



# MetriStar Top Provider Award

*Interaction Analytics Platforms*

*NiCE*

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## Metrigray 2026 MetriStar Awards: NiCE

### Category: Interaction Analytics Platforms

NiCE earned Metrigray's 2026 MetriStar Top Provider Award for Interaction Analytics 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 interaction analytics platform to automatically analyze all customer conversations, uncovering sentiment, emerging trends, and agent performance insights.

### Product Category

**Interaction Analytics Platforms:** Interaction analytics platforms—also known as conversation analytics platforms and conversation intelligence—collect, analyze, and interpret customer interactions across channels. They rely heavily on AI to uncover insights, trends, sentiment, and agent performance to ultimately improve business metrics both within and outside the contact center. Interaction analytics interprets content from customer interactions, and may make actionable recommendations or perform the actions, to bolster customer experience, agent performance, revenue, and any other metric a business wants to improve. Specialty, as well as platform, vendors provide these capabilities.

### 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

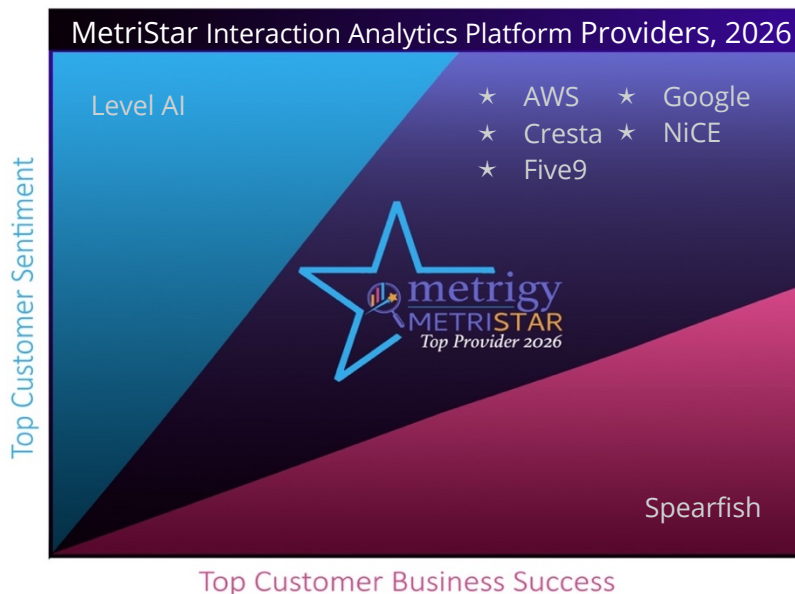


Figure 1: MetriStar Interaction Analytics Platform Providers, 2026 (names in alphabetical order)

## 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 interaction analytics 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 Interaction Analytics Platform MetriStar: Business Success Average Change					
	Significant Increase	Modest Increase	No change	Modest Decrease	Significant Decrease
Revenue	21.0%	42.4%	34.8%	1.4%	0.4%
CSAT	28.4%	38.5%	29.8%	3.3%	0.0%
Employee efficiency	28.3%	39.5%	30.1%	2.2%	0.0%
Operational costs	2.6%	18.1%	40.2%	28.0%	11.1%

Figure 2: 2026 Interaction Analytics 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 249. 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.

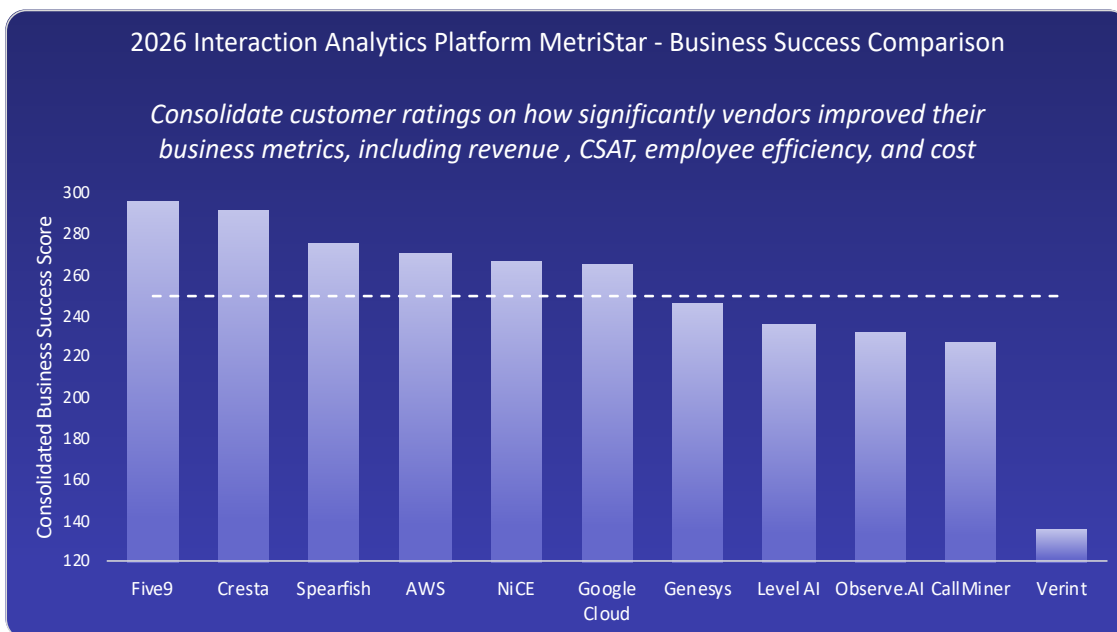


Figure 3: 2026 Interaction Analytics Platform MetriStar – Business Success Comparison

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 interaction analytics, vendors' top-performing area is agent efficiency, which accounts for 80 of the 249 points making up the average score, followed very closely by CSAT. Revenue increase is next and cost savings is at the bottom. *NiCE's overall business success score of 266 sits comfortably above the 249 average. Among the sub-categories, NiCE ranked highest in cost reduction, scoring 66 compared to the 19-point average.*

### 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 interaction analytics platform providers, overall average customer sentiment score is 8.38, with individual provider scores ranging from 7.79 to 8.66. *NiCE scored an 8.66 for its overall customer sentiment score—highest among all companies—as well as six other number one ratings within customer sentiment. Those are: value, or bang for the buck (8.80), accuracy of findings (8.70), integrations with key apps (8.70), technical features (8.70), measurable improvements from findings (8.70), and suggests actions to take (8.65).*

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

2026 Interaction Analytics Platforms MetriStar: Customer Sentiment Ratings vs. Average, by Provider									
Vendor	Accuracy of findings	Integrations with key apps & platforms	Technical features	AI/machine learning capabilities	Measurable improvements from findings	Suggests actions to take	Value (bang for the buck)	Customer service	Average score
AWS	▲	▲	▲	▲	▲	▲	▲	▲	▲
CallMiner	▼	▼	▼	▼	▼	▼	▼	▼	▼
Cresta	▲	▲	▲	▲	▲	▲	▲	▲	▲
Five9	▲	▼	▼	▲	▲	▼	▲	▲	▲
Genesys	▼	▼	▼	▼	▼	▼	▼	▼	▼
Google Cloud	▲	▲	▲	▲	▲	▲	▲	▲	▲
Level AI	▼	▼	●	▼	▲	▲	▲	▲	▲
NiCE	▲	▲	▲	▲	▲	▲	▲	▲	▲
Observe.AI	▼	▼	▼	▲	▼	▲	▼	▼	▼
Spearfish	▼	▼	▼	▼	▼	▼	▼	▼	▼
Verint	▼	▼	▼	▼	▼	▼	▼	▼	▼
<b>Average</b>	8.38	8.35	8.46	8.37	8.44	8.31	8.30	8.43	8.38
<i>Other providers were rated but didn't garner enough scores to be counted individually or to be included in average scores.</i>									
LEGEND ▲ = Above average ▼ = Below average ● = Average									

Figure 4: 2026 Interaction Analytics Platforms MetriStar: Customer Sentiment Ratings vs. Average, by Provider

### MetriStar Summary of Results

The results for the categories comprising the 2026 Interaction Analytics Platforms 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—AWS, Cresta, Five9, Google, and NiCE—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** – One additional provider—Spearfish—earned recognition as having above-average improvements in business success metrics.
- **Top Customer Sentiment** – One additional provider—Level AI—earned at or above 8.38 for overall customer sentiment score.

### *Companies Rated*

Metrigy received input for a total of 13 interaction analytics platform providers. Of those, we received enough ratings for 11 companies. Providers that did not receive enough ratings to be counted individually are UJET and Uniphore.

### *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 interaction analytics platforms, NiCE achieved MetriStar Top Provider recognition for its agent assist, contact center-as-a-service (CCaaS), knowledge management, and Voice of the Customer platforms. Additionally, it earned Top Customer Sentiment designation for its AI agent platform and workforce engagement management suite.

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—and interaction analytics are central to making that happen. 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.

Specifically for interaction analytics, NiCE focuses on its ability to:

- Reveal what customers feel, through sentiment scores, customer intents, and human agent soft skills that influence the experience
- Spot trends and root causes, helping companies identify causes of churn, poor CSAT, or the need for repeated interactions
- Improve quality and compliance, by using the trends spotted during conversations to suggest coaching opportunities and identify any parts of a conversation where regulatory or compliance violations occur
- Boost productivity at scale, by helping supervisors and analysts focus on issues that are affecting human and AI success, enabling continuous improvement

In our research, we found NiCE customers are sold on its value of surfacing insights that keep them updated on what's happening during customer interactions. They say NiCE has raised the bar high with the insights it delivers; they're so valuable that customers are clamoring for even more real-time recommendations and automation for how to act on the data.

Though NiCE positions interaction analytics as part of its workforce empowerment product line, we see the data that emerges from the product with applicability in many parts of the company—to help sales and marketing organizations understand what customers are saying about the brand or competitors; to help product developers create new offerings with the perspective of the latest customer trends; and to help executives make crucial customer decisions with customer insights.

## 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](http://www.metrigy.com).



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