpad   ● 2023 average score

Figure 9: Dialpad's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Sprinklr

Sprinklr, founded in 2009, initially focused on social monitoring tools for businesses to plan, manage, and measure brand content across multiple channels. The company expanded into content marketing, research insights, and contact center services (Sprinklr Service) in order to unify all areas of customer experience on a single platform. In 2022, Sprinklr won significant CCaaS business with large enterprises spanning financial services, telecommunications, manufacturing, entertainment, and travel/hospitality across all major regions.

The growth in Sprinklr Service adoption gave Sprinklr the 2022 revenue market share needed to be included in the report. The growth Sprinklr had in 2022 over 2021 was well above market average, resulting in the largest score for market momentum and a boost in the overall ranking.

Sprinklr scores above average for financial strength, a positive against larger CCaaS providers that are not faring as well financially. With 26% revenue growth in its fiscal 2023, ended Jan. 31, 2023, Sprinklr ended the year with $618.2 million in revenue. While it still has net losses, its profitability ratio is only negative 0.4. The company also has good solvency, with one of the better debt-to-equity ratios among the CCaaS providers in the report.

Sprinklr Service brings together 9 separate point solutions in a single CCaaS platform: voice, messaging, conversational AI, knowledge base, quality management, contact center AI, ticketing, live chat, and social. Sprinklr is focusing on three areas for its CCaaS offering:

- Proactive care – Voice of the Customer, to include not only surveys, but also social media monitoring; outbound campaign manager, including AI-based predictive dialers; and contact center insights to help discover recurring customer issues
- Self-help – Knowledge base and guided workflows, including AI-assisted knowledge creation and natural language search; community forum with AI-powered moderation and integrated self-service portal; and conversational AI bots and IVRs across voice and digital channels
- Agent assist – Smart pairing of customers and agents based on skill and availability; unified agent desktop integrated with CRMs; AI agent assist with guided workflows, script adherence, brand compliance and supervisor alerts; and supervisor console and workforce management

CCaaS Provider Profiles

Sprinklr's product roadmap for 2023 centers on enhanced features and capabilities with conversational AI, web/app chat, agent assist, contact center AI, voice, analytics, and unified care.

Sprinklr sells predominantly through its direct salesforce but is looking to expand its indirect channel, which it will need to develop to expand down-market and broaden its reach. To date, the company has been able to cross-sell Sprinklr Service to existing clients on the social monitoring side of the business, in addition to bringing in new logos for CCaaS.

Sprinklr did not receive enough customer input in our Customer Experience MetriCast 2023 study to garner scores for customer sentiment or customer business success.

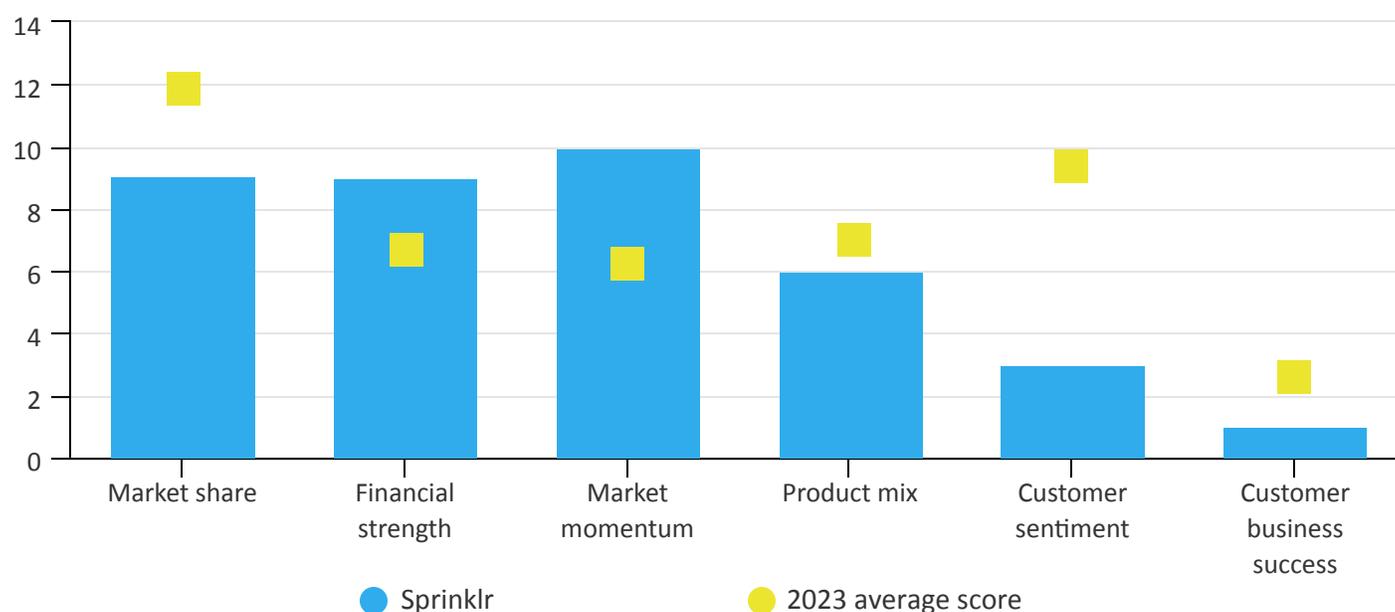**Sprinklr's Scores Versus Average CCaaS MetriRank Scores**

Figure 10: Sprinklr's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

AWS

AWS's entrée into the CCaaS space dates to 2017, when it introduced Amazon Connect and brought forth a new model of a cloud-based contact center available in self-service fashion (via the AWS Management Console). Amazon Connect stemmed from Amazon's own desire to better meet the needs of its customer service operation without the burden of investing in an overly complex and expensive contact center system built on proprietary hardware and software that required specialty expertise.

With Amazon Connect, AWS took aim at another traditional mainstay, as well: complex licensing. It introduced, and continues to offer, clearly articulated pay-as-you-go pricing for Amazon Connect, with no minimum monthly fees, upfront licensing charges, or long-term commitments. Other CCaaS providers have followed AWS's lead with usage-based options.

AWS's gambit with Amazon Connect has been paying off; it sits in the ninth position in the CCaaS MetriRank, buoyed by its solid market share, which is fourth overall. It also has slightly above average market momentum and is in the middle tier of providers on customer sentiment. On the latter point, Amazon Connect's customer list is extensive, across industries including finance, travel and hospitality, and manufacturing.

Amazon fluctuates between positive net income and net losses. For the most recent period used for this report, Amazon posted revenue declines and a net loss. Its solvency is low with a high debt-to-equity ratio. The AWS division represents only 16% of Amazon's total revenue, but Amazon Connect benefits from being part of a larger organization with its foundation in cloud infrastructure.

When introduced, Amazon Connect was a voice-only solution, for live calls and IVR. Contact center managers or other CX professionals could build contact flows, manage agents, and track performance metrics via a visual interface, as well as use AWS's Lex conversational AI service to build chatbots that allow customers to say what they want rather than selecting from a menu of options. Today, Amazon Connect also natively supports chat and outbound campaigns, and has a wide range of additional capabilities.

For agent assistance, Amazon Connect features Customer Profiles, which aggregates customer data pulled from different applications and presents it to the agent in a unified view; Wisdom, which allows agents to search across connected content repositories to find answers to customer queries; and step-by-step guides that help contact center agents resolve issues by automatically identifying customer issues, surfacing customer data and information that is contextually relevant to the issue, and recommending actions for the agent to take throughout a customer service interaction. For contact center analytics and quality management, it offers Amazon Connect Contact Lens—which also works in conjunction with Wisdom to suss out customer issues during calls, and then provide recommendations and answers for agents to use.

CCaaS Provider Profiles

For workface management, Amazon Connect supports machine learning-powered forecasting, capacity planning, and scheduling, along with schedule adherence features. Additional capabilities include fraud detection, task and case management, and more.

Across customer sentiment and customer business success, AWS posts average scores. Across the eight customer sentiment categories, AWS earned its highest rating for reliability. With regards to customer business success across four categories, AWS customers saw the biggest gain in customer rating improvement.

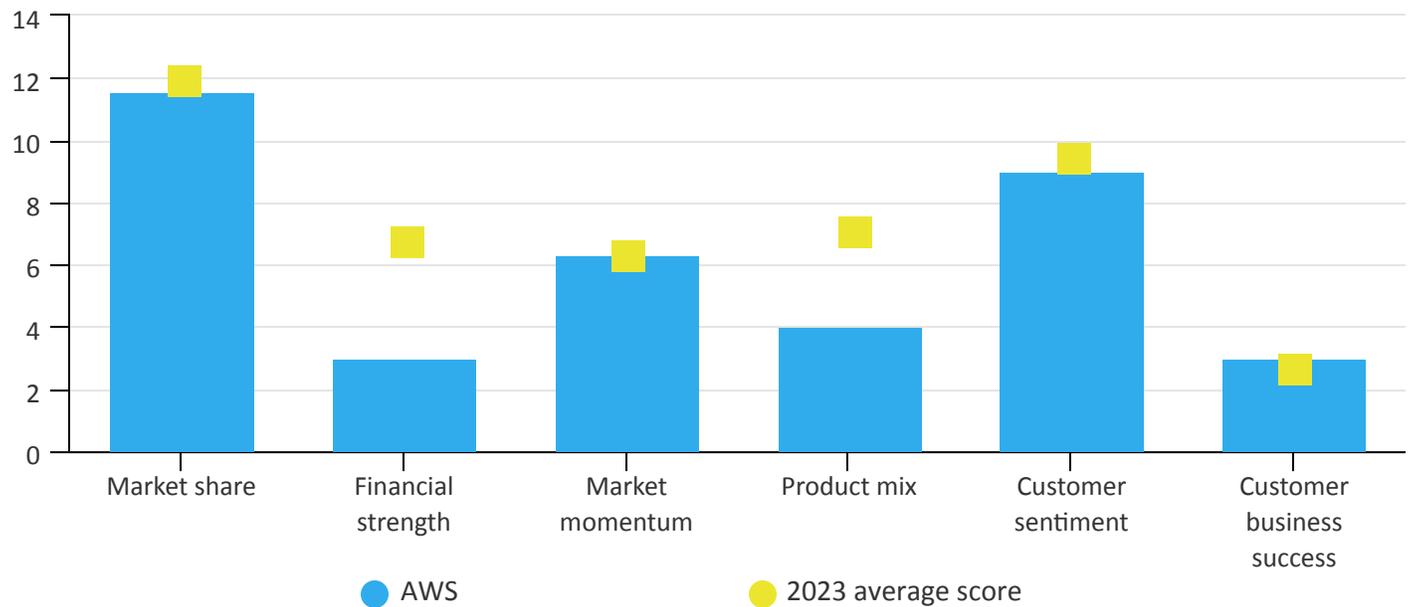**AWS's Scores Versus Average CCaaS MetriRank Scores**

Figure 11: AWS's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Talkdesk

Talkdesk, founded in 2011, is one of the newer companies in the CCaaS MetriRank. Talkdesk was founded by a young engineer in Portugal who designed a new customer experience platform. After winning a hackathon and getting some seed money, Talkdesk was incorporated in the U.S. Talkdesk has the fifth-largest CCaaS market share and above-average customer success metrics, putting it among the leaders in this category.

Talkdesk is one of the few privately held companies in the report. It received its most recent round of funding, Series D, in August 2021. That netted the company $230 million, bringing the total raised to just shy of $500 million and a valuation exceeding $10 billion. In March 2022, reports surfaced of Talkdesk pursuing an initial public offering (IPO), having reportedly filed confidential paperwork with the U.S. Securities and Exchange Commission. Since then, there has been no more news on this front or details of its current financials.

Over the years, Talkdesk has stood out for its rapid pace of product innovations, which it numbers at more than 70 and counting. The Talkdesk CX Cloud contact center platform provides omnichannel support, intelligent routing, analytics, integrations, self-service, workforce engagement, and employee collaboration.

In addition to the general CX Cloud solution set, Talkdesk has specialty Experience Cloud offers for four industry verticals: financial services, insurance, healthcare, and retail. These purpose-built Experience Clouds include industry-appropriate integrations, pre-designed custom workflows and automations, and pre-trained AI with industry-specific knowledge.

Talkdesk introduced its first AI product, an inside sales-oriented tool, in 2017. From that starting point, Talkdesk has woven together an AI platform comprising a wide range of capabilities, including commonly available agent assist and conversational AI for self-service interactions, and much more.

For example, Talkdesk offers a tool for analyzing interactions using AI, a human-in-the-loop AI trainer for operational flow improvements, the ability to use AI and speech analytics for quality management, AI-powered knowledge management, and AI-driven compliance, systems performance, and fraud mitigation. The quality and knowledge management components fall under Talkdesk's broad AI-powered WEM portfolio. And, in February 2023, Talkdesk introduced its first generative AI offering, auto-summary of customer interactions—as has been the norm among CCaaS providers.

CCaaS Provider Profiles

Like other leading CCaaS platform providers, Talkdesk supports customization on the platform, and offers a developers' toolkit for that purpose, a low-code visual design tool, and an app marketplace, called Talkdesk AppConnect. It also offers integrations with Microsoft 365, Slack, Salesforce, Zendesk, and Zoom, among others.

Talkdesk has a lower-than-average customer sentiment score but sits above average with customer business success. Across the eight customer sentiment categories, Talkdesk received its highest rating for platform reliability. With regards to customer business success across four categories, Talkdesk customers saw their biggest gains for customer ratings.

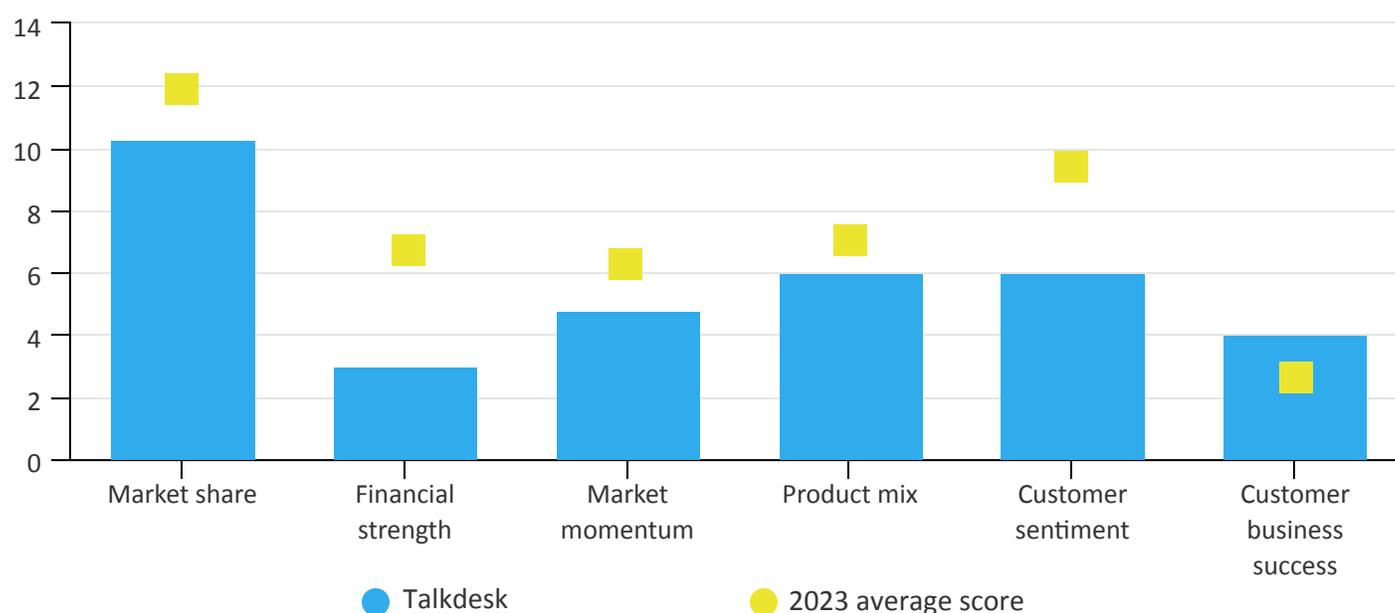**Talkdesk's Scores Versus Average CCaaS MetriRank Scores**

Figure 12: Talkdesk's Scores Versus Average CCaaS MetriRank Scores

CCaaS Provider Profiles

Twilio

Twilio, founded in 2008, rose to prominence in the 2010s for its programmable approach to communications. It found a niche among digital companies, such as Airbnb and Uber, whose developers used the Twilio CPaaS platform to implement the anonymized voice and messaging services at the core of their applications.

Twilio earned its spot in this year's ranking with the number eighth position in terms of revenue market share for 2022. However, Twilio's lower-than-average scores across the other categories, especially financial stability and market momentum, put it 11th overall in the rankings. With a number of CCaaS providers right below our list of top 11 growing and developing on the product side, Twilio is at risk of falling off the list in 2024.

Twilio went public in mid-2016 and has recorded year-over-year revenue growth for the past seven years. The company has good liquidity and a strong debt-to-equity ratio. Twilio falls short in our financial scoring due to its net loss and negative operating margin.

In February 2023, Twilio announced a workforce reduction of approximately 17% (this is on top of the 11% cut it made in September 2022). Additionally, it split into two business units. The first is Twilio Communications, home to its traditional communications API business; and Twilio Data & Applications. Twilio Flex, the programmable cloud contact center platform, sits in the latter.

Twilio introduced Flex in 2018 as an alternative to highly customized, pricey, and difficult-to-scale on-premises contact center systems and the then-available first-generation CCaaS platforms that, though easier to work with than their on-prem counterparts, were still limited in scalability and not as flexible as its fully programmable offering. With Flex, Twilio provides a set of pre-built tools and APIs for developers, as well as a visual workflow builder (via Twilio Studio) that allows easy customization. As is the case with other low-code/no-code offerings, Twilio Studio does away with the need for coding expertise. Rather, CX professionals can build or modify IVR flows, call routing trees, agent workflows, and the like, without developer input.

As to scalability, when introducing Flex, Twilio touted tested scalability of up to 50,000 agents—impressive at the time among CCaaS providers. And while scalability is still a highlight, it is less of a differentiator as CCaaS providers have narrowed the gap over the last few years in their move to modern cloud architecture.

Besides the pre-built tools, APIs, and low-code visual builder, Twilio Flex integrates with common CX interaction channels such as voice, messaging, email, and chat; can integrate with data from other business applications and systems, including Salesforce and Zendesk; and supports the ability to personalize interactions using detailed customer profiles pulled in from any source. It has a host of integration, technology, and consulting partners, including Google Cloud, with whom it has an agreement around generative AI.

CCaaS Provider Profiles

As part of that agreement, the two companies will be looking at how to bring generative AI to Twilio's customer engagement products, Flex included. Additionally, the companies announced a new native integration between Google CCAI, for conversational AI, and Flex. These AI moves are much needed for Twilio to remain competitive.

Twilio has a lower-than-average customer sentiment score and average customer business success. Across the eight customer sentiment categories, Twilio received its highest rating for platform reliability. With regards to customer business success across four categories, Twilio customers had the strongest gains in customer ratings.

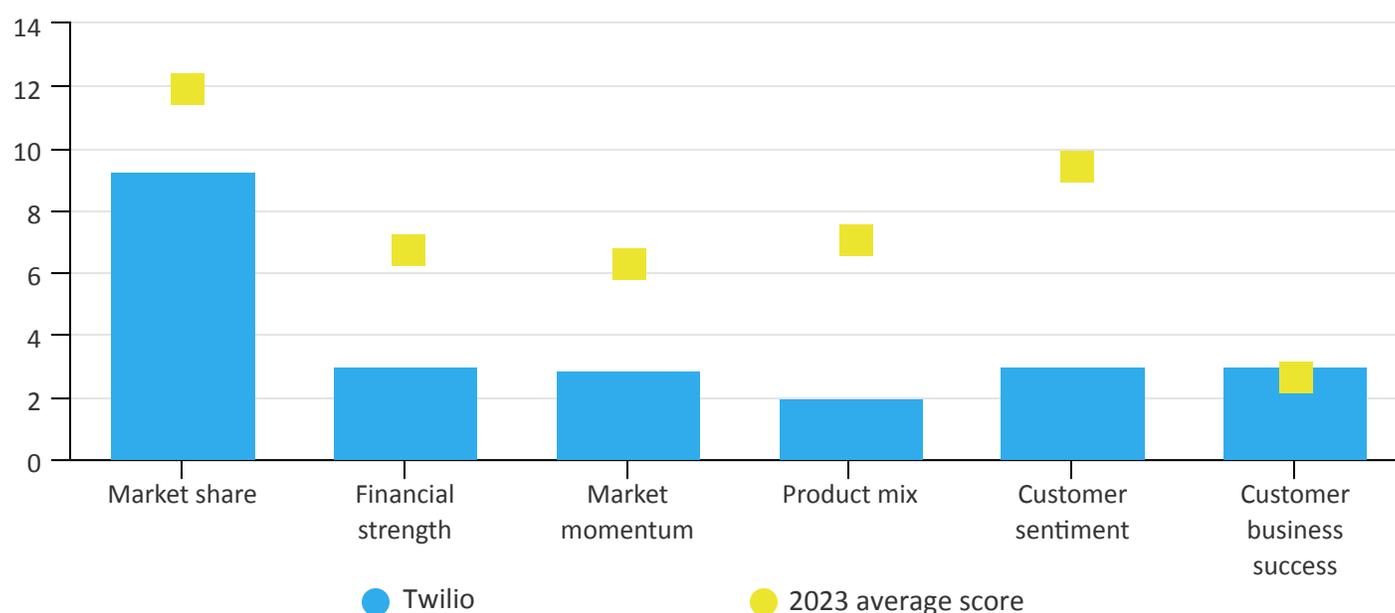**Twilio's Scores Versus Average CCaaS MetriRank Scores**

Figure 13: Twilio's Scores Versus Average CCaaS MetriRank Scores

Appendix

Methodology

Metrigy determined CCaaS market leadership using the following steps:

1

Identified the top CCaaS providers by revenue market share using actuals provided by companies and Metrigy estimates based on our research and calculations

2

Calculated each provider's share based on CCaaS revenue at the end of 2022, and then converted the shares to points

3

Calculated financial score based on liquidity (quick ratio), solvency (debt/equity ratio), operating efficiency (operating margin), and profitability (net margin)

4

Calculated market share momentum based on CCaaS revenue year-over-year growth relative to the market average

5

Factored in customer sentiment and customer business success metrics for each provider from Metrigy's Customer Experience MetriCast 2023 study data

6

Calculated product mix score based on a set of CCaaS features and capabilities, in response to a questionnaire sent to providers and Metrigy's briefing notes

7

Converted each score to a one-to-five scale. See the next section for the specific rating definitions for each metric; the following are general definitions:
5 = leader, 4 = challenger, 3 = average, 2 = underdog, 1 = laggard

8

Weighted each metric (based on relative importance in determining market leadership): market share (4), financials (3), market share momentum (2), product mix (2), customer sentiment (3), and customer business success (1)

9

Aggregated individual weighted scores to calculate overall results

Appendix

Leadership Metric Definitions

The leadership metrics are defined as follows:

Market share – Determined the top service providers based on revenue market share, as of the end of calendar year 2022.
Measurement – Share of CCaaS service revenue in relation to the other providers studied.

Financials – An analysis of a provider's financials; a strong financial position improves long-term viability and allows a company to stay ahead of the competition by investing in R&D and/or acquiring other companies/technologies; this score is based on four key ratios that evaluate liquidity (quick ratio), solvency (debt/equity ratio), operating efficiency (operating margin), and profitability (net margin).
Measurement – Ratios calculated for every publicly traded company based on most current reported financials. Private companies had the opportunity to provide ratios under NDA. Those companies that did not provide ratios received a one, the lowest score, because lack of transparency even under NDA injects concern over financials.

Market share momentum – A provider's growth in the CCaaS market based on service revenue
Measurement – Metrigy determines the average market growth and how many standard deviations each provider's growth deviates from the market average; one standard deviation equals one point on the rating scale, and the market average is set to a score of three; therefore, growth one standard deviation below the market average results in a score of two.

Product mix – Continued service development provides the ability to maintain and attract new customers while staying relevant to the market. Metrigy developed a checklist of CCaaS product features and capabilities across core call routing and IVRs, analytics, digital channels, AI, supervisor and coaching components, workforce optimization, Voice of the Customer, and more.
Measurement – Each feature and capability received one point while select, strategic capabilities such as CX tracking, agent assist, and integrated workforce optimization received two points. Points were totaled across the list features and capabilities for each provider. Metrigy calculated average product score and how many standard deviations each provider had from the market average, with the market average set to a score of three.

Appendix

Leadership Metric Definitions

The leadership metrics are defined as follows:

Customer sentiment – We ask research participants in our Customer Experience MetriCast 2023 research study to rate provider performance on a variety of areas, including technical features, response time to problems, reliability, value, integration with key applications, analytics, AI, and security. The rating scale is 4 = Excellent, 3 = Good, 2 = Just OK, and 1 = Poor. For CCaaS providers, overall average customer sentiment score is 3.27, with individual provider scores ranging from 2.77 to 3.54.
Measurement – We converted each provider's customer sentiment score to our MetriRank one-to-five score based on how many standard deviations each provider had from the average score of 3.27 with a MetriRank score of three being average.

Customer business success – Research participants of our Customer Experience MetriCast 2023 research study provide data on before-and-after changes in business metrics (revenue, costs, customer ratings, and employee efficiency) resulting from the use of CCaaS. Metrigy calculates the overall mean for each metric using all figures—even 0% for those with no change. Research participants with at least half of their metrics greater than or equal to the overall mean are placed in the success group. We then calculate the percentage of each provider's customers in our study that are in the success group. For CCaaS providers, 25% to 72.7% of each company's customers were in the success group, with the average at 43.3%.
Measurement – We converted each provider's customer sentiment score to our MetriRank one-to-five score based on how many standard deviations each provider had from the average score of 43.3%, with a MetriRank score of three being average.

Further Reading

Read the Customer Experience MetriCast 2023 report, published April 6, 2023, here.
Read the Customer Experience MetriCast 2023 – Contact Center Platforms Size and Spending Forecast report, published May 30, 2023, here.

Working With Metrigy

Metrigy conducts detailed research projects with thousands of IT, CX, and business leaders every year. Through this real-world research, we are able to derive crucial business metrics that illustrate how technology changes revenue, operational cost, customer satisfaction, and employee efficiency. Using these and other metrics, we help organizations build strategies and make decisions based on actual results companies have documented.

Organizations work with Metrigy in the following ways:

- *Srategy and roadmap development* – Rely on an expert partner to help provide fresh perspectives for your next strategy and roadmap development, relying not just on analyst opinions, but on facts and figures from detailed research. We'll help you identify and prioritize the business problems and opportunities that are key to addressing.
- *Technology workshops* – Educate your business, IT, or CX teams on specific technologies, products, services, and applications.
- *Technology selection* – Confused about which technologies are best for your business problem or opportunity? Our expert analysts will help you evaluate the pros and cons of the options.
- *Vendor selection* – With our FastTrack RFP, we'll gather key and customized information from providers, analyze the response, and calculate a weighted scorecard to help you decide on the best provider for your requirements.
- *Budget guidance* – What are other companies spending on technologies, staffing, managed services, and more, and how does that compare with your budget? How do you compare to other similar industries or companies who have documented successful transformations?
- *Custom research* – It's vital to regularly track and analyze feedback from employees. Metrigy has experience creating, conducting, and analyzing employee surveys to make sure you keep your retention rates high.

Existing Research Subscription Service community members receive discounts on our services. Contact Layne Haaksma for more information. Layne.haaksma@metrigy.com, 815-514-6010.

ABOUT METRIGY: Metrigy is an innovative research and advisory firm focusing on the rapidly changing areas of workplace collaboration, digital workplace, digital transformation, customer experience and employee experience—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.