

Contact Center-as-a-Service MetriRank 2024



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Executive Summary

Metrigy's *Customer Experience MetriCast 2024* global market size and forecast study of 1,566 companies finds that nearly 36% of contact center operations are using contact center as a service (CCaaS) as their primary platform. The remaining 64% use either a single-server hosted platform that is managed by a third-party partner, or an on-premises contact center platform that they own and manage from 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 platforms because with them companies can improve flexibility and scalability, move to an operational expense model, and get access more quickly to enhanced capabilities, deep analytics, and customer insights across digital channels. In this *2024 CCaaS MetriRank* report, Metrigy examines the leading providers.

The global market for CCaaS was \$6.0 billion in 2023, up 23% year over year. Metrigy forecasts the market to grow at a 13% compound annual growth rate (CAGR) from 2023 to 2028, reaching \$10.8 billion by 2028. 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. Product development in 2024 is focused on artificial intelligence (AI), with those efforts having begun in earnest in 2023. With over 50 CCaaS providers worldwide, to be in the top 10 is an honor.

The top five CCaaS providers are as follows:

1

NICE is again the undisputed leader in the CCaaS MetriRank report for the second year in a row, with the largest market share, strongest financials, and full marks for product mix. The company also received the highest possible score for customer business success (see *Methodology* section for definition). NICE is in a good position to continue performing well.

2

Five9, for the second year, lands in the No.2 spot. 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 jump due to the highest customer sentiment score and highest possible customer business success.

3

Cisco is only the ninth-largest CCaaS provider, but it gets a big jump from its financial strength, market momentum, 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 gives the company an advantage.

4

Genesys is the fourth-ranked provider. It has the second-largest CCaaS market share, the highest possible marks for product mix and customer business success, and above-average market momentum. As a privately held company, its financial strength pulls its overall score down. Without full exposure to its financials, it falls short in this area. Genesys has gone all-in with CCaaS, starting to phase out its on-prem products in 2023.

5

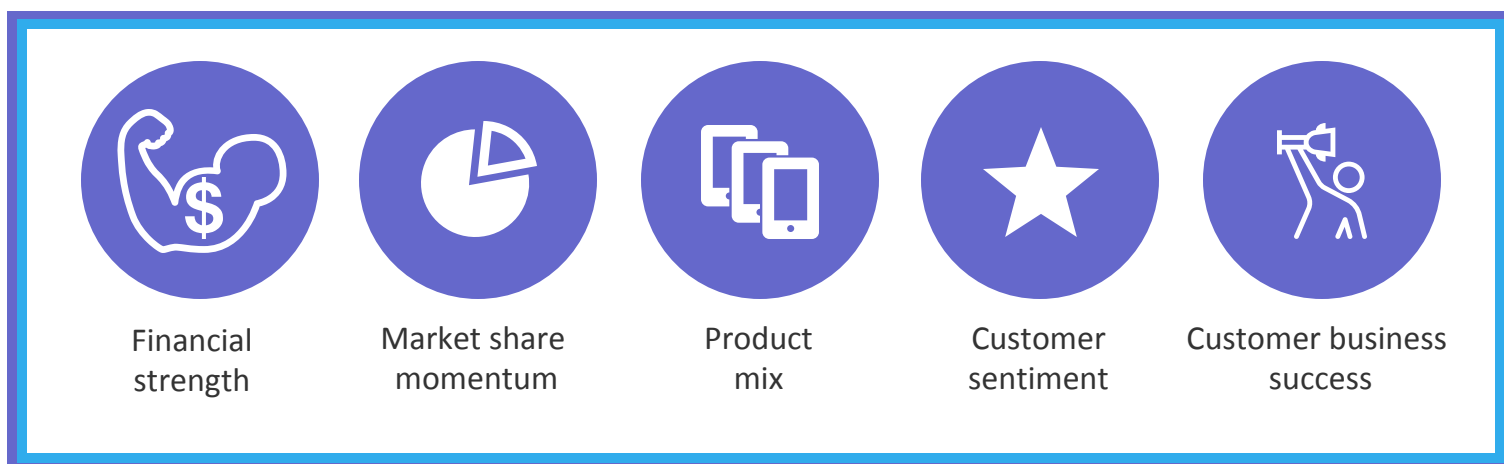
AWS rounds out the top five providers with the fourth-largest market share, along with strong financials and product mix. AWS has leveraged strength in cloud infrastructure services and AI to successfully sell the Amazon Connect CCaaS service—initially to smaller companies but increasingly to larger ones. AWS has carved out a differentiated strategy by offering Amazon Connect with a pay-as-you-go model with no long-term commitments, agent seats, or minimums.



About the Study

The purpose of this MetriRank is to evaluate providers leading the market for CCaaS based on criteria that indicate 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; as a baseline this includes automatic call distributors (ACDs), interactive voice response (IVR), and predictive dialer, but increasingly also includes AI, analytics, and interaction channel integration. CCaaS solutions are 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:



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:



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 (WFO), 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, unified communications as a service (UCaaS), communications platform as a service (CPaaS), 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 for the second year in a row, leading with the highest possible scores in market share, financial strength, product mix, and customer business success. Five9 comes in second, with highest possible marks in customer sentiment and customer business success, above-average financial strength and third overall market share. Closely behind Five9 is Cisco, which had the highest possible financial strength and market momentum scores and strong customer sentiment and customer business success scores. Genesys and AWS rounded out the top five CCaaS providers. Genesys ended 2023 with the second-largest market share and high marks for product mix and customer business success. AWS is No. 4 in market share and has the highest possible score for product mix and a strong score for financial strength.

Three of the providers—NICE, Cisco, and Genesys—are traditional platform vendors. As such, they have a critical advantage: an installed base of on-premises 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 a long history in delivering contact center solutions that provides expertise that is not easily replicated.

Three of the top 10 providers—Five9, Talkdesk, and Content Guru—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. All three providers know what it takes to build and run CCaaS solutions. Led by strong customer sentiment scores for two years in a row strengthens Five9's No. 2 ranking. Talkdesk is No. 6, up from the 10th place ranking in last year's report. Content Guru cracked the top 10 CCaaS providers, making it into this year's report at No. 9.



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 grown more important than 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. No. 8 MetriRank provider, 8x8, and No. 7, Vonage, have added CCaaS to their UCaaS portfolios. (Cisco also offers UCaaS and CCaaS, but it started in the contact center world as an on-premises platform provider. And in 2024, NICE launched a UCaaS offering through an OEM relationship). In MetriGy's *Customer Experience MetriCast 2024* study, 44% of respondents whose companies have a contact center 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 two *CCaaS MetriRank* providers—No. 5, AWS, and No. 10, Twilio—come from various cloud backgrounds. AWS, which has the bigger market share of the two, has the strongest ties to cloud infrastructure and cloud computing services. Lastly, Twilio started as a leader in CPaaS and APIs, parlaying that position into a few stand-alone products, including CCaaS.

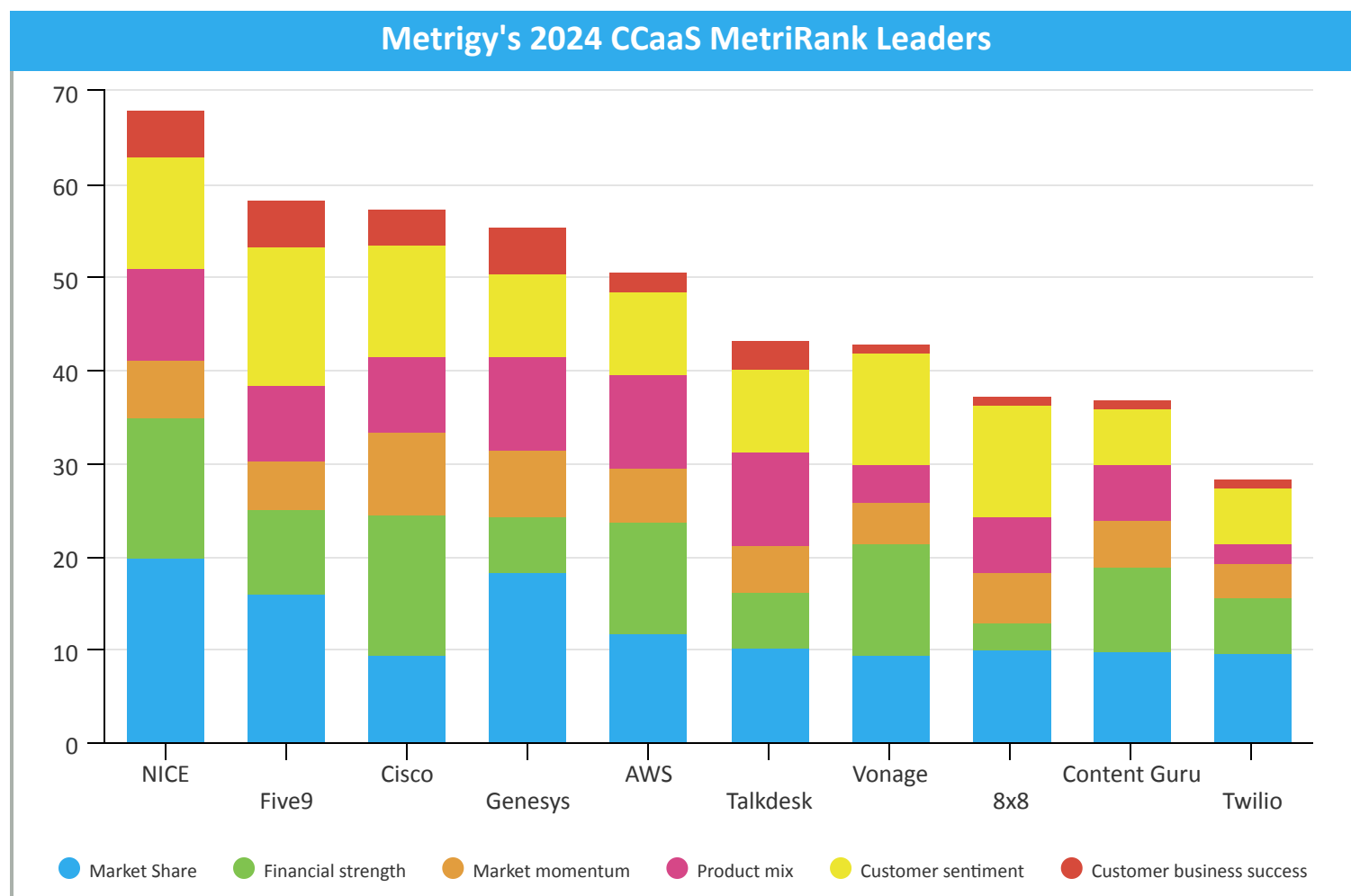


Figure 1: MetriGy's 2024 CCaaS MetriRank Leaders

CCaaS Leaders - Top Providers



| Score Breakdown for Metrigy's 2024 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 | 6.1 | 10.0 | 12.0 | 5.0 | 68.1 |
| Five9 | 16.1 | 9.0 | 5.3 | 8.0 | 15.0 | 5.0 | 58.4 |
| Cisco | 9.5 | 15.0 | 9.0 | 8.0 | 12.0 | 4.0 | 57.5 |
| Genesys | 18.3 | 6.0 | 7.2 | 10.0 | 9.0 | 5.0 | 55.5 |
| AWS | 11.7 | 12.0 | 5.9 | 10.0 | 9.0 | 2.0 | 50.6 |
| Talkdesk | 10.3 | 6.0 | 5.0 | 10.0 | 9.0 | 3.0 | 43.2 |
| Vonage | 9.5 | 12.0 | 4.5 | 4.0 | 12.0 | 1.0 | 43.0 |
| 8x8 | 10.0 | 3.0 | 5.4 | 6.0 | 12.0 | 1.0 | 37.4 |
| Content Guru | 9.9 | 9.0 | 5.0 | 6.0 | 6.0 | 1.0 | 36.8 |
| Twilio | 9.6 | 6.0 | 3.8 | 2.0 | 6.0 | 1.0 | 28.4 |

Figure 2: Score Breakdown for Metrigy's 2024 CCaaS MetriRank Leaders

Providers to Watch

Avaya, Dialpad, Microsoft, RingCentral, Salesforce, Sprinklr, UJET, Zendesk, and Zoom did not make the 2024 CCaaS MetriRank, but merit tracking.

- Dialpad and Sprinklr just missed the cut for this year's report with slightly lower CCaaS revenue based on the top 10 cut-off. As reported in the [2023 CCaaS MetriRank](#), both providers are finding success from different points of differentiation. The market is extremely tight between numbers eight and 15 in regard to market share, and Dialpad and Sprinklr will have to outpace the market to make it back into the top 10 in 2025.
- Avaya has more than 50 years of innovation and engagement within the on-premises contact center market that cannot be ignored. With Avaya's emergence from bankruptcy in May 2023, management is currently positioning overlay cloud capabilities and enhanced features for its core on-premises contact center platform. We anticipate Avaya developing full CCaaS capabilities over time, but at the moment the company is focused on its core installed base that consists of larger, sophisticated contact center requirements that are not quickly migrated to 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 rapidly 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. We expect Zoom to be knocking on the top 10 over the next few years as its CCaaS growth outpaces the market. Microsoft has certified various providers, such as 8x8, Anywhere365, Enghouse Interactive, and others, to integrate Teams with their contact center solutions. In July 2022, however, Microsoft introduced its own lite contact center platform, followed in 2024 with a more full-featured platform.



CCaaS Leaders - Providers to Watch

- 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 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.
- Salesforce and Zendesk each has a legacy in the CRM world and is 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 for voice (AWS, with Amazon Connect, is the go-to for Salesforce, though others, such as Vonage, are supported). Zendesk's sweet spot is down-market with small and medium-sized businesses (SMBs). This positioning will help the company upsell CCaaS services to that segment.



CCaaS Provider Profiles

NICE

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 and LiveVox in 2023 for AI virtual agents; partnerships with companies such as Google, for AI and Chrome OS optimization; and internal development, NICE is the largest CCaaS provider based on revenue market share at the end of calendar-year 2023. Its strong market share, financial strength, product mix, and customer business success give it top marks in the CCaaS MetriRank for the second year in a row. NICE also has above-average customer sentiment score. The only score that is average for NICE is market momentum. As the largest provider, it has maintained market share, growing at the rate of the overall market.

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 the strongest net margin of the group. This financial strength places NICE in a unique position among many of its peers, which either are not profitable, or are teetering on the edge of profit and loss 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, 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), voice of the customer, 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.

Building on CXone and the full suite of Enlighten AI solutions, in June 2024 NICE announced Mpower, which brings the platform and AI capabilities together in a single package. Mpower is positioned for those companies undergoing a complete CX transformation or looking to increase automation and digital engagement capabilities. The Mpower package provides all of NICE's capabilities to clients in an easy-to-consume model and pricing. CXone by itself is available in six different packages, on top of which companies can overlay other components they need. Mpower includes the CXone Complete Suite with every Enlighten AI capability for a list price of \$249 per agent per month. Pricing for Autopilot and Copilot remains usage-based, per session.



CCaaS Provider Profiles

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. Additionally, in 2024 NICE launched an integrated UCaaS offering, 1CX, which it OEMs from another provider. 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 WFO integration solutions for Amazon Connect. NICE also offers APIs that developers can use to build their own integrations and applications for use with CXone.

NICE markets CXone globally, selling predominantly through channel partners; it is 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 scored high in both areas. Across the eight customer sentiment categories, NICE received two notably high ratings relative to the other report leaders, for AI capabilities and value of the service. Among NICE's customers in the study, 61% are in the customer business success group. NICE earns the highest success score for first contact resolution, at 65.6%, and the lowest agent attrition rate, of 22%. NICE's success group rated slightly above average for CSAT, with a 5.4.

NICE's Scores Versus Average CCaaS MetriRank Scores

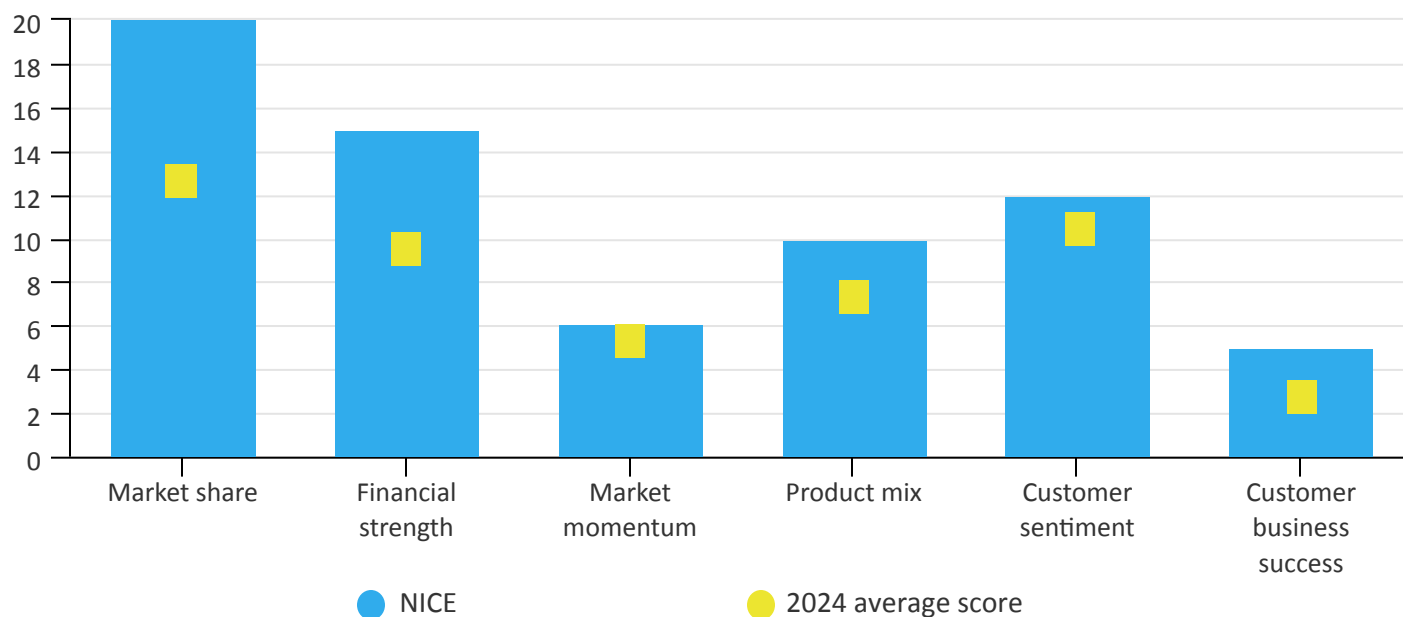


Figure 3: NICE's Scores Versus Average CCaaS MetriRank Scores



CCaaS Provider Profiles

Five9

Founded in 2001, Five9 is an original pure-play cloud contact center provider 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 high scores for customer sentiment and customer business success, along with average financial strength score give it a bump in the rankings.

Since going public in 2014, Five9 has continued to post strong revenue growth year over year. The company' margins and profitability are improving. Initially, Five9 targeted smaller contact centers, primarily in the U.S., that the company reached through inside sales teams. In recent years, Five9 has moved up-market, is enterprise grade, and bolstered its channel program to capture larger and global contact center opportunities. Going up-market is helping fuel growth with longer-term, larger 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 offers a mix of WEM solutions—via partnerships with Calabrio and Verint, as well as with its newly developed internal offering.

The Intelligent CX platform unifies 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.

Five9 supports programming tools through natural language processing engines, and analytics with the Five9 IVA Studio. The tool enhancements allow teams to better collaborate on IVA development and to use APIs to automate functions. Performance insights are available over self-service and live channels for workflow improvements.

Strategic priorities on the business side for Five9 include international and channel expansion. To date, revenue from outside the U.S. represents 11% of Five9's total revenue. Partners are an important part of international expansion. An expanded partnership with BT 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 integrates 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.



CCaaS Provider Profiles

Key product and go-to-market developments in the past year include:

- GenAI Studio, an interface that will power all of Five9's applications that use generative AI, starting with Agent Assist AI Summaries. Five9 had previously launched Agent Assist 2.0 with AI Summary, leveraging ChatGPT's generative AI, for customer call transcript summarization.
- Availability of the Intelligent CX Platform on Google Cloud Marketplace, to allow Google Cloud customers the ability to simplify procurement and billing, while leveraging Google Cloud spend commitments.
- Workflow automation (WFA) enhancements, including tools to integrate data and automate processes between the contact center and enterprise business systems. Additionally, Five9 WFA became part of Five9's standard offering, available to all CCaaS seats.
- Acquisition of Aceyus, a data integration and analytics expert, in order to bring together disparate data in a unified view for personalized experiences and streamline on-premises based contact center migrations to the Five9 platform.

In other measures, Five9 received the highest possible scores for customer sentiment and customer business success. Across the eight customer sentiment categories, Five9 received high ratings in service reliability, analytics, and security relative to the other report leaders. Among Five9 customers, 65% are in the customer business success group. Five9's success group performed particularly well on CSAT, with its 6.0 score the highest among all company success groups. Five9's success group reported an average handle time of 8.7 minutes, the second-lowest rate. Five9's success group posted an average first contact resolution of 56.8%.

Five9's Scores Versus Average CCaaS MetriRank Scores

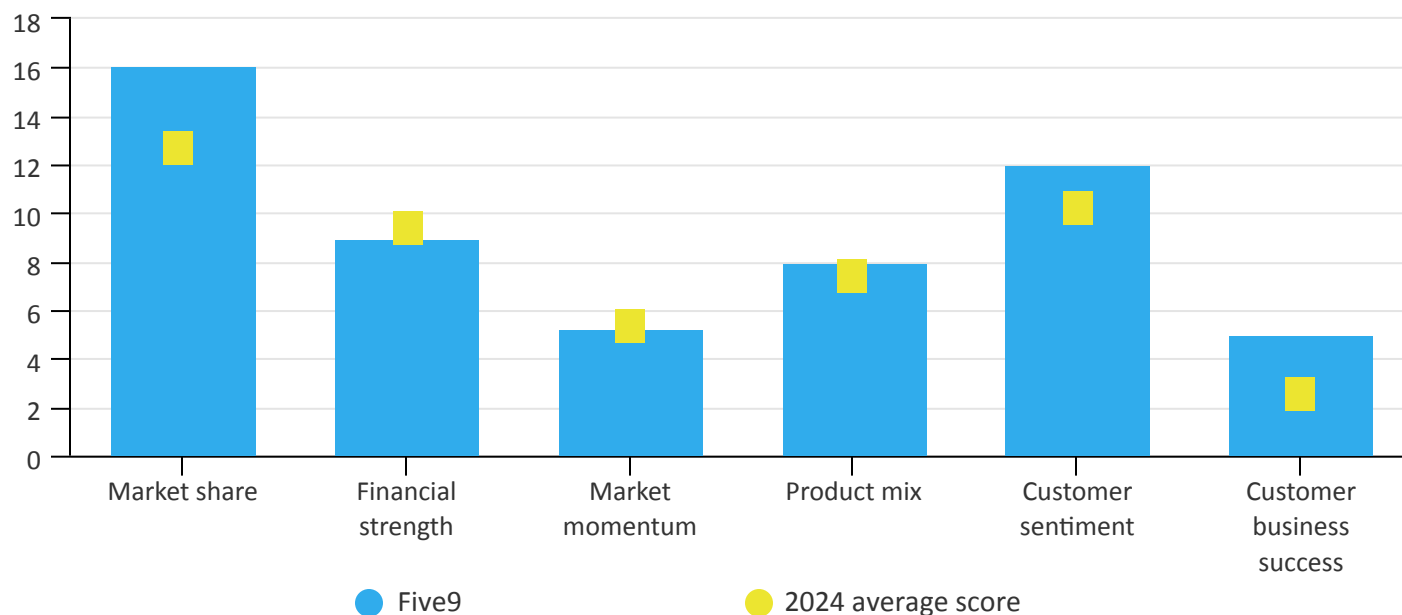


Figure 4: Five9's Scores Versus Average CCaaS MetriRank Scores



CCaaS Provider Profiles

Cisco

Cisco is the only company in the 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 built its own in-house CCaaS solution, Webex Contact Center, in 2020. Critical functionality for Webex Contact Center was integrated from the 2021 acquisition of IMI mobile, with important enhancements including omnichannel engagement across social, messaging, and voice, and CPaaS. Other key acquisitions for Webex Contact Center include the 2019 purchases of Voicea for AI and Cloudcherry for experience management and analytics.

Despite being ninth in CCaaS market share, Cisco again landed third overall in the rankings due to strong financial strength and market momentum, with the highest possible score in each category. Additionally, Cisco scored above average on customer sentiment and customer business success. 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. Its above-average market growth in 2023 is evidence of its ability to advance in this market.

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, and so can continue to invest accordingly.

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 also utilize cloud-based 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 innovative capability is Cisco's Wellness AI, which identifies signs of stress and assigns agents short breaks to recharge. An important AI feature will be customer journey orchestration and automation.



CCaaS Provider Profiles

In 2024, Cisco introduced its Flex 3.0 contact center offer, which bundles Standard Agents and Premium Agent seat offers, with available add-ons. Standard Agents include voice, email, chat channels, and access to Webex Connect digital channels for self-service. Premium Agent seats include supervisor functions, as well as progressive and predictive voice agents. In October 2023, Cisco announced its Customer Experience Essentials, which is targeted at customers that need routing, queuing, reporting, and supervisor capabilities in an easy-to-deploy capacity for informal contact center agents. The lower-priced offering expands Cisco's market reach.

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. Key roadmap items for Cisco include expanding its AI capabilities, integrating analytics based on the Splunk acquisition of early 2024, and geographic expansion.

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. Among Cisco customers, 58% are in the customer business success group. Cisco performed extremely well in the average handle time category, with a score of 8.8 minutes, compared to the average 11.0 minutes. Cisco's success group posted a low agent attrition rating of 25%, compared to the average 28%.

Cisco's Scores Versus Average CCaaS MetriRank Scores

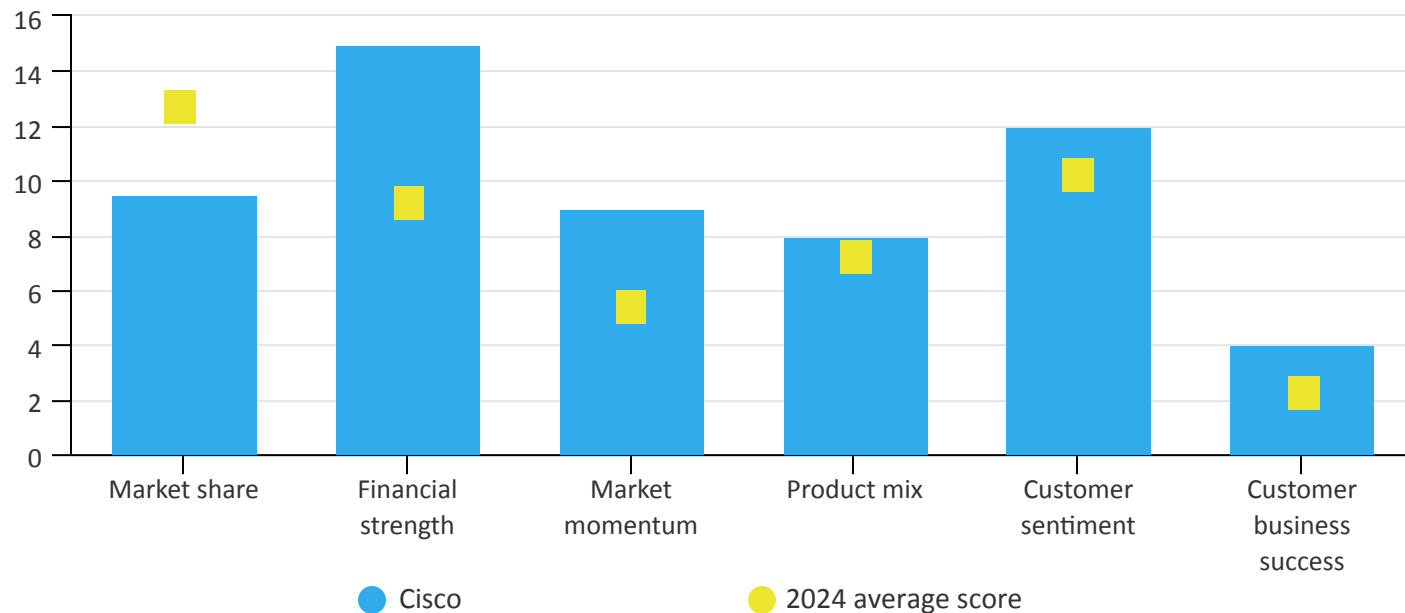


Figure 5: Cisco's Scores Versus Average CCaaS MetriRank Scores



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 and customer business scores. Genesys is benefiting from positive traction as companies roll off premises systems or first-generation cloud contact center platforms to modern CCaaS.

The privately held company announced in June 2024 that the Genesys Cloud CX platform had \$1.5 billion in annual recurring revenue (ARR), less than five years since hitting the \$100 million ARR mark. In its most recent quarter, 1Q25 (ended April 30, 2024), the company reported that it is profitable. Without visibility into financial details, Genesys scores lower on financial stability, which is a drag on its overall score.

Genesys Cloud CX is a full-featured AI-powered experience orchestration platform with all that's expected in serving the needs of advanced customers—that is, AI, including 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.

Genesys' native conversational, predictive, and generative AI provides engagement automation and enhanced self-service out of the box, with flexibility enabling customers to bring their own or use third-party bots. Its complete, native WEM suite provides capabilities to engage employees, supporting onboarding, coaching, performance management, and schedule management that is enterprise-ready out of the box.

Genesys Cloud EX, which brings together WFO/WEM features such quality management, speech 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.

Key service enhancements for Genesys Cloud announced over the past six months include the launch of Genesys Agent Copilot, Virtual Agent, Empathy Detection, and a new agent desktop (Modern Agent Workspace). Additionally, Genesys launched native journey management capabilities with the platform, delivering insights and control to fuel AI-driven experiences.

Genesys received a slightly below average score for customer sentiment but the highest score for customer business success. For customer sentiment, Genesys received its highest ratings in service reliability. Out of all the Genesys customers in the CX MetriCast study, 70% of them are in the customer business success group, which is the second highest percentage of the companies polled. Genesys's success group displayed a 60.6% first contact resolution metric, above the 56.7% average.

Genesys's Scores Versus Average CCaaS MetriRank Scores

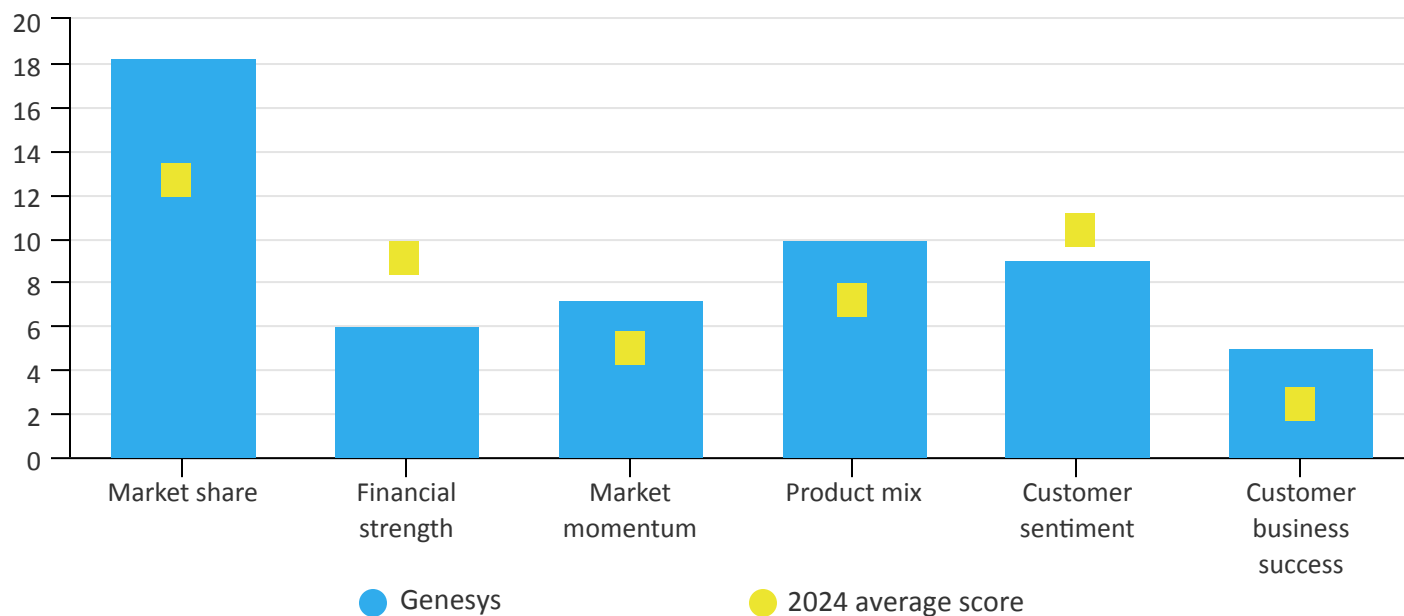


Figure 6: Genesys's Scores Versus Average CCaaS MetriRank Scores



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 desire to better meet the needs of its own 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 had the biggest jump of any provider, going from ninth position in the 2023 CCaaS MetriRank to fifth in this year's report. Buoyed by its solid market share, which is fourth overall, AWS had above-average financial strength and top marks for product capabilities. Amazon Connect's customer list is extensive, across industries and geographies, with companies such as Capital One, GE Appliances, and Priceline on it.

Amazon fluctuates between positive net income and net losses. For the most recent period used for this report, Amazon posted solid revenue growth and positive net income. Additionally, it has improved its solvency, netting a better debt-to-equity ratio compared to a year ago. The AWS division represents only 17% 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 Amazon Lex conversational AI service to build chatbots that allow customers to say what they want rather than selecting from menu options. Today, Amazon Connect also natively supports SMS, chat, and outbound campaigns, and has a wide range of additional capabilities.

For agent assistance, Amazon Connect features a variety of capabilities. These include Customer Profiles, which aggregates customer data pulled from different applications and presents it to the agent in a unified view, and Amazon Q in Connect, which provides agents with generative AI-powered recommended responses and actions based on customer intent and allows them to search across connected content repositories to find answers to customer queries. Also for agent assist, Amazon Connect presents step-by-step guides that help 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. Additionally, the Amazon Connect agent workspace integrates the entire agent experience, including Amazon Q in Connect and third-party applications already used, into one screen; and Cases allow agents to track and manage customer issues that require multiple interactions, and follow-up tasks. For contact center analytics and quality management, AWS offers Amazon Connect Contact Lens—which also works in conjunction with Amazon Q in Connect to suss out customer issues during calls, and then provide recommendations and answers for agents to use.



CCaaS Provider Profiles

For workforce 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.

Over the past year, AWS has made a considerable number of product/feature updates. Highlights include:

- Amazon Q in Connect, which utilizes generative AI to provide agents with suggested responses and actions to address customer questions, providing faster resolution.
- Amazon Connect Contact Lens updates, including generative AI-powered post-contact summaries, theme detection, supervisor alerts on agent performance, screen recording, and real-time conversational analytics for chat.
- The addition of telephony services to 20 new countries for Amazon Connect Telephony. AWS currently services 230 outbound destinations and 110 inbound countries.
- Amazon Connect now supports two-way SMS, in-app web and video calling, routing according to agent proficiency, quick responses for agents engaged in chat, and outbound campaigns that support voice dialing with no agent required.

For customer sentiment, AWS posts average scores. Across the eight customer sentiment categories, AWS earned its highest rating for service reliability.

AWS's Scores Versus Average CCaaS MetriRank Scores

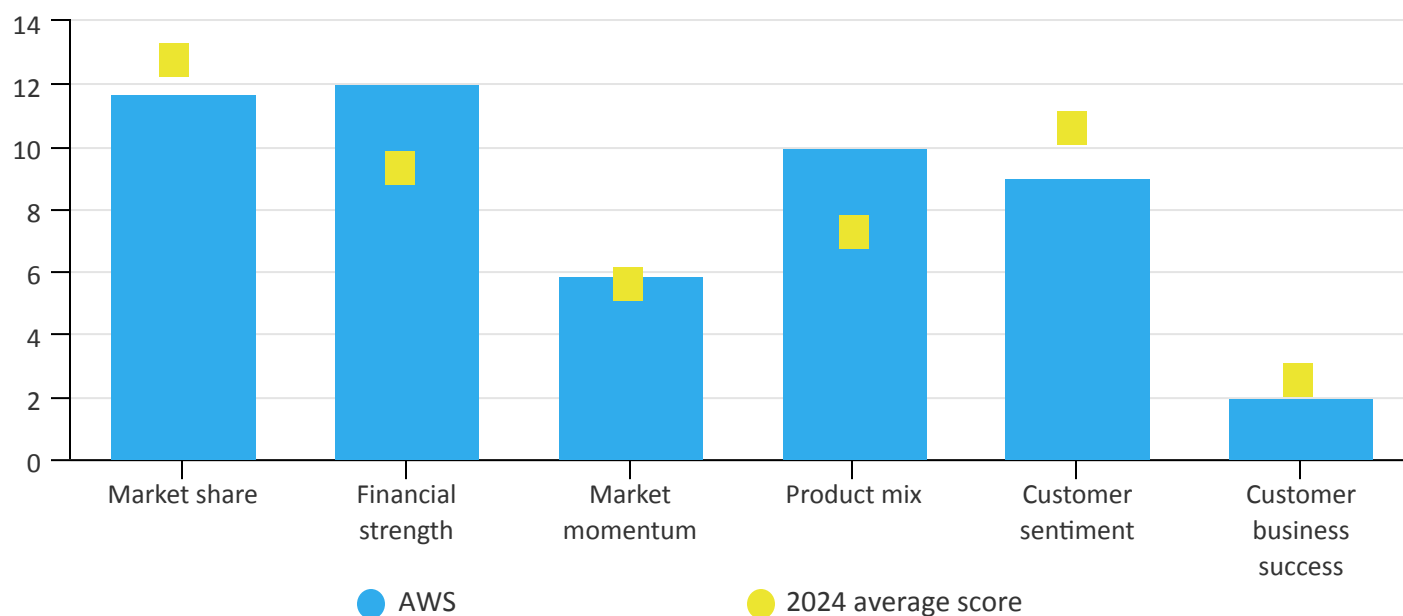


Figure 7: AWS's Scores Versus Average CCaaS MetriRank Scores



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 the highest possible score for product mix, 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.

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 in 2017, an inside sales-oriented tool. 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.

Key developments over the past 12 months include new generative AI features that make AI more accurate and accessible in the contact center, including layering generative AI across the entire platform. The company launched Talkdesk Autopilot, a generative AI customer experience with new self-service use cases for banks, retailers, and healthcare providers, and a virtual agent. Talkdesk CX Cloud has also achieved FedRAMP In Process designation.

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.



CCaaS Provider Profiles

Talkdesk has a just slightly lower-than-average customer sentiment score but is average with customer business success. Across the eight customer sentiment categories, Talkdesk received its highest rating for customer care. Among Talkdesk customers, 54% are in the customer business success group. Talkdesk's success group performed above average for all of the categories, with most notable success in first call resolution at 64.4% and among the top three vendors in the category. Talkdesk's CSAT score is 5.6, comfortably above the 5.3 average.

Talkdesk's Scores Versus Average CCaaS MetriRank Scores

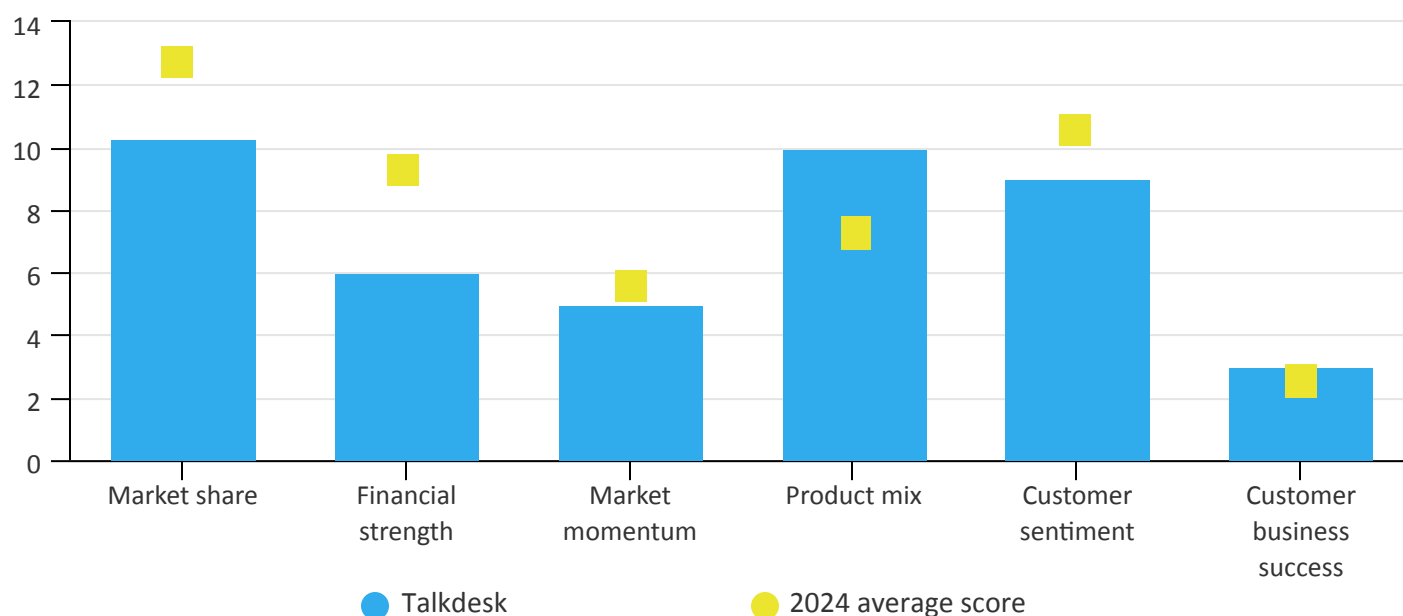


Figure 8: Talkdesk's Scores Versus Average CCaaS MetriRank Scores



CCaaS Provider Profiles

Vonage

One of the founding VoIP providers for residential customers, Vonage has had a storied history for more than 20 years. With its pivot to business-to-business cloud communications over the years, it now has a comprehensive portfolio of engagement solutions that encompass UC, contact center, and a suite of communications APIs. Vonage has worked hard 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.

While Vonage is 10th in CCaaS revenue market share at the end of 2023, it ended seventh in the CCaaS MetriRank due to strong financials. The company's integrated UCaaS/CCaaS platform has been an important driver for new business. Vonage's sweet spot today is with mid-market enterprises, but it has a growing presence within larger enterprises. Vonage's contact center customers cross a variety of industries and geographies, including companies such as Swiss-based Endress+Hauser and U.S.-based Goosehead Insurance.

Key features of the Vonage Contact Center (VCC) include ACD, IVR, speech analytics, screen recording, insights and analytics, omnichannel support, auto-dialer, dynamic routing, AI 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., North America, and Australia, as well as inside sales or indirect channels in other regions.

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 has invested heavily and has a go-to-market team dedicated to the Salesforce partnership.



CCaaS Provider Profiles

Vonage received an above-average score in customer sentiment. It stands out with the highest rating in customer care. Among Vonage customers, 35% were in the customer business success group. The success group earned the highest first call response percentage of all companies polled, at 66.1%. Vonage also scores well above average on its CSAT rating at 5.7, and better than average for average handle time, at 10 minutes (compared to 11 minutes for the vendor success group overall).

Vonage's Scores Versus Average CCaaS MetriRank Scores

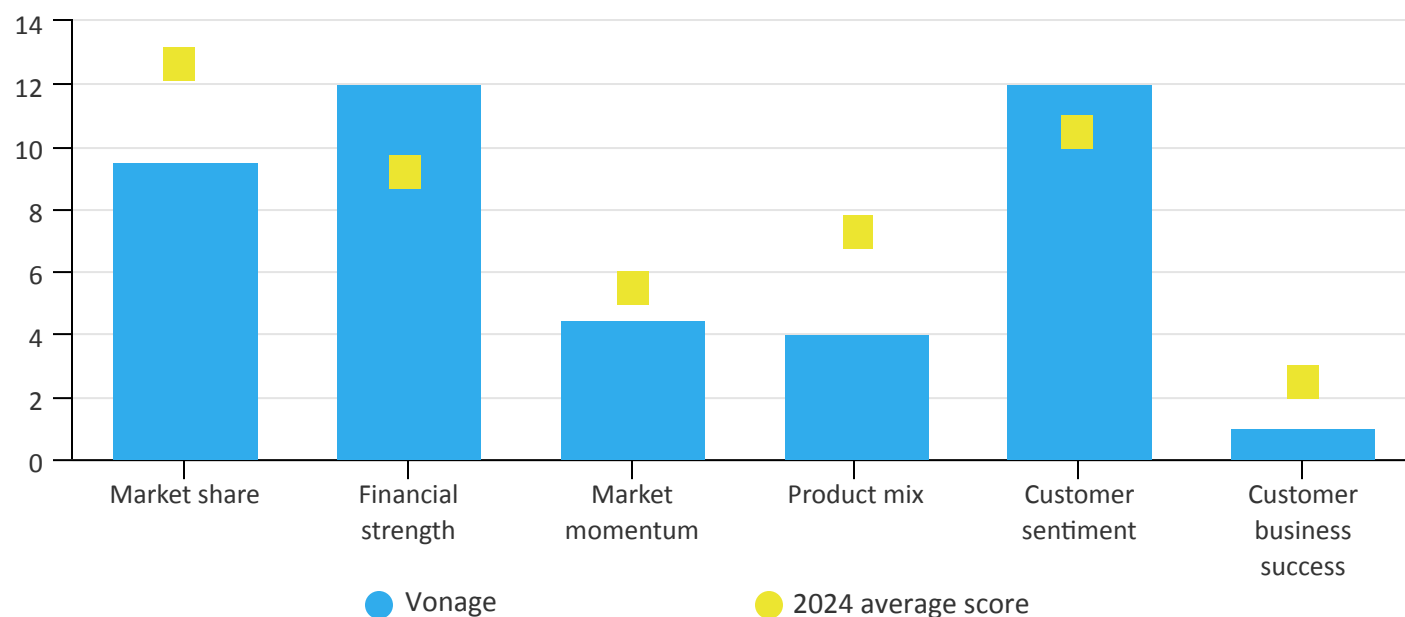


Figure 9: Vonage's Scores Versus Average CCaaS MetriRank Scores



CCaaS Provider Profiles

8x8

8x8 has a long heritage in developing and managing cloud communications infrastructure and software. 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 and eighth overall in our ranking. 8x8's strong customer sentiment scores are outweighed by a below-average financial strength score. The company's net losses and negative operating margin hurt its financial scoring. However, it still ranks in the top 10 CCaaS providers.

With technology from acquisitions, 8x8 rewrote its code to create an integrated UC, contact center, and CPaaS platform. 8x8, which utilizes a microservices framework, is cloud-agnostic. It runs across multiple geographies (or 36 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 and a Customer Interaction Platform with real-time performance and quality reports; WEM, which includes quality management and interaction analytics; conversational AI, which supports self-service and agent-assist use cases; secure payments, supporting compliant payment processing options for voice and digital channels; and integrated collaboration for video meetings plus 1:1 and team messaging. In addition, it offers pre-built integrations for Microsoft Azure Active Directory, Microsoft Dynamics, Salesforce, ServiceNow, and Zendesk, among others.

With a strategy to become the leading provider of cross-organizational customer engagement solutions, 8x8 in March 2023 announced a strategic refocus on customer engagement combining its collaboration, contact center, and CPaaS capabilities. It is focusing its investments in four areas: data and analytics; omnichannel; intelligent routing skills and attribution-based routing; and UI/UX supervisor workspace. Among 2023 product innovations are 8x8 Intelligent Customer Assistant, a conversational AI solution built on Cognigy AI; new transcriptions, translations, and summarization capabilities built with OpenAI Whisper; 8x8 Supervisor Workspace; enhanced 8x8 Agent Workspace Dashboard; and deeper third-party application integrations.

In 2024, 8x8 announced 8x8 Engage, a mobile-first customer engagement solution built for CX professionals outside traditional contact centers who do not need a feature-rich, full-blown contact center platform. Additionally, like most CCaaS providers, 8x8 is continuing to work on enhancing its capabilities with AI, including layering in AI data analysis for supervisors. 8x8 added support for 20 new conversational AI partners with a new native Bot Gateway supporting voice and digital interactions for seamless handoffs with context. 8x8 also added Virtual Agent Assistance, offering AI Co-Pilot for agent coaching, and GenAI for Knowledge via Microsoft Azure's OpenAI, supporting call summarization, next best actions, knowledge base lookup, and interaction data interrogation. 8x8 introduced support for video interaction in the contact center, allowing agents to elevate from voice to video and supporting features such as geo location, recording, and image capture.



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 an above-average score in customer sentiment. It received a standout sentiment rating for integration with key applications and technical features. Of the 8x8 customers in the CX MetriCast study, 39% of them were in the customer business success group for CCaaS. 8x8 performed above average on its CSAT score, earning a 5.5 compared to the 5.3 average. 8x8's success group customers had an average handle time of 10.7 minutes, which is below the 11.0 minute average.

8x8's Scores Versus Average CCaaS MetriRank Scores

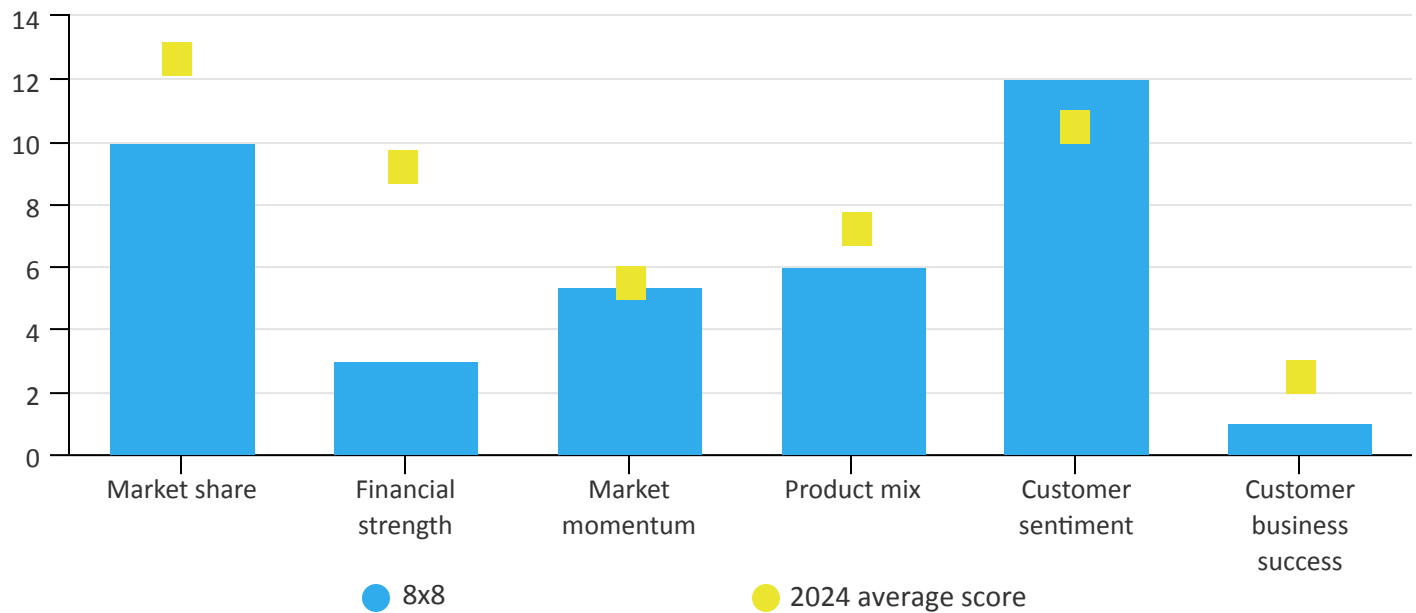


Figure 10: 8x8's Scores Versus Average CCaaS MetriRank Scores



CCaaS Provider Profiles

Content Guru

Content Guru, owned by holding company Redwood Technologies Group, was founded in 2005. 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. Content Guru 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.

Content Guru has had significant growth over the past few years, placing it sixth in 2023 revenue CCaaS market share and securing its inaugural appearance in this year's CCaaS MetriRank. Above-average market growth is giving the provider good momentum as it moves through 2024 and expands its reach in the U.S. Content Guru has a lower-than-average customer sentiment score and average customer business success as a result of low customer input into the CX MetriCast 2024 study. Content Guru's customer list is extensive, with organizations such as AXA, District of Columbia, Rakuten, and Sodexo.

While privately held, Content Guru has a 10-year streak of revenue growth and profitability. Its largest deal is over \$150 million in ARR. The company takes a partner-first approach to sales. In the U.S., a key focus area is FedRAMP accreditation and in the enterprise with broker relationships. Content Guru has achieved FedRAMP In Process designation at the high-impact level. With the audit well underway, the company expects approval in 2024. Its FedRAMP sponsor is the U.S. Department of State. In 2024, Germany is expected to be one of the strongest growth regions for the company, and in APAC, it is increasing its presence with an office in Australia.

Content Guru's CCaaS services run on storm, the company's secure, omni-channel platform, while AI applications run on an aggregation layer called brain. Rather than develop its own AI platform, Content Guru acts as an AI broker, using the brain aggregation layer. The company has taken an agnostic approach to AI, utilizing development from providers including Anthropic, IBM, Google Cloud (Dialogflow), Meta, Mistral AI, OpenAI, and Speechmatics. For intelligent automation, Content Guru utilizes generative AI for transcription and summarization functionality. Other key AI capabilities include language translation, sentiment analysis, AI agent assist, and real-time feedback for agents.

The company's product roadmap focuses on four areas:

- Digital channels, including video to increase empathy and reduce the need for physical visits, support for the proliferation of social media channels, and the ability to leverage new technologies like metaverse.
- Customer data platform (CDP), to provide personalized services by leveraging all available customer data. The goal is aggregating data from all systems of record and providing a 360-degree view of a customer's interactions.
- The Internet of Things (IoT), with the ability to improve customer experience through data driven from IoT devices, including wearables in healthcare, smart meters in utilities, or stress monitors across a workforce, being of importance to digital customers.
- Intelligent automation, whether structured through logical pathways or unstructured ones leveraging AI. Content Guru is matching best-in-case technologies with AI.



CCaaS Provider Profiles

Content Guru offers two types of pricing model: named user or concurrent users. It has restructured its licensing model to a bundle that includes digital capability in the same license as voice. The new structure allows customers to order core capability in a single license, then add extra functionality such as AI or customer data platform (CDP), as required. This ensures simplicity for enterprise customers while enabling them to maintain the value of the solution and only pay for what they use.

Content Guru has a lower-than-average customer sentiment score and average customer business success as a result of low customer input into the CX MetriCast 2024 study

Content Guru's Scores Versus Average CCaaS MetriRank Scores

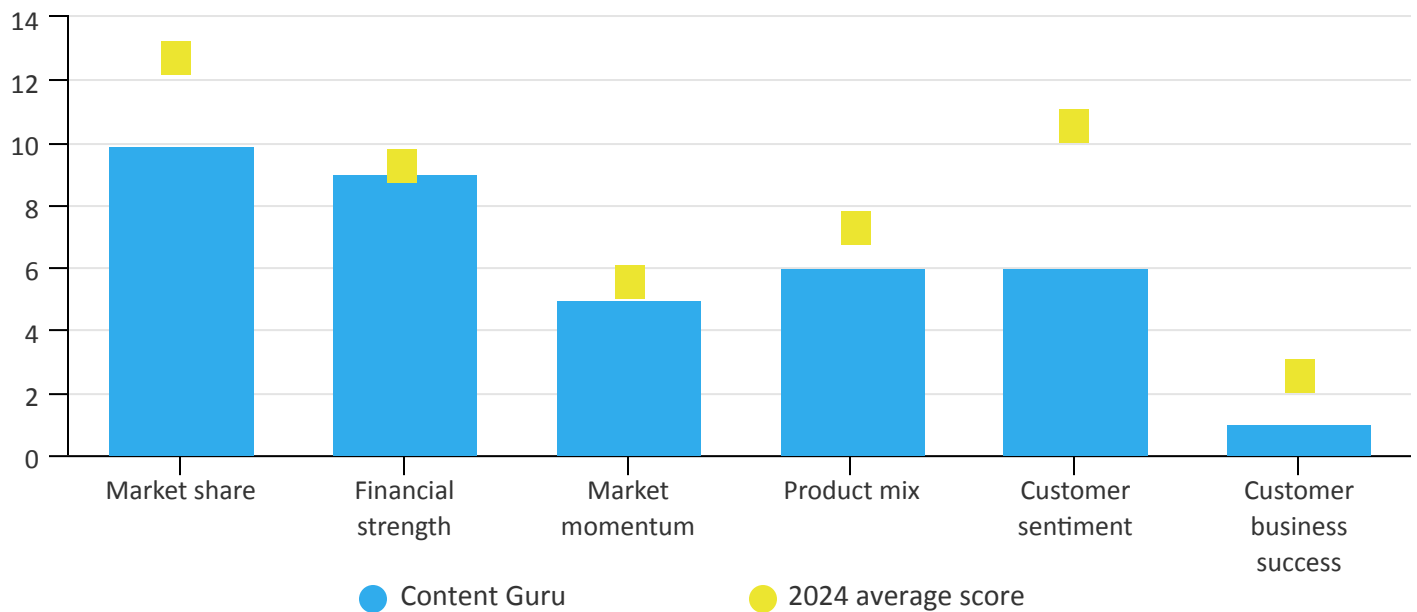


Figure 11: Content Gurus Scores Versus Average CCaaS MetriRank Scores



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 No. 8 position in terms of revenue market share for 2023. However, Twilio's lower-than-average scores across the other categories, especially market momentum, product mix, and customer business success, put it 10th overall in the rankings. With a number of CCaaS providers right below our list of top 10 growing and developing on the product side, Twilio is at risk of falling off the list in 2025. Key customers of Twilio Flex include Hubspot, Lyft, Nubank, and Shopify.

Twilio went public in mid-2016 and recorded year-over-year revenue growth for the past eight 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. However, its net losses have been greatly decreasing over the past year, moving it closer to profitability.

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, was sitting in Data & Applications but in 4Q23, Twilio did another reorganization moving Flex and Marketing Campaigns to its Communications business unit. At the same time, it renamed Data & Applications to Twilio Segment.

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. In line with these announcements, in March 2024, Twilio announced Unified Profiles, an open and extensible data layer that empowers agents and AI with complete context about the customer. 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 as a result of low customer input into the 2024 Customer Experience MetriCast study.

Twilio's Scores Versus Average CCaaS MetriRank Scores

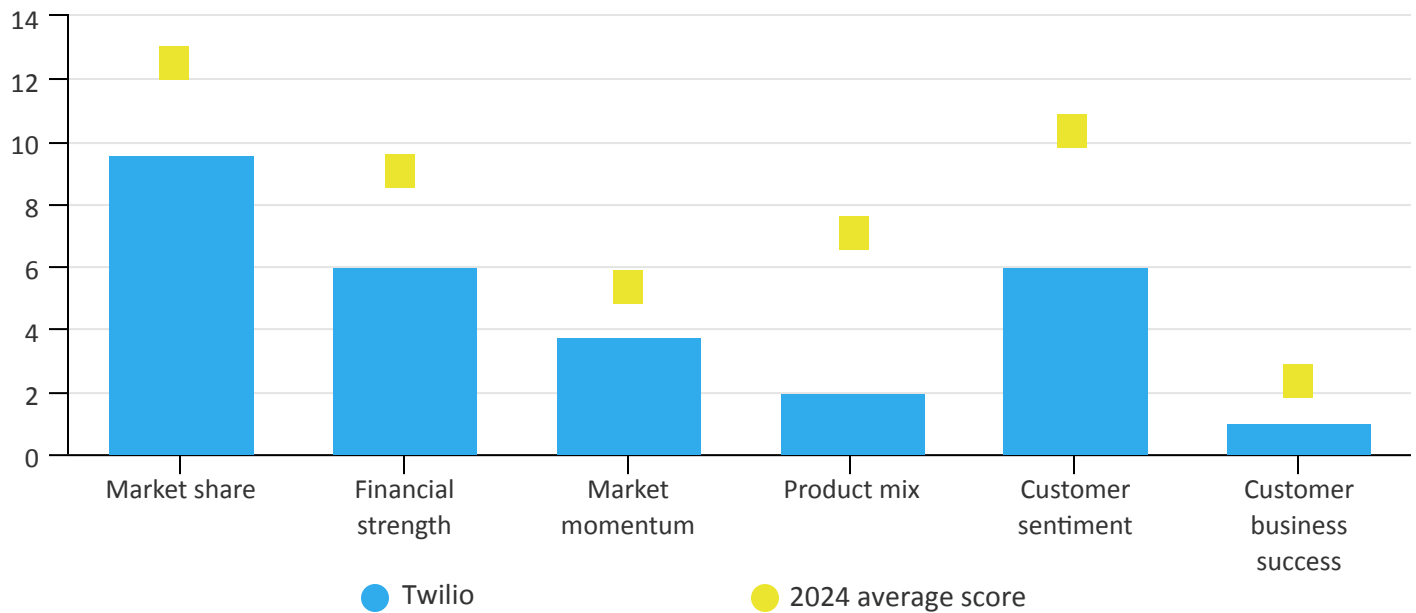


Figure 12: Twilio's Scores Versus Average CCaaS MetriRank Scores



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 2023, 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 2024* 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 2023.

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, WFO, 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 WFO 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.

Customer sentiment – We ask research participants in our Customer Experience MetriCast 2024 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 10 = Outstanding and 1 = Extremely Poor. For CCaaS providers, overall average customer sentiment score is 8.13, with individual provider scores ranging from 7.82 to 8.44.

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 8.13 with a MetriRank score of three being average.

Customer business success – Research participants of our Customer Experience MetriCast 2024 research study provide data on improvements in business metrics (first contact resolution percentage, average handle time, agent attrition rate, and customer satisfaction) resulting from the use of their CCaaS provider. Metrigy calculates the percentage of each providers' customers that were at or better than average in each of the areas. Providers that made it to the success group had an average or higher-than-average percentage of their customers with successful metrics. For CCaaS providers, 30% to 79% of each company's customers were in the success group, with the average at 56%.

Measurement – We converted each provider's customer business success score to our MetriRank one-to-five score based on how many standard deviations each provider had from the average score, with a MetriRank score of three being average.

Further Reading

Read the *Customer Experience MetriCast 2024* report, published April 30, 2024, [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:

- **Strategy 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 Client Services for more information: client-services@metrigy.com.

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