



MetriStar Top Provider Award

Contact Center-as-a-Service Platforms

NiCE

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Metrigy 2026 MetriStar Awards: NiCE

Category: Contact Center-as-a-Service Platforms

NiCE earned Metrigy's 2026 MetriStar Top Provider Award for Contact Center-as-a-Service (CCaaS) Platforms. The value of the MetriStar Award is that it is based on customer ratings of providers *and* quantitative metrics correlating the use of a vendor's products and services with measurable business success. Companies use NiCE's CCaaS platform, NiCE CXone, to manage all voice and digital customer interactions through a single, AI-powered cloud system.

Product Category

Contact Center-as-a-Service Platforms: CCaaS platforms, together with on-premises contact center platforms, are the communications core of customer engagement. At minimum, they provide automated call distribution (ACD) to route incoming voice calls to appropriate agents. They often include interactive voice response, as well. Providers offer artificial intelligence (AI)-based apps, such as agent assist, AI agents, and transcription, as well as workforce engagement management, analytics, and self-service. The cloud-based platforms can interact with customers over multiple, integrated channels. The emerging technologies may be the vendor's own or that of an integrated technology partner.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** – Recognizes technology providers whose customers achieved high business success *and* that received at- or above-average customer sentiment ratings
- **Top Business Success** – Highlights providers whose customers realized the most substantial business success metric improvements
- **Top Customer Sentiment** – Highlights providers whose customer sentiment scores are at or above average



Figure 1: MetriStar CCaaS Platform Providers, 2026 (names in alphabetical order)

Research Methodology

Business Success

Research participants in our *Customer Experience MetriCast 2026* study provided data on before-and-after changes in business metrics, including revenue, customer satisfaction (CSAT), employee efficiency, and operational costs, resulting from the use of their CCaaS platform. They classified the impact as a significant or modest increase, no change, or a significant or modest decrease. Figure 2 below shows the average percentage response for each of the business metrics across all companies.

2026 CCaaS Platform MetriStar: Business Success Average Change					
	Significant Increase	Modest Increase	No change	Modest Decrease	Significant Decrease
Revenue	27.7%	50.7%	18.1%	3.2%	0.3%
CSAT	35.9%	45.5%	16.3%	2.0%	0.3%
Employee efficiency	37.3%	38.5%	22.7%	0.9%	0.6%
Operational costs	14.9%	6.7%	25.9%	31.8%	20.7%

Figure 2: 2026 CCaaS Platform MetriStar: Business Success Average Change

For each provider individually, we used a diffusion index calculation, subtracting the negative from positive results, with a higher weighting assigned to “significant” responses on either end of the spectrum. For revenue, CSAT, and employee efficiency, we subtracted the decrease percentages from the increase ones and did the opposite for operational cost (and then multiplied by 100 to remove the percentage). Using that formula, the average score is 325. Providers that were above average won a Business Success MetriStar.

Figure 3 below illustrates each provider’s Business Success score, with the average line noted.

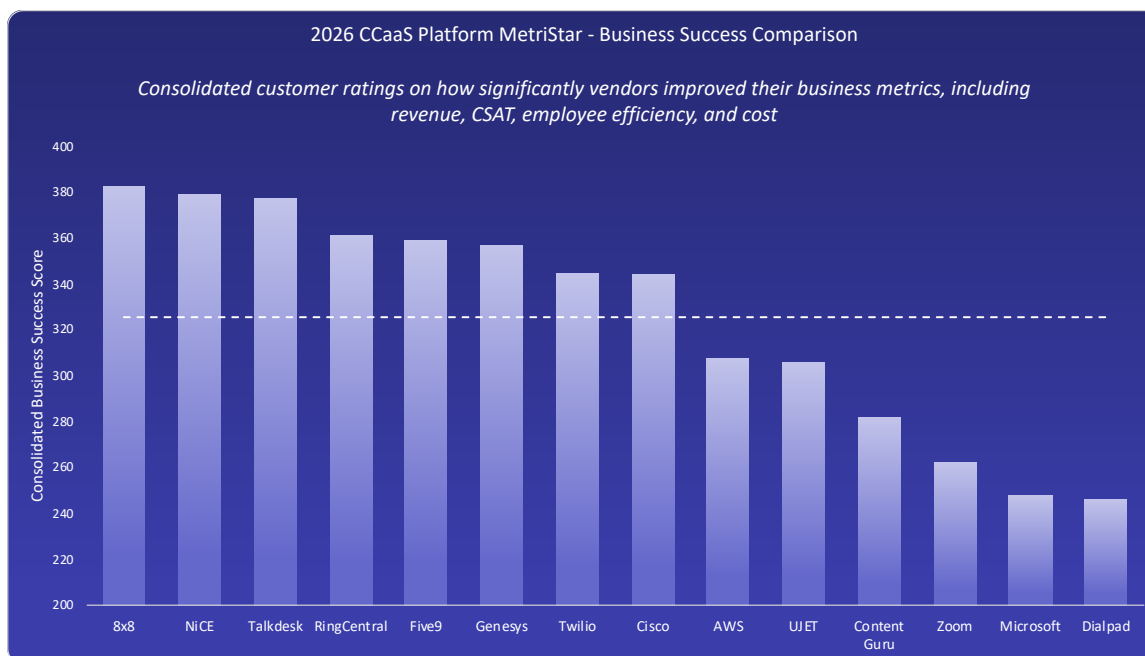


Figure 3: 2026 CCaaS Platform MetriStar – Business Success Comparison

All companies deliver some improvement to their customers' business metrics. As noted on the chart, though, some do so more significantly than others. Overall, for CCaaS, vendors' top-performing area is CSAT improvement, which accounts for 100 of the 325 points making up the average score. Vendors improve revenue and efficiency equally, with operation cost being the lowest scoring area overall. *NiCE's overall business success score of 379 is the second-highest score among all competitors. NiCE ranked first in helping its customers improve both CSAT and employee efficiency, scoring 133 for both. NiCE also ranked highly for revenue, compared to a 93 average, earning a score of 100.*

Customer Sentiment

In addition to business success, we asked research participants to rate provider performance on a variety of areas, as noted in Figure 4 below. The rating scale is 1 to 10, where 1 = Extremely Poor and 10 = Outstanding. For CCaaS platform providers, overall average customer sentiment score is 8.38 (up from 8.05 in 2025), with individual provider scores ranging from 7.51 to 8.88. *NiCE earned the highest overall customer sentiment score of 8.88 and ranked first in five other categories: integrations with key apps (9.08), analytics capabilities (8.28), technical features (8.35), AI capabilities (9.17), and customer service (9.08). NiCE scored well above average in every category rated.*

Figure 4 also shows how each individually rated provider scored relative to the average across each of the categories measured.

2026 CCaaS Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider									
Vendor	Service reliability	Integrations with key apps & platforms	Analytics capabilities	Technical features	AI capabilities	Security capabilities within the service	Value (bang for the buck)	Customer service	Average score
8x8	▲	▲	▲	▲	▲	▲	▲	▲	▲
AWS	▲	▲	▲	▼	▲	▼	▲	▲	▲
Cisco	▲	▲	▲	▲	▼	▲	▼	▼	▲
Content Guru	▼	▲	▼	▼	▼	▼	▲	▼	▼
Dialpad	▼	▼	▼	▼	▼	▼	▼	▼	▼
Five9	▼	▼	▼	▼	▲	▼	▼	▼	▼
Genesys	▲	▲	▲	▲	▲	▲	▲	▲	▲
Microsoft	▼	▼	▼	▼	▼	▼	▼	▼	▼
NiCE	▲	▲	▲	▲	▲	▲	▲	▲	▲
RingCentral	▲	▼	▲	▲	▲	▲	▲	▲	▲
Talkdesk	▼	▼	▼	▼	▼	▼	▼	▲	▼
Twilio	▲	▼	▲	▲	▲	▲	▲	▲	▲
UJET	▲	▼	▲	▲	▼	▲	▲	▲	▲
Zoom	▲	▼	▲	▲	▼	▲	▲	▼	▲
Average	8.51	8.34	8.28	8.35	8.34	8.49	8.24	8.48	8.38
Other providers were rated but didn't garner enough scores to be counted individually or to be included in average scores.									
LEGEND ▲ = Above average ▼ = Below average ● = Average									

Figure 4: 2026 CCaaS Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories comprising the 2026 CCaaS Platform MetriStar are described here:

- MetriStar Top Provider** – Research participants gave these providers an 8.38 or above customer sentiment rating and documented better-than-average improvements in their overall business metrics. These providers—8x8, Cisco, Genesys, RingCentral, NiCE, and Twilio—have earned a **MetriStar Top Provider Award**. Each has received high sentiment

scores, and customers documented above-average business success improvements using their products and services.

- **Top Business Success** – Two additional providers—Five9 and Talkdesk—earned recognition as having above-average improvements in their business success metrics.
- **Top Customer Sentiment** – Three additional providers—AWS, UJET, and Zoom—earned at or above 8.38 for overall customer sentiment score.

Companies Rated

Metrigy received input for a total of 17 CCaaS platform providers. Of those, we received enough ratings for 14 companies. Providers that did not receive enough ratings to be counted individually are Nextiva, Sprinklr, and Vonage.

Metrigy's Take

For the fifth-consecutive year and unprecedented in our program, NiCE has outperformed all other providers in Metrigy's CX MetriStar Awards program. NiCE maintains its leading position with a multi-faceted, AI-infused customer experience portfolio that earned the company wins for each of the CX MetriStar categories in which it offers a product (seven of the nine areas). Besides CCaaS platforms, NiCE achieved MetriStar Top Provider recognition for its agent assist, interaction analytics, knowledge management, and Voice of the Customer platforms. Additionally, it earned Top Customer Sentiment designation for its AI agent platform and workforce engagement management (WEM) suite.

NiCE's CXone platform is the heart of the company's contact center technology offerings, but its performance depends heavily on the AI and analytics capabilities that are weaved into that platform. NiCE aims to deliver AI-driven journeys across every digital and voice touchpoint. Most recently for CXone, NiCE is blending real-time agentic automation with workforce analytics to create a system that anticipates customer intent and provides human agents with instant, contextually relevant, actionable information. These developments, coupled with the addition of Cognigy and both companies' history of prioritizing AI, contributed to NiCE's and the entire CCaaS category's highest sub-sentiment score: AI capabilities. Ultimately, NiCE sees CXone as the bridge between the front and back office, ensuring that every interaction—from a simple chatbot query to a complex support resolution—is handled with a consistent memory of the customer's history.

As mentioned, NiCE provides a wide range of products, so orchestration is also key to its success, particularly among complex enterprises. In our open-ended comments from NiCE customers, several said the platform is "robust" and "enterprise ready." Because NiCE provides so many related capabilities, they view CCaaS as a central orchestration layer for all features and capabilities, including AI agents, knowledge management, interaction analytics, and WEM. Despite offering most capabilities natively, NiCE also provides a rich integration ecosystem with other technology providers to ensure customers have flexibility and choice in their CX strategy. NiCE's integration with other key platforms and applications is the company's second-highest-scoring category (and the highest among all providers), next to customer service (ditto). The latter is becoming increasingly important with a rapidly accelerating pace of innovation that results in questions and the need for support.

Study Overview

Metrigy conducted our global *Customer Experience MetriCast 2026* research study from March to April 2026. We surveyed 1,437 CX leaders from organizations headquartered in 10 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more.

The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: agent assist, AI agents, communications platform as a service (CPaaS), contact center as a service (CCaaS), interaction analytics, customer relationship management (CRM), knowledge management, workforce engagement management (WEM), and voice of the customer (VoC).

To get more details on this and other research, please visit www.metrigy.com.



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