



# MetriStar Top Customer Sentiment Award

*AI Agent Platforms*

*NiCE*

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## Metrigy 2026 MetriStar Top Customer Sentiment Award: NiCE

Category: AI Agent Platform

NiCE has earned the Metrigy MetriStar Top Customer Sentiment Award for AI Agent Platforms, determined by customer ratings of providers' performance across a variety of product areas. NiCE offers a variety of AI agents for self-service, proactive engagement, sales and marketing, and process automation use cases. Though NiCE had offered native and partner AI agents prior to its acquisition of Cognigy, all AI agents moving forward are offered through the NiCE Cognigy platform.

### Product Category

**AI Agent Platforms:** These platforms create, manage, and orchestrate AI agents and integrate them with enterprise systems. They simulate human-to-human conversation, allowing customers to interact with machines or computer applications in a similar way that they would with a human agent. They often are integrated with machine learning, natural language processing, and other forms of artificial intelligence (AI). For customer experience use cases, voice or text AI agents can help self-service customers, triage initial calls or interactions, and offload the volume of interactions human agents must handle. AI agents increasingly perform agentic functions, including automating workflows and connecting front-and back-office applications without or with limited human involvement. The market is extremely fragmented, with multiple startups and established vendors offering solutions.

### 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 AI Agent 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 AI agent platform provider. 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 AI Agent Platforms MetriStar: Business Success Average Change					
	Significant Increase	Modest Increase	No change	Modest Decrease	Significant Decrease
Revenue	21.1%	44.1%	31.9%	3.0%	0.0%
CSAT	28.1%	42.2%	28.4%	1.3%	0.0%
Employee efficiency	27.7%	39.6%	30.4%	2.0%	0.3%
Operational costs	3.6%	17.9%	33.1%	28.1%	17.2%

Figure 2: 2026 AI Agent Platforms 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 280. 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 AI Agent Platforms 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 AI agent platforms, vendors' top-performing area is CSAT improvement, which accounts for 86 of the 280 points making up the average score. Agent efficiency is a close second, followed by revenue generation. Decrease in operational cost is the lowest-scoring area overall, at 37 points. *NiCE is the top performer for CSAT improvement, with a score of 100, and an above-average performer for operational cost, with a 46.*

### 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 AI agent platform providers, overall average customer sentiment score is 8.39 (up from 8.18 in 2025), with individual provider scores ranging from 7.77 to 8.87. *Overall, NiCE scored an at-average 8.40; it earned its highest scores for reliability (8.63), AI/machine learning capabilities (8.56), and customer service (8.45).*

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

2026 AI Agent Platforms MetriStar: Customer Sentiment Ratings vs. Average, by Provider									
Vendor	Reliability	Integrations with key apps & platforms	Technical features	AI/machine learning capabilities	Ability to customize	Ability to autonomously resolve issues	Value (bang for the buck)	Customer service	Average score
Ada	▲	▲	▲	▼	▲	▼	▲	▼	▲
Aisera	▼	▲	▼	▲	▼	▲	▲	▲	▲
AWS	▲	▲	▲	▲	▲	▲	▲	▲	▲
Cresta	▲	▲	▲	▲	▲	▲	▲	▲	▲
Genesys	▼	▼	▼	▼	▼	▼	▼	▼	▼
Google	▼	▼	▼	▼	●	▲	▼	▼	▼
IBM	▼	▼	▲	▼	▼	▼	▲	▲	▼
Microsoft	▼	▼	▲	▼	▲	▼	▼	▼	▼
NiCE	▲	▲	▼	▲	▼	▲	▼	●	▲
Salesforce	▲	▲	▲	▲	▲	▲	▲	▲	▲
Average	8.38	8.34	8.35	8.47	8.48	8.35	8.33	8.43	8.39
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 AI Agent Platforms MetriStar: Customer Sentiment Ratings vs. Average, by Provider

### MetriStar Summary of Results

The results for the categories comprising the 2026 AI Agent Platforms MetriStar are described here:

- MetriStar Top Provider** – Research participants gave these providers an 8.39 or above customer sentiment rating and documented better-than-average improvements in their overall business metrics. These providers—Ada, Aisera, AWS, and Cresta—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** – No additional providers earned recognition as having above-average improvements in their business success metrics, though IBM and NiCE were very close.

- **Top Customer Sentiment** – Two additional providers—NiCE (which includes Cognigy) and Salesforce—earned at or above 8.39 for overall customer sentiment score.

### *Companies Rated*

Metrigy received input for a total of 22 AI agent platform providers. Of those, we received enough ratings for 10 companies. Providers that did not receive enough ratings to be counted individually are Amelia.ai, Boost.ai, Drift, Five9, Haptik, Kore.ai, Mindsay, Pypestream, Talkdesk, Twilio, Verint, and Yellow.ai.

### *Metrigy's Take*

For the fifth-consecutive year, 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 brought it wins for each of the CX MetriStar categories in which it offers a product—i.e., seven of the nine areas. Besides its Top Customer Sentiment Award for AI agent platforms, NiCE achieved MetriStar Top Provider recognition for its agent assist applications, contact center-as-a-service (CCaaS), interaction analytics, knowledge management, and Voice of the Customer platforms. It also won a second Top Customer Sentiment Award, for workforce engagement management.

NiCE's CXone platform is the heart of the company's CX technology offerings. With this AI-powered CX 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. 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.

NiCE has been offering AI agents natively for years. Moving forward, NiCE's AI agents will be fueled solely by the NiCE Cognigy platform. All agents are heavily reliant on the CXone platform's analytics capabilities, which not only help them understand, act, and resolve issues but also foster continuous improvement. Though the AI agents can handle many functions, NiCE is explicitly offering conversational and agentic AI agents beyond the contact center, for:

- Self-service
- Process automation
- Proactive engagement
- Sales and marketing

As consumers are favoring voice over text AI agents, NiCE provides sophisticated voice automation, but the same agent can operate across any channel, including SMS, WhatsApp, social channels, mobile apps, and the Web.

The value of the aforementioned platform approach also offers strategic differentiators. For example, CXone routing can ensure customers are routed to the right place—AI agent, human agent, or a combination. The AI agents have access to interaction histories, knowledge management, workforce management, quality management, and agent assist/copilot functions. Many companies stitch together these capabilities; they are native within the NiCE CXone ecosystem.

But the AI agents aren't only being used for inbound interactions; as mentioned, proactive also is actively in play. Metrify's latest research shows 84.4% of companies are reaching out to customers proactively, and that consumers are accepting of this outreach. NiCE uses the agents for reminders, appointment notifications, payment alerts, and even personalized outreach for company-specific reasons. This will be an increasingly important role of AI agents for customer service, renewals, new sales, and more—all with contextual awareness to personalize the interaction.

## Study Overview

Metrify 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.metrify.com](http://www.metrify.com).



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