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Data, Analytics & AI

QKS Group

SPARK Matrix™ : Conversational Intelligence, Q2 2026

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Key Findings

The following are the key findings for the Conversational Intelligence market:

Conversational intelligence platforms are expanding to support the full interaction lifecycle:

The integration of large language models (LLMs) into capabilities such as post-interaction summarization, real-time agent assistance, and intent detection is extending the scope of conversational intelligence platforms. These solutions are no longer limited to post-interaction analytics and are increasingly applied across earlier and in-progress stages of customer interactions. As a result, platforms are evolving to support a more continuous view of interactions, spanning pre-interaction planning, in-interaction guidance, and post-interaction evaluation.

Real-time agent assistance is becoming a key area for investment:

The use of AI is increasingly focused on supporting agents during live customer interactions. Organizations are prioritizing in-interaction use cases that improve agent performance, leading to wider adoption of real-time assistance capabilities. This has contributed to the expansion of real-time guidance as a distinct functional area within conversational intelligence. In response, vendors are placing greater emphasis on response speed and contextual accuracy, as these factors affect the effectiveness of these systems in live interaction settings.

Automated quality management is expanding beyond traditional sampling-based approaches:

Quality management practices are evolving as generative AI enables analysis across a broader set of customer interactions, compared to conventional sample-based evaluation methods. Organizations are increasingly adopting automated approaches that assess larger interaction volumes, incorporating behavioral indicators, sentiment signals, and performance patterns. This shift is reducing reliance on manual review processes while improving the consistency and timeliness of quality assessment.

Emotion and sentiment analysis capabilities are advancing toward broader operational use:

Advances in AI are enabling broader operational use of emotion and sentiment analysis capabilities. These capabilities are being integrated into various stages of the customer interaction lifecycle, from pre-interaction planning to post-interaction evaluation. This integration allows for a more comprehensive understanding of customer sentiment and emotion, enabling more personalized and effective interactions. As these capabilities mature, they are expected to become a standard feature of conversational intelligence platforms, further enhancing the overall customer experience and operational efficiency.

linguistic variability, and regulatory requirements around voice data continue to influence adoption and deployment decisions.

Market is evolving towards a mix of platform-integrated and standalone conversational intelligence solutions:

Conversational intelligence capabilities are increasingly being incorporated into broader customer engagement and CCaaS platforms, while a set of independent vendors continues to offer specialized analytics solutions. This has led to a more diverse vendor landscape, where organizations can choose between integrated platform capabilities and standalone tools based on their operational and technical requirements. As a result, vendor selection is increasingly influenced by factors such as integration needs, depth of functionality, and alignment with existing technology environments.

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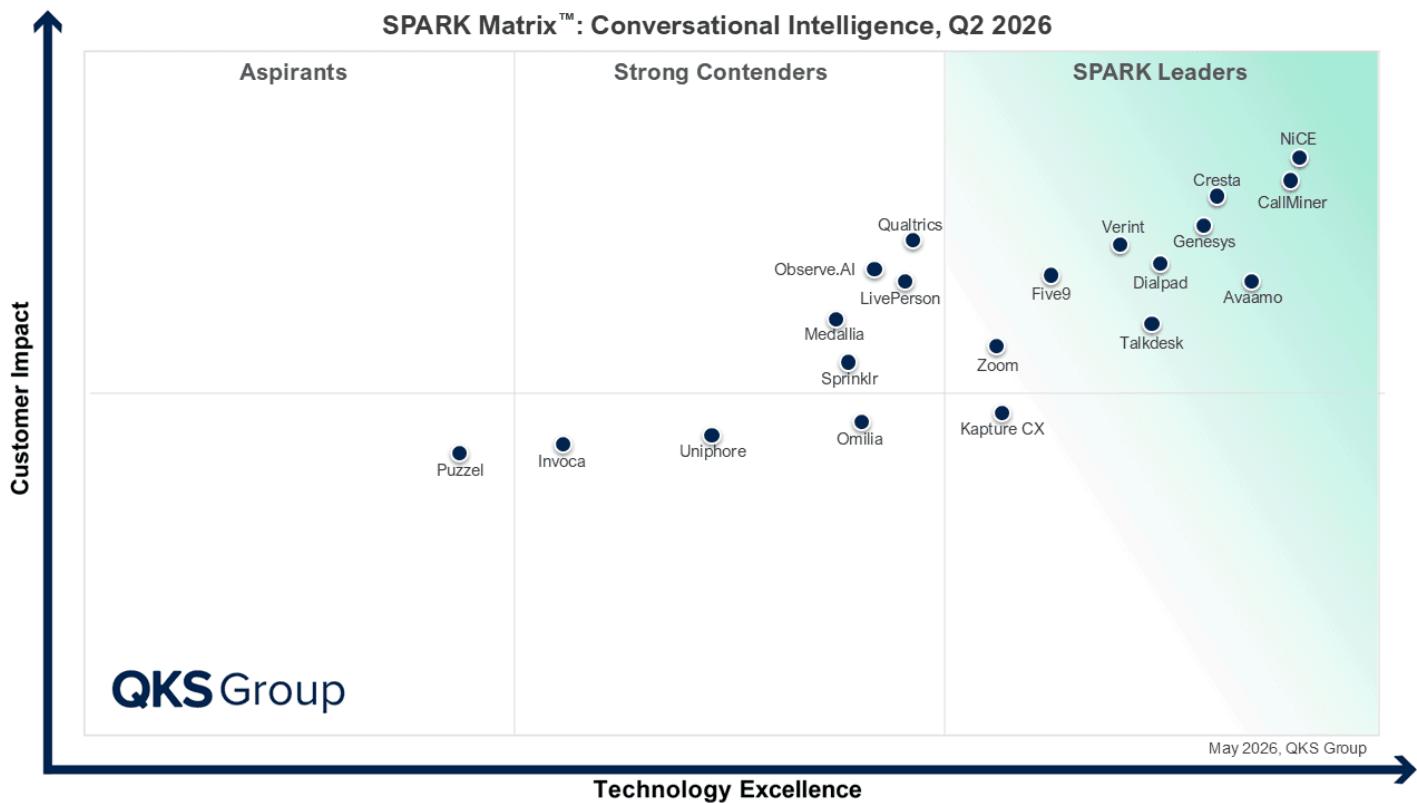
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SPARK Matrix™ : Conversational Intelligence, Q2 2026

Figure: 2026 SPARK (Strategic Performance Assessment and Ranking) Matrix™:Conversational Intelligence



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Vendor Profile

The following vendor profiles have been written based on the information provided by the vendor's executives as part of the research process. The QKS Group's research team has also referred to the respective company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult QKS Group before making any purchase decisions regarding Conversational Intelligence vendor selection based on research findings included in this research service.

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Avaamo

Founded in 2014 and headquartered in Los Altos, California, USA, Avaamo is a provider of agentic AI platform that enables enterprise grade conversational automation and intelligent self-service across industries. The company has evolved from building conversational AI solutions to developing autonomous digital workers capable of understanding context, applying reasoning, and executing multi-step tasks. This strategic progression marks a shift from traditional conversational automation towards agentic intelligence, reflecting Avaamo's focus on enhancing operational efficiency and reimagining enterprise workflows through AI-driven execution.

For the conversational intelligence market, Avaamo provides a suite of cloud-native applications, including Conversational Intelligence, Agent Copilot, and AutoQA, built on a unified architectural foundation. These solutions are anchored by the company's proprietary LLaMB framework, which serves as a common layer for model execution, orchestration, and real-time processing across interaction workflows. The platform integrates speech recognition, natural language processing (NLP), and generative AI (GenAI) to enable transcription, structured analysis of customer interactions, and context-aware response generation. Insights are delivered through configurable, role-based dashboards and a natural language query interface, enabling users to analyze interaction data through visual exploration or conversational queries. This architecture supports use cases spanning real-time agent assistance, post-interaction analysis, and automated quality evaluation, while maintaining integration with enterprise systems to embed insights within operational workflows.

Strengths

- Avaamo supports full coverage of customer interactions across channels, with low-latency transcription enabling near real-time data availability. This contrasts with sampling-based approaches that capture only a subset of interactions, potentially limiting analytical depth. By capturing high-fidelity data across calls, chat, and integrated enterprise systems, the platform establishes a

comprehensive data foundation to support consistent analysis, performance evaluation, and downstream intelligence use cases. We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. [Learn more](#)

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engagement before and during live interactions, while generating automated summaries and updates post-call. This end-to-end architecture reduces context fragmentation across the interaction lifecycle, a common challenge in high-volume contact center environments, and supports greater continuity in customer handling and operational tracking.

- The company's AutoQA capability automates quality management across the full volume of customer interactions, addressing the limitations of sampling-based QA approaches. The platform enables evaluation criteria to be defined using natural language instructions, reducing reliance on technical configuration while supporting consistent and scalable assessment. It provides detailed interaction-level analysis, including sentiment indicators and structured summaries of agent actions and outcomes. This approach supports more comprehensive documentation, scoring, and re-evaluation of interactions, particularly in environments with regulatory or compliance-driven quality requirements.
- Avaamo provides a natural language interface that enables business users to query conversational data without reliance on predefined reports or technical support. This approach reduces dependency on specialized analytics resources and allows stakeholders across functions to access and interpret interaction data more directly. It addresses the gap between the volume of conversational data generated by contact centers and the ability of organizations to derive timely, decision-relevant insights from it.

Challenges

- The company has a strong presence in North America, with additional representation across select organizations in Europe and Asia, reflecting its ability to support large, multinational clients. However, its customer distribution remains relatively concentrated in these regions, with limited exposure across Latin America, the Middle East, and parts of Southeast Asia. As a result, organizations with highly distributed global operations may need to evaluate regional support coverage and partner ecosystem maturity when considering broader deployments.
- Avaamo offers a robust integration architecture with extensive connectivity options and a broad set of pre-built connectors, enabling interoperability across

enterprise systems. These capabilities support advanced automation and data

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CallMiner

Founded in 2002 and headquartered in Waltham, Massachusetts, USA, CallMiner provides solutions focused on conversation analytics and customer experience automation. The company operates within the conversational intelligence market by enabling organizations to analyze customer interactions across channels to support operational, compliance, and experience-related decision-making.

The company's Eureka platform serves as its primary offering, delivering a modular set of capabilities for interaction analytics, agent performance management, and workflow support. The platform applies speech recognition, natural language processing (NLP), and machine learning (ML) to process and analyze voice and text interactions at scale. Core functionalities include post-interaction analysis, real-time monitoring and guidance, agent coaching, and reporting, supported by additional capabilities such as recording, redaction, and multilingual processing. These capabilities are organized across Intelligence, Augmentation, and Automation layers, enabling alignment between insight generation and operational workflows.

The company expanded its platform through the acquisition of VOCALLS in 2025, now branded as OmniAgent, enhancing its conversational AI and automated interaction capabilities across channels. This reflects a continued focus on integrating interaction analytics with automation to support a broader set of customer experience and contact center use cases.

Strengths

- CallMiner enables organizations to capture and analyze customer interactions across channels, without reliance on sampling. The platform applies automated scoring, sentiment and emotion detection, and supports cross-channel journey analysis to identify patterns related to customer experience, compliance, and operational performance. This approach enhances visibility and consistency for organizations managing high interaction volumes compared to traditional

sampling-based methods.

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- Its platform includes contact center solution with agent and customer experience management

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fragmentation between analysis and execution, supporting a more consistent and scalable application of insights across contact center functions such as quality management, compliance, and customer experience improvement.

- The company's inclusion of both audio and screen recording within its platform enables capture of customer interactions alongside corresponding agent activity. This combined approach provides a more complete interaction context compared to audio-only analysis, improving the ability to assess workflows, process adherence, and compliance. It also reduces reliance on separate recording systems, supporting more consistent and reliable downstream analytics and quality evaluation.
- CallMiner's Coach module provides interaction analytics and automated scoring to identify agent performance patterns and surface targeted coaching opportunities. By enabling supervisors to deliver data-backed feedback, supported by interaction examples and performance trends, the platform reduces reliance on manual evaluation and subjective assessment. This approach supports more consistent and scalable coaching practices across contact center teams, particularly in environments with high interaction volumes or distributed workforces.

Challenges

- CallMiner has a strong presence in North America, followed by adoption across parts of Europe, reflecting established customer traction in these regions. At the same time, its footprint across other geographies, including parts of APAC and LATAM, appears comparatively limited. Organizations with highly distributed global operations may therefore need to assess regional support coverage and partner ecosystem maturity when planning broader deployments.
- Its platform provides a broad and modular set of capabilities, enabling flexible adoption across interaction analytics, agent enablement, and workflow support. At the same time, the breadth of this architecture may introduce additional considerations in configuration and ongoing management, particularly when aligning multiple modules within a unified deployment. Organizations with limited internal resources may require a more structured approach to implementation to support consistent value realization across the platform.

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Cresta

Founded in 2017 and headquartered in Palo Alto, California, USA, Cresta develops artificial intelligence software intended to improve operational performance in enterprise contact centers. The company focuses on applying machine learning to customer interaction data to generate insights and operational guidance for agents and supervisors. Cresta's platform is typically deployed alongside existing contact center infrastructure and integrates with established CCaaS and enterprise systems, positioning the company as a specialist provider of AI-driven capabilities that augment contact center operations rather than replace core platforms.

Within the conversational intelligence market, Cresta provides capabilities for analyzing customer interactions and operationalizing insights across contact center workflows. Its Conversation Intelligence module processes large volumes of customer interactions to identify patterns related to customer intent, agent behaviour, and conversation outcomes, supporting quality management, performance analysis, and operational diagnostics. These insights are extended into live customer engagements through Agent Assist, which provides contextual guidance to agents during interactions, while AI Agent capabilities enable the automation of selected customer interactions and incorporate those conversations into the same analytical environment.

Strengths

- Cresta integrates conversation analytics, quality management, coaching workflows, real-time agent guidance, and automated interaction handling within a unified platform environment. Insights derived from interaction analysis can be applied to coaching and live guidance workflows, while quality evaluation data is used to monitor behavioural changes and operational performance. This integrated approach reduces reliance on multiple standalone systems and allows organizations to apply insights from customer interactions more directly within contact center operations.

- The company provides an operational oversight environment through its Agent Operations Center, enabling supervisors to monitor and manage both human-led and automated interactions within a single interface. The system surfaces insights and provides real-time guidance to agents during live interactions.

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centralized oversight of live contact center operations while supporting human-in-the-loop supervision of automated interactions.

- Cresta provides an orchestration capability through Opera, enabling organizations to design and deploy AI-driven workflows that translate conversational insights into operational actions. The system allows users to configure rules that detect specific conversational behaviours or events and trigger responses such as real-time agent guidance, automated quality evaluation, or workflow actions. This capability supports the operationalization of conversational intelligence by allowing organizations to embed behavioural insights directly into contact center processes.
- Its quality management capability evaluates the full corpus of customer interactions rather than relying on sampled subsets. The platform applies AI-based behaviour detection and automated scoring across conversations, while enabling hybrid workflows in which human reviewers are assigned to interactions requiring further assessment. This approach provides broader visibility into interaction quality, enabling organizations to identify performance gaps and compliance risks with greater consistency than traditional sampling-based evaluation models.

Challenges

- The company has established a strong presence in the North American market and has begun expanding its operations into regions such as EMEA and APAC. As these regional activities continue to develop, in-region delivery resources, partner ecosystems, and implementation support structures may still be evolving relative to vendors with longer-established global service networks. Organizations planning large-scale, multi-region deployments may therefore need to assess the maturity of local support capabilities as part of their evaluation process.
- Cresta's platform is designed to function as an intelligence and performance optimization layer within existing contact center environments, enabling organizations to introduce conversational intelligence capabilities without replacing established infrastructure. However, because the platform relies on

integration with underlying CCaaS, CRM, and related operational systems to

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how well Cresta integrates with their current contact center technology stack and data environment.

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Dialpad

Founded in 2011 and headquartered in San Ramon, California, USA, Dialpad provides cloud-based software for enterprise communications and collaboration. The company offers a unified platform supporting enterprise telephony, video meetings, messaging, and contact center capabilities. Its portfolio is designed to facilitate internal communication and customer engagement across organizations operating in a range of industries and operational environments.

Within the conversational intelligence market, Dialpad provides analytics capabilities embedded across its communications and contact center offerings, including Dialpad Connect, Dialpad Support, Dialpad Sell, and Dialpad AI Agents. These solutions apply speech recognition and natural language processing to transcribe conversations and generate insights from voice and digital interactions. The platform supports analysis functions such as sentiment detection, keyword and topic identification, and interaction-level performance monitoring. Real-time transcription and contextual prompts also provide visibility into ongoing conversations and support post-interaction analysis.

Dialpad has expanded its platform through product development and acquisitions aimed at extending its customer engagement capabilities. The company previously acquired Koopid and Kare to strengthen digital engagement functionality within its contact center portfolio. In 2025, Dialpad introduced Dialpad WFM (Workforce Management), adding forecasting, scheduling, and performance tracking natively into the Dialpad Support platform, extending the operational scope of the platform.

Strengths

- Dialpad embeds AI capabilities within its communications platform to analyze conversations during live interactions rather than relying solely on post-interaction processing. The platform supports real-time transcription, sentiment analysis, and contextual guidance based on conversational signals detected during voice engagements. This enables supervisors to observe sentiment

changes and emerging issues while interactions are in progress, supporting timely intervention, agent coaching, and quality oversight.

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architecture allows organizations to manage internal communications and customer interactions within the same administrative and operational framework. By consolidating these functions within one platform, organizations can reduce integration complexity while enabling conversation analysis across both employee and customer interactions.

- The company provides real-time agent assistance capabilities that surface contextual prompts during live conversations based on detected keywords or phrases. Supervisors can configure guidance prompts that automatically appear within the agent interface, providing relevant information or recommended responses during the interaction. This approach helps translate training guidelines into consistent execution during live calls while reducing the need for continuous supervisory monitoring.
- Dialpad provides AI-assisted scorecard capabilities that support the evaluation of customer interactions against predefined quality or performance criteria. The platform can identify specified behaviours or phrases within conversations and map them to scorecard metrics used for quality monitoring. This approach reduces the manual effort associated with quality assurance reviews while enabling supervisors to evaluate a larger volume of interactions more consistently.

Challenges

- The company has established a strong market presence in North America, with growing operations in Europe supported by an expanding customer base in these regions. However, its presence across high-growth markets such as Asia-Pacific, Latin America, and other emerging economies is less established. This geographic concentration may create considerations for multinational organizations seeking consistent regional coverage, localized compliance support, and in-region service capabilities across global deployments.
- Dialpad's conversational intelligence capabilities analyze interaction data generated within its communications environment, including voice and digital engagements processed through the platform. While integrations with external systems such as CRM and helpdesk applications are supported, incorporating

contextual data from those systems requires configured integrations. As a result, the depth of contextual insight available during interactions may depend on how our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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Five9

Founded in 2001 and headquartered in San Ramon, California, USA, Five9 provides cloud-based software for contact center operations. The company initially focused on delivering cloud-native alternatives to premise-based contact center systems and has since expanded its capabilities to include workforce optimization, analytics, and AI-driven functionality. Over time, Five9 has evolved its platform to support a wider set of customer engagement requirements, integrating interaction management and operational insights within a unified cloud environment.

For the Conversational Intelligence market, Five9 delivers capabilities through multiple components of its Intelligent CX Platform, with Interaction Analytics forming the core layer for post-interaction analysis. The solution processes recorded voice and digital interactions using large-vocabulary continuous speech recognition and natural language processing to generate searchable transcripts and structured interaction data. It supports analysis of conversational content, acoustic and emotional indicators, and enables organizations to track interactions spanning multiple channels or languages as a single conversation record. Complementary capabilities such as AI Insights, Agentic Quality Management, and OneVUE extend the platform's ability to analyze interaction data, evaluate service quality, and identify operational improvement opportunities within contact center environments.

In 2024, Five9 expanded the scope of its platform through the acquisition of Acqueon, a provider of outbound engagement and revenue execution technology. The addition of Acqueon extended Five9's capabilities in managing outbound communications and coordinating customer interactions across industries. During the same period, Five9 introduced the Genius AI suite, consolidating its artificial intelligence capabilities and signalling a continued product direction toward increased automation and AI-assisted contact center operations.

Strengths

- Five9's Interaction Analytics analyzes customer interactions across channels within a unified framework integrated with workforce engagement management. We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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enabling organizations to assess quality, compliance, and agent performance using complete interaction records rather than sampled evaluations.

- The company applies large-vocabulary continuous speech recognition (LVCSR) to analyze voice interactions beyond transcription by capturing conversational content alongside acoustic and behavioural signals. The capability structures indicators such as silence, interruptions, and vocal cues associated with heightened emotion as searchable interaction data and integrates these signals with quality management workflows to support more contextual review of agent interactions during performance and compliance evaluations.
- Its Agentic Quality Management (AQM) applies AI-based evaluation criteria to live and recorded interactions, enabling automated quality assessment across a larger portion of conversations than traditional sampling-based review methods. This allows organizations to monitor interaction quality and agent performance across broader datasets while reducing reliance on manual evaluation processes.
- Five9's Agent Assist capability provides real-time transcription and contextual guidance during live customer interactions. The capability can surface relevant knowledge resources and recommended actions based on conversation context, and can generate automated interaction summaries, reducing post-interaction documentation while supporting more consistent agent responses.

Challenges

- The company has expanded its global infrastructure through initiatives such as establishing data center capacity in India and increasing engineering investments in Europe, reflecting continued progress in supporting international operations. However, the company's operational maturity remains more established in North America, and delivery and partner ecosystems in several emerging regions are still evolving, which may lead to some variation in deployment support for multinational organizations.
- Five9's Interaction Analytics is delivered as a native component of the Five9 Intelligent CX Platform rather than as a standalone offering. While this approach enables tighter integration with the platform's broader operational capabilities, organizations operating multi-vendor or hybrid contact center environments may

need to evaluate how the capability aligns with architectures built around alternative CCaaS platforms.

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Genesys

Founded in 1990 and headquartered in Menlo Park, California, USA, Genesys is a provider of customer experience and contact center solutions. The company has evolved from its origins in telephony infrastructure to a global provider of cloud-based experience orchestration platform. Its portfolio focuses on the integration of AI, data, and automation to support customer engagement, operational efficiency, and coordination between customer-facing and internal functions.

For the Conversational Intelligence market, Genesys delivers capabilities through its Genesys Cloud CX platform, where analytics and AI are embedded within a broader CCaaS architecture. The platform supports analysis of voice and digital interactions through capabilities such as speech and text analytics, sentiment detection, topic extraction, and interaction summarization. These functions are integrated with quality management and agent workflow tools, enabling organizations to generate insights, monitor performance, and support both real-time and post-interaction analysis within a unified environment.

Genesys has expanded its AI capabilities through ongoing platform enhancements, including the introduction of generative AI-driven features such as copilots and automated summarization. The company has increased the pace of AI feature releases in recent years, alongside growth in self-service interaction volumes across its platform.

Strengths

- Genesys provides conversational intelligence as a native component of its Genesys Cloud platform, enabling analysis of the full set of customer interactions across channels rather than relying on sampled data. This supports more consistent quality management, compliance monitoring, and performance evaluation by reducing sampling related gaps. The platform operates at high interaction volumes and captures detailed conversational signals, which can improve the accuracy of coaching and governance processes, particularly in

large-scale contact center environments.

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post-interaction review to in-session oversight. For large, distributed contact center environments, this reduces reliance on manual call monitoring and supports more proactive management of service quality and customer experience.

- Genesys integrates conversational, generative, predictive, and agent-driven AI capabilities within a single platform, enabling organizations to apply AI across the full interaction lifecycle, from self-service and routing to agent assistance and post-interaction processing. This unified approach reduces the need for multiple point solutions and supports more consistent orchestration of AI-driven workflows. It also provides a common control layer for managing model behaviour and operational policies across customer interaction touchpoints.
- It provides agent assist that supports both in-session guidance and post-interaction documentation. During live interactions, the platform surfaces relevant knowledge from integrated sources to support agent responses and reduce reliance on manual information retrieval. Following the interaction, automated summarization capabilities generate consistent interaction records, reducing after-call work effort. Together, these features help improve agent efficiency and support more standardized documentation practices in high-volume contact center environments.

Challenges

- Genesys Cloud CX provides a wide range of capabilities, reflecting continued platform expansion and innovation. However, the breadth of functionality can require a period of familiarization for new administrators and teams transitioning from legacy environments. In some cases, organizations may need to allocate additional effort to stay aligned with evolving features and updates as the platform continues to expand.
- It provides a flexible and configurable platform that allows users to tailor solutions to their specific operational and customer engagement needs. However, this same level of flexibility can add complexity during implementation, particularly for users aiming to deploy advanced capabilities at scale. Achieving optimal configuration may require specialized technical expertise and extended development effort, which can increase overall deployment timelines and

ownership costs, especially for organizations with constrained internal resources

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Invoca

Founded in 2008 and headquartered in Santa Barbara, California, USA, Invoca provides a cloud-based AI-driven platform that connects digital marketing activity with inbound customer conversations. The company focuses on helping organizations analyze how marketing engagement and voice interactions influence customer outcomes, positioning its technology at the intersection of marketing analytics and contact center intelligence.

Invoca's capabilities for the Conversational Intelligence market are delivered through its Conversation Intelligence solution for contact centers. The platform combines interaction analytics with digital journey data to associate pre-call customer behaviour with live agent conversations and subsequent outcomes. Core capabilities include automated transcription, conversation analysis, intent and topic identification, and AI-supported quality management workflows that assist with agent evaluation and coaching. Through integrations with CRM, CCaaS, and marketing technology systems, the solution enables organizations to contextualize voice interactions within broader customer engagement and operational workflows.

Recent strategic development for the company is the acquisition of Symbl.ai, a provider of conversational AI technology focused on real-time conversation understanding. This acquisition is intended to extend Invoca's capabilities beyond retrospective interaction analysis toward more real-time conversational intelligence and automation. The move reflects Invoca's broader product direction of strengthening AI-driven analysis and orchestration of customer interactions across marketing and contact center environments.

Strengths

- Invoca associates inbound voice interactions with upstream digital engagement signals, including advertising interactions and website activity. These signals can be used to inform call routing decisions and provide agents with contextual visibility into the caller's prior digital journey at the start of the interaction. In contact center environments handling high-intent inbound inquiries, this

capability helps reduce the operational gap between digital marketing engagement and agent-assisted conversations, supporting more context-aware our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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signals, and conversational behaviours. The platform supports evaluation across the full volume of recorded interactions rather than relying on limited manual sampling, enabling organizations to obtain a more comprehensive view of contact center performance. AI-based identification of interactions requiring managerial review supports targeted quality assurance workflows and facilitates more focused agent coaching based on observed conversation patterns.

- Its acquisition of Symbl.ai expands the company's capabilities in real-time conversation understanding and AI-driven interaction processing. The acquisition is intended to complement Invoca's existing interaction analytics by introducing technologies that support more real-time interpretation of conversations and operational workflows. For organizations assessing long-term platform direction, this development indicates Invoca's focus on extending its conversational intelligence capabilities beyond retrospective analysis toward more proactive, AI-enabled interaction management.
- Invoca supports integrations with enterprise CRM, CCaaS, and digital marketing platforms, enabling the exchange of interaction data and conversational insights across systems. This interoperability allows organizations to align marketing attribution data with contact center performance metrics, helping establish a more unified view of customer engagement across digital and voice channels. For organizations operating complex marketing and customer engagement technology stacks, these integrations can help reduce data fragmentation and improve the operational use of conversational insights.

Challenges

- Invoca offers a range of configurable capabilities that support integration across marketing and contact center environments, enabling organizations to align workflows and data across these functions. However, aligning the platform with existing enterprise systems and operational processes may require additional implementation planning, particularly in complex technology landscapes, which can influence initial time-to-value and deployment effort.
- Its platform is designed to link customer conversations with revenue outcomes, enabling organizations to connect marketing engagement with contact center performance. While this approach is well suited to sales-driven inbound call

environments, organizations with contact centers primarily focused on post-sales

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Kapture CX

Founded in 2011 and headquartered in Bengaluru, India, Kapture CX is a provider of enterprise customer experience software focused on managing and optimizing customer support operations. The company serves organizations across multiple industries and geographies. Its portfolio is organized into four core product areas: Self-Serve for automated customer interactions, Agent Suite for multi-channel agent workspaces, Insights for analytics and intelligence, and Employee Experience for internal service management.

Within the Conversational Intelligence market, Kapture CX delivers capabilities through its Insights module, which analyzes customer interactions across voice and digital channels. The platform supports transcription, classification, and evaluation of interactions to generate insights related to sentiment, intent, agent performance, and compliance. It applies domain-aligned language models and configurable SOP-based frameworks to audit interactions at scale, including up to full coverage. Real-time intent and sentiment detection, combined with automated scoring and escalation mechanisms, link interaction analysis to operational workflows.

Kapture CX has expanded its AI capabilities through VTOS, its in-house generative AI and bot development solution, along with enhancements in automated quality assurance and analytics. These developments reflect a continued focus on embedding AI-driven analysis and automation across the customer interaction lifecycle, positioning conversational intelligence as an integrated component of broader CX operations.

Strengths

- Kapture CX's omnichannel ticketing platform centralizes customer interactions across channels within a unified agent workspace, reducing fragmentation across customer interaction environments. Its incorporation of real-time translation, context-aware agent assistance leveraging historical interactions, and sentiment-driven escalation mechanisms enables more consistent handling of

customer engagements. The integration of routing, workflow controls, and API-based connectivity with enterprise systems links interaction management with our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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- Its Auto QA solution enables large-scale evaluation of customer interactions across channels, extending quality assurance beyond traditional sampling approaches. The platform supports automated, manual, and hybrid evaluation models, allowing organizations to balance efficiency with oversight. It incorporates configurable, SOP-driven scoring frameworks with weighted parameters and zero-tolerance flags, along with real-time sentiment and intent analysis. These capabilities enable more standardized quality monitoring and closer alignment with operational and compliance requirements.
- The company provides real-time detection of compliance risks during live customer interactions, enabling issues to be identified and acted upon before interaction closure. The platform supports structured escalation workflows aligned to organizational hierarchies, where flagged events are routed through predefined review chains prior to resolution. Immediate alerting mechanisms ensure timely visibility of compliance breaches, while configurable escalation controls support governance in regulated environments. These capabilities enable organizations to move from post-interaction review to in-process compliance monitoring, improving responsiveness and oversight.
- Kapture CX provides analytics and dashboarding capabilities that offer visibility into interaction outcomes at agent, team, and ticket levels. The platform surfaces metrics such as quality scores, sentiment, and workload indicators, enabling structured monitoring of performance and interaction trends. It includes a customizable, widget-based dashboard framework that allows organizations to configure views based on operational requirements, including different roles and reporting needs. These capabilities support more flexible analysis and enable organizations to align performance tracking with internal reporting structures and decision-making processes.

Challenges

- The company has a strong presence in APAC, particularly in India, and has expanded its footprint into regions such as Southeast Asia and North America. The platform's multilingual and regional language support capabilities strengthen its alignment with diverse customer engagement environments across these markets. However, as this geographic presence continues to evolve, enterprise

visibility, partner networks, and in-region deployment experience in more mature

markets may still be developing relative to vendors with longer-established

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engagement and operational workflows. These capabilities support deployment flexibility and alignment with varied enterprise environments. However, for smaller organizations with simpler system landscapes, the platform's comprehensive integration framework may be more extensive than required, potentially introducing complexity in implementation and ongoing management.

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LivePerson

Founded in 1995 and headquartered in New York City, USA, LivePerson develops enterprise software for managing and automating customer interactions across digital and voice channels. Its portfolio is centered on the Conversational Cloud platform, which enables orchestration of AI and human-assisted interactions, supported by capabilities for conversational analytics, agent and AI evaluation, and integrations with enterprise systems.

In the Conversational Intelligence market, LivePerson's capabilities are positioned as a unified analytics layer spanning both messaging and voice interactions, aimed at enabling consistent analysis across channels. Components such as Generative Insights, Report Center, and Analytics Studio work together to transform unstructured conversational data into structured insights on customer behaviour, intent, and interaction outcomes. The platform applies machine learning (ML) and large language model (LLM)-based techniques for tasks such as pattern detection, summarization, and insight generation, supporting both automation optimization and agent performance management. These capabilities are delivered within an open architecture that integrates with enterprise systems and allows organizations to incorporate externally selected AI models.

Recent developments indicate a focus on strengthening platform integration and extending AI-driven capabilities. The introduction of LivePerson Sync as an event-driven orchestration layer reflects an effort to connect CRM and contact center systems within a unified operational environment. In parallel, integrations such as Amazon Connect point to closer alignment with enterprise contact center infrastructures, alongside continued expansion of generative AI applications in areas such as interaction summarization and analysis.

Strengths

- LivePerson's analytics capabilities are structured around a unified approach to analyzing both voice and messaging interactions, with components such as

Report Center and Analytics Studio enabling cross-channel performance measurement and conversion of conversational data into structured insights. This We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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across both human-assisted and AI-driven conversations rather than relying on channel-specific analysis.

- Its product set combines structured reporting, exploratory analysis, and a generative interface, with Report Center supporting standardized performance measurement, Analytics Studio enabling analysis of conversational content for behavioural signals, and Generative Insights providing a natural language-based interface for insight generation. This combination supports enterprise requirements for both consistent reporting and more flexible interrogation of interaction data, allowing business and operations teams to derive interpretable insights without relying solely on specialized analytical workflows.
- The company's platform is designed with an open architecture that enables integration across channels, enterprise systems, and customer-selected AI models, allowing organizations to incorporate existing technologies without requiring full replacement of current environments. This approach supports enterprise requirements for architectural flexibility, making it easier to embed conversational intelligence capabilities within established CX, CRM, and AI ecosystems while minimizing disruption to existing technology investments.
- LivePerson adopts a closed-loop operating model in which conversational data is used not only for post-interaction analysis but also to support simulation, validation, and ongoing optimization of both AI and human-agent interactions. Capabilities such as Syntrix enable pre-deployment simulation of customer scenarios, allowing organizations to evaluate conversational performance prior to release. This approach aligns with enterprise requirements to link insights with testing and operational readiness, helping reduce the risk associated with deploying automation that has not been validated against realistic interaction patterns.

Challenges

- LivePerson has a strong presence in North America, with a growing footprint across parts of Europe, reflecting its ability to support enterprise-scale deployments in mature markets. Its presence in several high-growth regions, including Southeast Asia, Africa, and parts of Latin America, remains

comparatively limited, which may influence the pace of expansion in emerging

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commerce use cases. This level of flexibility, while advantageous for customization, may also introduce operational complexity, as fully leveraging advanced capabilities can require technical expertise and developer involvement, potentially influencing implementation timelines and time-to-value for some organizations.

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Medallia

Founded in 2001 and headquartered in Pleasanton, California, USA, Medallia operates as a privately held company following its acquisition by Thoma Bravo. The company provides a SaaS-based platform focused on experience management across customer, employee, and contact center environments. Its Medallia Experience Cloud consolidates and analyzes experience data across multiple touchpoints, positioning Medallia as an analytics-centric provider within AI-driven contact center and conversational intelligence ecosystems, designed to augment rather than replace existing engagement infrastructure.

Medallia's conversational intelligence capabilities are delivered through an integrated suite that includes speech and text analytics, agent performance management, and interaction orchestration. Medallia Conversational Intelligence applies AI and machine learning (ML) to transcribe and analyze unstructured voice and digital interactions, generating insights on sentiment, intent, and recurring themes. These capabilities are complemented by Agent Connect, which supports quality management and coaching workflows, and Mindful by Medallia, which enables intelligent callback and scheduling. The platform is designed to integrate with existing CCaaS and CRM systems, unifying interaction data to support operational and experience optimization.

Recent developments reflect continued investment in AI and data processing capabilities. The acquisition of Voci Technologies strengthened native speech recognition and transcription capabilities, while product innovations introduced focused on enabling organizations to act on conversational and behavioural data at scale. These developments indicate a shift towards a more continuous, signal-based approach to experience analysis, with conversational data playing an increasingly central role.

Strengths

- Medallia's conversational analytics capabilities are built on a long-standing foundation in experience analytics. The company initially developed text

analytics in the context of customer feedback programs and later expanded into speech analytics through the acquisition of Voci Technologies, whose speech analytics capabilities are integrated into the Medallia platform. By using our site, you acknowledge that you have read and understand our Cookie Policy, Privacy Policy and Terms of Service. We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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signals, allowing organizations to begin analyzing interaction data without extensive model training during initial deployment stages.

- Its conversational analytics capabilities extend beyond transcript-based analysis through the use of acoustic signal processing applied directly to voice interactions. In addition to analyzing transcribed conversation content, the platform evaluates audio characteristics such as silence, overtalk, clarity, and vocal tone to identify interaction dynamics that may not be fully captured through text analysis alone. By incorporating acoustic signals alongside transcription-based analytics, the platform provides an additional layer of insight into interaction quality, which can support more consistent evaluation of agent performance and conversation outcomes in environments where transcription accuracy may vary due to factors such as accent, dialect, or call quality.
- The company provides automated scoring capabilities that enable organizations to evaluate contact center interactions at scale using configurable quality criteria derived from conversational signals, interaction metadata, customer feedback, and operational data. By applying automated evaluation across the full set of interactions rather than relying primarily on sampled manual reviews, the platform supports a more systematic approach to contact center quality management. This approach can help organizations improve the consistency and coverage of performance evaluation, which is particularly relevant for large contact center environments and for industries where interaction monitoring and documentation requirements are more stringent.
- Medallia's platform is designed to integrate with widely used contact center and enterprise application environments, including major CCaaS platforms as well as CRM systems. Through these integrations, Medallia operates primarily as an analytical layer that ingests and analyzes interaction data while allowing organizations to retain their existing customer engagement infrastructure. This integration approach enables organizations to incorporate conversational analytics into their contact center operations without requiring changes to core CCaaS platforms or broader system replacement initiatives.

Challenges

- Medallia has a strong presence in North America and parts of EMEA, reflecting established adoption among large enterprises in mature CX markets. However, its We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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- Its foundation in feedback management provides a strong analytical base, which has been extended to unstructured interactions through speech and text analytics capabilities. However, given that conversational intelligence has evolved as an extension of this architecture, the depth of more advanced capabilities such as domain-specific language models and granular interaction analysis may vary relative to platforms designed primarily for conversational intelligence. Organizations should evaluate these aspects in the context of Medallia's broader CX-oriented platform design.

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NiCE

Founded in 1986 and headquartered in Hoboken, New Jersey, USA, NiCE a provider of AI-powered cloud software solutions, specializing in customer experience management, contact center automation, and financial crime compliance. The company develops cloud-based solutions that support the automation and management of customer interactions, along with associated operational processes and decision-making. Its portfolio reflects a shift from earlier capabilities in interaction recording and analytics towards a broader platform-based approach that integrates customer engagement, data analysis, and workflow execution within a cloud environment.

NiCE's conversational intelligence capabilities are delivered through its CXone platform, which integrates interaction recording, analytics, quality management, performance management, and voice-of-the-customer capabilities within a unified cloud architecture. The platform is supported by a centralized interaction data layer that captures and standardizes multichannel engagement data for use across analytical and operational workflows. Its analytical capabilities are applied to functions such as interaction classification, sentiment assessment, compliance monitoring, and performance evaluation, linking post-interaction analysis with ongoing management processes. The inclusion of agent and supervisor copilots extends these capabilities into real-time environments, supporting guided interaction handling and more consistent oversight within contact center operations.

Recent developments at NiCE indicate a continued focus on expanding AI capabilities and platform scope. In 2025, the company introduced CXone Mpower Orchestrator to extend automation across interaction workflows. It has also strengthened its portfolio through acquisitions, including Cognigy in 2025 for conversational AI capabilities and LiveVox in 2023 to expand outbound contact center operations.

Strengths

- NiCE provides a unified approach to cross-channel interaction capture through a centralized recording architecture that consolidates voice, digital, and screen interactions across contact center and back-office environments. Its Engagement
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workflows, while reducing fragmentation typically associated with multi-system recording environments at enterprise scale.

- The company utilizes speech and text analytics to derive insights such as customer sentiment, agent behaviours, and interaction intent across the full volume of interactions, rather than sampled subsets. It incorporates domain-specific AI models and targeted analytical modules, including those aligned to customer satisfaction and sales performance, to support more context-specific analysis. Its ability to associate agent behavioural indicators with operational outcomes, such as customer satisfaction or conversion metrics, reflects a structured approach to linking interaction-level signals with broader performance measures.
- Its Quality Management capabilities support the automation of interaction selection, evaluation, and coaching workflows within a unified framework. The platform uses analytics-based selection to prioritize interactions for review, enabling more targeted and representative quality assessments compared to random sampling approaches. It also incorporates automated scoring and pre-populated evaluation forms to streamline assessment processes, while supporting structured coaching workflows, including agent self-assessment and feedback management. This approach reduces manual effort and supports more consistent application of quality standards across distributed agent environments.
- NiCE's copilot architecture supports real-time interaction management across both agent and supervisory roles. Copilot for Agents provides in-interaction guidance, response suggestions, system-based task execution, and automated summarization, while Copilot for Supervisors delivers real-time alerts and access to interaction-level insights. This dual-layer model enables coordinated intervention across execution and oversight functions, supporting more consistent interaction handling while reducing reliance on manual monitoring in contact center environments.

Challenges

- Its breadth across analytics, workforce management, automation, and AI contributes to an integrated platform architecture, but can also increase

operational complexity for organizations seeking to unify multiple workflows and

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- The company supports extensive integration across contact center, CRM, and enterprise systems through a wide range of pre-built connectors and APIs. While this breadth enables interoperability across diverse technology ecosystems, deployments involving complex or highly customized environments may require additional configuration and validation to ensure consistent performance. Such scenarios can introduce incremental implementation effort and coordination across technical teams, particularly in large scale or legacy system landscapes.

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Observe.AI

Founded in 2017 and headquartered in Redwood City, California, USA, Observe.AI is a software provider that develops solutions for contact center operations. The company applies speech recognition, natural language processing (NLP), and machine learning (ML) to analyze customer interactions and support functions such as quality management, agent performance monitoring, and operational analytics. Since its establishment, Observe.AI has emphasized the development of domain-specific AI models trained on contact center interaction data, positioning its technology around large-scale conversation analysis and operational intelligence for customer service environments.

Observe.AI provides a platform that combines automatic speech recognition (ASR), large language models (LLMs), and interaction analytics to process and analyze customer conversations across channels. The platform supports capabilities such as automated transcription, interaction summarization, quality assurance automation, and agent coaching, along with real-time guidance during live customer engagements. These capabilities allow contact center organizations to analyze large volumes of interactions and identify patterns related to customer sentiment, compliance monitoring, and operational performance.

In recent years, Observe.AI has expanded its platform with capabilities designed to support tasks such as automated summarization and conversational signal extraction. The company has also introduced domain-specific language models trained on large volumes of contact center conversations to improve the accuracy of transcription and interaction analysis. These developments reflect the company's continued emphasis on applying AI techniques to both post-interaction analytics and real-time agent support within contact center environments.

Strengths

- Observe.AI combines automated interaction capabilities, real-time agent assistance, and post-interaction analytics within a unified platform architecture.

This allows insights generated from interaction analysis and quality monitoring to inform real-time agent guidance, coaching workflows, and operational oversight.

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- The company supports synchronized screen recording within its post-interaction analysis capabilities, allowing reviewers to examine audio, transcripts, interaction metadata, and agent desktop activity in a unified interface. This multimodal view enables evaluation of operational factors such as workflow adherence, tool navigation, and process compliance that may not be evident from audio transcripts alone. Such interaction records can also support audit and compliance review requirements in environments where process adherence must be documented.
- Its platform incorporates a proprietary large language model developed specifically for contact center interactions and trained on extensive volumes of conversation data. By tailoring the model architecture to customer service dialogue rather than relying solely on general-purpose foundation models, the platform supports improved accuracy in tasks such as dead-air detection, interaction summarization, and sentiment analysis. This domain-specific approach is relevant for organizations where the reliability of automated analysis directly affects quality management processes and compliance monitoring.
- Observe.AI incorporates AI capabilities that support the definition and extraction of conversational insights from customer interactions using natural language prompts. This approach enables analysis of interaction attributes that are difficult to evaluate through traditional keyword or rule-based analytics. The resulting insights can be applied within quality monitoring, agent coaching, and operational review processes to support more comprehensive analysis of customer interactions.

Challenges

- The company has a strong presence in North America, with growing adoption in Europe, reflecting a solid foundation across key developed markets. However, customer adoption in emerging regions such as APAC and LATAM remains comparatively limited relative to vendors with more established global coverage. Organizations planning large-scale, multi-region deployments may therefore need to consider the maturity of the vendor's regional presence as part of their evaluation process.
- Observe.AI supports a wide range of integrations with enterprise systems,

enabling AI-driven workflows to interact with applications such as CRM, ticketing, and authentication platforms. However, the extent to which these capabilities can be leveraged for large-scale deployments remains to be seen.

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integration configuration may require additional implementation planning, which organizations may consider when evaluating deployment timelines.

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Omilia

Founded in 2002 and headquartered in Larnaca, Cyprus, Omilia is a provider of conversational AI solutions focused on enabling human-like language interactions across customer engagement channels. The company operates within the AI-driven contact center technology landscape, offering a proprietary full-stack platform designed to digitize and transform customer service operations. Its positioning reflects an emphasis on delivering integrated self-service automation across both voice and text within a unified operational framework.

In the conversational intelligence market, Omilia's offering is anchored in the Omilia Cloud Platform, which combines analytics, automation, and agent augmentation within a single architecture. Core components include OCP Conversational Insights, supporting monitoring and optimization of conversational applications, and Workforce AI, which analyzes interactions to generate insights such as sentiment, quality scores, and coaching recommendations. Large language models (LLMs) are applied offline to analyze conversational data and identify effective interaction strategies, while purpose built small language models (SLMs) are deployed in production environments to support deterministic and auditable execution with tightly controlled outputs.

Recent developments reflect Omilia's continued expansion across conversational AI, agent support, analytics, and security. In 2025, the company relaunched Agent Assist as CSR CoPilot with agentic AI capabilities, alongside additions such as Workforce AI and TalkGuard for operational analytics and fraud prevention. In 2026, Omilia introduced a self-learning agentic CX platform designed to support autonomous customer interactions across channels. Collectively, these developments indicate a broader strategy to consolidate automation, assistance, analytics, and security within a unified customer experience platform.

Strengths

- Omilia develops and maintains its own core voice technologies, including speech

recognition, natural language understanding, and dialogue management, rather than relying primarily on third-party speech processing services. This architecture We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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evaluating solutions for use cases that involve complex customer interactions, authentication workflows, or the handling of sensitive information.

- Its self-learning agentic CX platform integrates conversational AI, automation, and operational oversight within a unified framework for managing customer interactions. Its ability to continuously refine engagement across channels, combined with transparent model governance and streamlined deployment processes, reflects an approach oriented towards scalability and operational adaptability. For organizations deploying conversational automation at scale, this architecture can help reduce ongoing manual optimization requirements while supporting more consistent interaction management across channels.
- The company's Workforce AI component automatically analyzes customer interactions across channels to support quality management and operational oversight within contact center environments. Rather than relying solely on limited sampling approaches traditionally used in manual quality assurance processes, the platform evaluates interaction data more broadly to identify patterns related to agent performance, compliance adherence, and customer sentiment. For organizations operating large contact centers with substantial interaction volumes, this approach can provide a more comprehensive view of service quality and operational performance, supporting coaching initiatives and compliance monitoring.
- Omilia provides integration capabilities with widely used contact center platforms and enterprise applications, allowing the platform to operate alongside existing customer service infrastructure. These integrations include compatibility with several CCaaS environments as well as common CRM systems, enabling conversational automation and agent assistance capabilities to be incorporated into established operational workflows. For organizations that have already invested in contact center and customer management platforms, this integration approach can support the addition of conversational AI capabilities without requiring significant changes to underlying infrastructure.

Challenges

- Omilia has a strong presence across North America and Europe, complemented

by OEM partnerships, reseller networks, certified implementation partners, and an extensive ecosystem of integrations. We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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from evaluating the alignment of regional delivery and support models with their specific geographic and operational needs.

- The company's self-learning agentic CX platform combines conversational AI, automation, and governance capabilities within a unified architecture, enabling AI agents to continuously learn from customer interactions and operational outcomes. Its ability to identify interaction patterns, recommend optimizations, and apply improvements within defined governance controls reflects an approach focused on ongoing operational refinement and adaptability. However, organizations operating in highly structured environments may require additional evaluation of how continuous learning mechanisms and automated optimization processes align with established governance frameworks, operational controls, and change management requirements.

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Puzzel

Founded in 1998 and headquartered in Oslo, Norway, Puzzel is a provider of cloud-based contact centre solutions. Puzzel's core offering is delivered as a cloud-native Contact Centre as a Service (CCaaS) platform designed to manage both automated and agent-assisted customer interactions across multiple communication channels within a unified operational environment.

Puzzel provides conversational analysis capabilities within its broader CX platform to support the examination of customer interactions across channels. These capabilities include speech and text analytics, sentiment detection, automated quality monitoring (AQM), and interaction-derived performance insights. The functionality is intended to enable contact centre operators to review conversation patterns, identify service or process issues, and support agent evaluation and coaching. The analytical capabilities are integrated within the contact centre platform, allowing insights to be generated directly from interactions processed through its routing, automation, and workforce management components.

Puzzel has expanded its capabilities through targeted acquisitions. Vergic added digital engagement capabilities, including live chat, site messaging, video engagement, chatbot automation, and co-browsing. The acquisitions of Denmark-based SupWiz and Capturi strengthened the platform's conversational AI, speech analytics, quality monitoring, and agent performance management capabilities. These technologies are being integrated into the broader platform to enhance digital engagement, conversational automation, and interaction analytics.

Strengths

- Puzzel's Conversational Intelligence leverages a proprietary ASR-to-NLP pipeline that converts voice interactions into structured text and applies machine learning (ML) techniques, including classification and sentiment analysis, within a unified architecture. This integrated approach enables greater control over transcription

quality and downstream analytical consistency compared to reliance on external transcription layers. For contact centers handling high interaction volumes, it
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- The company extends beyond voice to include analysis of digital interactions such as chat and email, enabling sentiment and topic evaluation across both synchronous and asynchronous channels. This cross-channel capability provides a more comprehensive view of customer interactions, supporting a broader understanding of the overall experience. While voice remains the primary channel in most deployments, the inclusion of digital channels enhances analytical coverage, which is particularly relevant for organizations operating blended contact center environments.
- Puzzel leverages generative AI to automatically generate conversation summaries and identify recurring patterns, issues, and improvement opportunities within interaction data. This reduces the need for manual call review, lowering administrative effort for agents and analysts in high-volume environments. Reported deployments indicate measurable efficiency gains through automated tagging and analysis, highlighting the solution's potential to streamline operational workflows at scale.
- Its acquisition of Capturi has strengthened its capabilities in automated quality management (AQM) and agent coaching by introducing AI-driven evaluation of interactions and structured feedback workflows. This reduces reliance on manual, sample-based QA processes and enables more consistent monitoring of performance across a larger share of interactions. For contact centers, this supports a shift toward more continuous and scalable performance management, with improved visibility into agent effectiveness and targeted coaching opportunities.

Challenges

- Puzzel has a strong customer base across Europe, particularly in the Nordics and the United Kingdom, enabling alignment with regional CX requirements, including multilingual support and regulatory compliance. However, its footprint remains largely concentrated within Europe, with limited penetration in high-growth regions such as North America and Asia-Pacific. While this focus supports depth in core European markets, organizations with multi-region needs may find its geographic coverage and partner ecosystem less extensive than globally established vendors.

- Its acquisition strategy has expanded the breadth of its platform across digital engagement, conversational AI, and interaction analytics, contributing to a more holistic view of customer experience. We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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portfolio may strengthen operational consistency and support a more seamless experience for organizations seeking a unified engagement environment.

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Qualtrics

Founded in 2002 and co-headquartered in Provo, Utah, USA and Seattle, Washington, USA, Qualtrics is an experience management (XM) software company that enables organizations to collect and analyze experience data across customer, employee, and product domains. The company's strategy centers on combining operational and experience data to help organizations understand drivers of satisfaction, loyalty, and service performance.

Qualtrics provides contact center analytics capabilities through CX for Contact Center and Contact Center Analytics within the Qualtrics XM Platform. The solution analyzes voice and digital interactions using natural language processing (NLP) and machine learning (ML) to identify themes, sentiment patterns, and experience drivers across large volumes of conversations. Platform components such as Text iQ and Discover support interaction analysis, automated quality evaluation, and agent performance insights, enabling organizations to link conversational signals with broader customer experience outcomes and operational improvement initiatives.

The company has expanded AI capabilities across the XM platform to strengthen automated insight discovery and conversational analysis. The company has also pursued strategic expansion of its analytics and benchmarking capabilities through acquisitions, including its announced agreement to acquire Press Ganey Forsta, intended to extend domain-specific analytics and benchmarking datasets within its broader experience management ecosystem.

Strengths

- Qualtrics provides AI-driven scoring models to evaluate customer interactions across channels, enabling organizations to move beyond traditional quality assurance approaches based on limited call sampling. By supporting evaluation across a broader interaction dataset, the platform improves visibility into agent performance, service quality, and potential compliance risks. This allows quality

management teams to focus on identifying operational patterns and systemic performance issues rather than relying primarily on transaction-level review.

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reduce the level of configuration typically required to operationalize conversational analytics in contact center environments. The availability of pre-built analytical models allows organizations to accelerate deployment of interaction evaluation frameworks while providing a structured baseline that can be adapted to organization specific quality management criteria.

- The company provides Experience Agents that operates as an AI layer alongside human agents during customer interactions. The capability analyzes conversational context and sentiment signals in real time to identify potential escalation points and surface recommended actions. This design supports human-AI collaboration within service workflows, enabling agents to respond more effectively to emerging customer experience issues during live interactions.
- Qualtrics integrates with existing contact center and enterprise systems, including CRM platforms, CCaaS environments, and on-premises infrastructures, through APIs and pre-built connectors. This integration architecture enables interaction analytics outputs to be combined with operational and customer data from other enterprise systems allowing conversational insights to inform downstream workflows and operational processes across the broader technology environment, supporting analysis and action within complex, large-scale contact center deployments.

Challenges

- Qualtrics provides a broader experience management platform that connects contact center interaction insights with enterprise-wide experience and operational data. While this integrated architecture can support organizations pursuing cross-functional experience analytics initiatives, the breadth of the platform may introduce additional evaluation and deployment considerations for organizations seeking a more narrowly focused conversational intelligence solution.
- The company has a strong presence in North America, reflecting the company's strength in its home market and alignment with regional customer experience initiatives. While the platform continues to expand internationally, customer

adoption in regions such as APAC and LATAM appears to be comparatively

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Sprinklr

Founded in 2009 and headquartered in New York City, USA, Sprinklr is a software provider focused on customer experience management technologies. The company delivers its capabilities through the Unified Customer Experience Management (Unified-CXM) platform, which brings together customer engagement, service operations, marketing, and insights within a common cloud-based architecture, supporting centralized management of customer interactions and associated data.

Within the Conversational Intelligence market, Sprinklr offers Sprinklr Conversational Analytics as part of the Sprinklr Service suite. The solution analyzes customer interactions across channels using machine learning (ML) and generative AI (Gen AI) techniques to identify conversation drivers, sentiment patterns, and operational trends. It is designed to process interaction data at scale, enabling contact center teams to monitor customer issues, detect emerging themes, and support quality management and continuous service improvement.

In recent years, Sprinklr has expanded its AI capabilities to support more automated service operations. In 2025, the company introduced Sprinklr Copilot and Sprinklr AI Agents to assist agents and enable task automation within customer service workflows, along with enhancements to its Customer Feedback Management capabilities. These developments reflect a continued focus on embedding AI-driven assistance and automation across the platform.

Strengths

- The company enables analysis of customer interactions across a wide range of channels through a common analytical framework. By supporting evaluation of the full interaction dataset rather than sampled subsets, the platform improves visibility into customer experience and service operations. This approach reduces reliance on channel-specific analytics and limits inconsistencies associated with fragmented data models, supporting more consistent cross-channel performance assessment in large-scale contact center environments.

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timely identification of evolving customer concerns, enabling contact center teams to respond with greater speed and precision compared to reliance on periodic, retrospective analysis.

- The company enables automated evaluation of customer interactions for quality and compliance across the full interaction dataset, reducing reliance on manual sampling approaches. These evaluations are linked to agent-level performance insights, allowing supervisors to identify skill gaps, potential compliance risks, and targeted coaching opportunities. This integration of interaction analysis with agent performance management supports more scalable and consistent quality assurance practices, particularly in high-volume or distributed contact center environments.
- Sprinklr provides flexibility in its AI architecture, allowing organizations to select and configure underlying language models in alignment with internal requirements and operational workflows. This approach supports organizations with established AI governance frameworks or existing model preferences, enabling greater control over how AI capabilities are deployed. The ability to configure model selection and processing pipelines reduces dependency on a fixed model approach and accommodates varying performance, compliance, and risk management considerations.

Challenges

- Sprinklr delivers its conversational intelligence capabilities as part of the broader Unified-CXM platform, enabling integration of interaction analytics with adjacent functions such as customer service, social engagement, and experience management. This approach supports cross-functional data sharing and a more unified view of customer interactions across the organization. However, for organizations seeking a more narrowly scoped or standalone conversational intelligence solution, this integrated architecture may require alignment with a wider platform footprint, which can introduce additional considerations around deployment scope, procurement, and overall platform adoption.
- It provides a high degree of flexibility across its analytics and AI configuration layers, including model selection, contact driver frameworks, and role-based reporting. This enables alignment with enterprise-specific workflows and

governance requirements. However, this level of configurability may require

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Talkdesk

Founded in 2011 and headquartered in San Francisco, California, USA, Talkdesk is a software provider that has expanded from its origins as a cloud-native contact center vendor into a broader customer experience (CX) platform provider. The company's strategic direction centers on embedding AI across customer engagement workflows, with a focus on improving operational efficiency, agent productivity, and decision support within contact center environments.

Talkdesk's Conversational Intelligence capabilities are delivered through a set of integrated platform components rather than a discrete standalone product. Interaction Analytics provides transcription, sentiment analysis, and topic identification to support post-interaction insight generation and trend analysis. Real-time capabilities are enabled through Copilot, which delivers in-session guidance and automates elements of after-call work. Additional components such as Autopilot and Navigator support conversational routing and self-service automation, while Quality Management enables automated evaluation and performance monitoring. These capabilities are supported by a shared data architecture that allows contextual information to be applied across both real-time and historical analysis scenarios.

Recent product developments reflect Talkdesk's continued investment in AI-led orchestration. The introduction of its Customer Experience Automation (CXA) platform in 2025 established a multi-agent architectural framework for coordinating AI-driven workflows across customer interactions. Subsequent announcements, including CXA-powered commerce orchestration and industry-specific solutions indicate an increasing focus on verticalized use cases.

Strengths

- The company applies generative AI to analyze customer conversations without reliance on predefined taxonomies or extensive configuration. This enables the identification of sentiment trends, topic clusters, and emerging interaction

patterns that may not be captured through rules-based approaches. Its Automation Mining capability extends this by correlating conversational data with our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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- Talkdesk Copilot provides in-session guidance through real-time transcription, contextual recommendations, and knowledge retrieval during live interactions. As part of Talkdesk's broader multi-agent architecture, it operates in coordination with other AI components to capture interaction context, generate summaries, and automate post-interaction tasks. Additional capabilities, including guided workflows for complex interactions and supervisory controls for monitoring and tuning AI behaviour, support more consistent execution and enable operational oversight of AI-assisted interactions.
- It provides a hybrid scoring approach that combines rule-based evaluation with generative AI to assess tone, sentiment, and intent within the full interaction context. This enables broader interaction coverage beyond sample-based reviews, with more consistent and auditable evaluation criteria. Supporting capabilities, including synchronized voice and screen playback, time-stamped annotations, and integrated coaching workflows, allow supervisors to deliver targeted feedback and maintain oversight of agent performance at scale.
- Talkdesk's CX Insights component brings together conversational data such as intent trends, sentiment patterns, and keyword signals with operational metrics including handle time, agent performance, and interaction outcomes. This unified view spans both human and AI-driven interactions, enabling organizations to assess conversation quality alongside business impact within a consistent analytical framework. It supports more structured evaluation of automation effectiveness and informs decisions on the appropriate balance between automated and human-assisted interactions.

Challenges

- The company has built a strong presence across North America and parts of Europe, supported by enterprise adoption and relatively mature delivery capabilities in these regions. This positioning enables consistent support for large-scale deployments within its core markets. As organizations expand into a broader set of geographies, particularly in emerging regions, variability in localized delivery resources and partner ecosystem coverage may require more tailored implementation approaches and additional alignment with region-specific operational and regulatory requirements.

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seeking a more consolidated conversational intelligence capability may need to evaluate the combination of modules required to support end-to-end use cases. In such scenarios, the overall solution composition may influence implementation planning and the extent to which integrated analytical and operational outcomes are realized.

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Uniphore

Founded in 2008 and headquartered in Palo Alto, California, USA, Uniphore provides enterprise AI software focused on automation, analytics, and decision support across customer-facing and operational functions. The company's portfolio is centered on its Business AI Cloud, which integrates data, models, and AI-driven workflows to support enterprise use cases. Over time, Uniphore has expanded from its origins in speech and voice technologies to a broader AI platform provider through product development and targeted acquisitions, reflecting a shift towards a more unified and scalable AI architecture.

Uniphore provides capabilities through its Business AI Suite for Customer Service. The platform includes modules for interaction analytics, real-time agent assistance, virtual agents, and interaction recording. It supports functions such as transcription, sentiment and topic analysis, and agent performance evaluation, enabling both real-time guidance and post-interaction insights. These capabilities are delivered on a shared data and model layer, supporting integration with contact center workflows and enterprise systems.

The company has strengthened its platform through targeted acquisitions and continued investment in AI capabilities. The company acquired Orby in 2025 to advance AI-driven automation, followed by Infoworks and ActionIQ in 2024 to enhance data engineering and customer data capabilities. These build on earlier acquisitions such as Red Box and Hexagone AI in 2023, which expanded interaction capture and automation capabilities. Alongside these developments, ongoing enhancements in generative AI and workflow orchestration indicate a continued focus on unifying data, analytics, and automation within a single platform.

Strengths

- The company's Business AI Suite is designed to support multiple stages of the customer interaction lifecycle including real-time assistance, post-interaction analytics, and compliant recording within a single platform. This integrated

approach allows organizations to reduce reliance on separate point solutions and limit integration complexity. The use of a shared data and model layer We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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- Its conversation insights capabilities are designed to analyze the complete set of customer interactions, reducing reliance on sampling-based quality management approaches. The platform applies large language model (LLM) based processing to identify topics, sentiment patterns, and potential escalation indicators across conversations. It also supports natural language querying, allowing users to explore interaction data without predefined rules or configurations. In addition, automated quality evaluation features enable faster configuration of scoring frameworks, supporting more scalable and consistent performance assessment within contact center operations.
- Uniphore's real-time guidance capabilities provide contextual support across the interaction lifecycle, beginning with pre-interaction data from CRM systems and prior history. During live interactions, the platform surfaces relevant knowledge and guidance without requiring manual search, while also identifying sentiment cues to support more appropriate responses. It further automates post-interaction summarization, capturing key outcomes and reducing after-call effort, contributing to improved agent efficiency and consistency.
- Its recording capabilities are designed to capture high-quality interaction data in formats suitable for downstream AI processing, enabling more effective analytics and model performance. Support for Bring Your Own Storage (BYOS) and open APIs provides organizations with greater control over data management and integration, reducing dependency on vendor-specific infrastructure. In addition, built-in compliance features and audit mechanisms support adherence to regulatory requirements while maintaining traceability of data access.

Challenges

- Uniphore has a strong presence in North America, supported by a growing customer base and expanding adoption in international markets, including early traction in Asia-Pacific. However, its footprint in regions such as Europe, LATAM, and parts of Asia remains comparatively less established relative to vendors with more mature global ecosystems. Organizations with geographically distributed operations may need to evaluate local delivery capabilities, partner network maturity, and regional support coverage when planning multi-region deployments.

- Its platform integrates a broad spectrum of capabilities spanning analytics, automation, and interaction management within a unified architectural framework. We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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comparatively limited in-house expertise in AI or platform governance may find it necessary to incorporate additional enablement measures or external support to effectively realize the platform's full potential.

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Verint

Founded in 1994 and headquartered in Melville, New York, USA, Verint Systems Inc. is a technology company focused on customer engagement and CX automation. The company has evolved from its origins in call recording and workforce optimization into a broader provider of AI-driven customer experience solutions, with a portfolio spanning workforce engagement, self-service, knowledge management, fraud and security, and business analytics. This progression reflects a strategic shift towards delivering an integrated platform designed to support complex, large-scale enterprise environments.

For the Conversational Intelligence market, Verint's Business Analytics Suite brings together speech, text, interaction, desktop, and process analytics within a unified architecture delivered via the Verint Open Platform. The platform is anchored by the Engagement Data Hub, which consolidates behavioural data across customer touchpoints, and the Da Vinci AI engine, which supports capabilities such as transcription, sentiment analysis, PII redaction, and generative AI-based summarization. This architecture enables contact centers to derive actionable insights from both voice and digital interactions, linking interaction analysis with workflow automation, agent performance management, and downstream operational processes.

In recent developments, Verint has undergone structural consolidation following its merger with Calabrio, with the combined organization operating under the Verint corporate name. This move reflects a strategic effort to align complementary capabilities particularly across analytics and workforce engagement under a unified brand. It also indicates a focus on portfolio consolidation and platform alignment, while maintaining continuity of existing product offerings within the combined organization.

Strengths

- Verint is built on a dual-engine ingestion architecture that processes voice and digital interactions through separate, purpose-built speech and text analytics engines. This approach preserves channel-specific behavioural signals such as

overtalk and silence in voice, and idle time or message patterns in digital interactions rather than normalizing them into a single pipeline. The platform
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interaction fidelity across channels, enabling more accurate analysis in high-volume, omnichannel contact center environments.

- The company extends conversational intelligence by incorporating desktop behavioural data as a contextual layer. Its Desktop and Process Analytics capabilities capture and correlate agent desktop activity with interaction data, providing visibility into process execution alongside customer conversations. Real-time application monitoring helps identify process deviations and knowledge gaps, while event-driven prompts deliver in-the-moment guidance during live interactions. This enables a more comprehensive view of operational inefficiencies and compliance risks beyond interaction data alone.
- It integrates gen AI into the analytics workflow through natural language driven exploration and automated insight generation. The Data Insights Bot surfaces anomalies, trends, and correlations without requiring predefined queries, allowing users to interact with data through conversational inputs and reducing reliance on specialized analytical resources. This is complemented by embedded capabilities that enable validation of AI-generated insights against underlying interaction data within the same interface. Together, this approach streamlines the analysis process and reduces time-to-insight in environments where capacity constraints can limit insight generation.
- Verint incorporates proactive monitoring capabilities that combine anomaly detection with sentiment-based risk identification. Its analytics modules generate alerts for shifts in sentiment, emerging issues, and deviations from established interaction patterns, enabling continuous oversight without reliance on periodic reporting. The platform also delivers personalized insight summaries aligned to user-defined areas of interest, reducing the need for manual dashboard analysis. In parallel, sentiment analysis is used to identify early indicators of customer dissatisfaction across interactions, supporting timely intervention in scenarios such as potential churn.

Challenges

- Verint has a strong presence in North America and Europe, reflecting established adoption across mature markets. At the same time, its presence appears

comparatively less extensive in certain high-growth regions, particularly across

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- Its modular platform architecture provides flexibility in deploying capabilities, enabling organizations to adopt components based on specific operational needs. However, this breadth can introduce implementation and operational complexity, particularly in environments where multiple modules must be configured and aligned. Achieving optimal outcomes may require substantial planning, integration effort, and ongoing governance, which can extend time-to-value for smaller organizations or those with less mature data and CX operational frameworks.

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Zoom

Founded in 2011 and headquartered in San Jose, California, USA, Zoom Communications, Inc. is a cloud communications provider that has expanded beyond video conferencing into a broader portfolio spanning meetings, telephony, contact center, and workplace collaboration solutions. Its 2024 rebranding reflects a shift towards an AI-enabled platform approach, with AI capabilities embedded across core offerings.

Within the conversational intelligence market, Zoom provides two offerings aligned to distinct operational contexts. For contact center environments, its capabilities are delivered through the CX portfolio, including Zoom Contact Center, Zoom Virtual Agent, Zoom AI Expert Assist, and Workforce Engagement Management (Quality Management and Workforce Management). This ecosystem is unified by Zoom CX Insights, an AI-native intelligence layer that aggregates signals across these channels into a centralized command center, CX Pulse. For sales environments, Zoom Revenue Accelerator processes interactions across meetings, calls, and digital channels to generate structured insights such as summaries, key discussion points, and indicators of customer intent and deal progression, while also supporting real-time guidance and automation of post-interaction tasks.

Recent developments reflect a continued focus on embedding AI into CX workflows. These include the introduction of automated quality management (AQM) capabilities such as Auto QM and the rollout of a natural language query interface (Ask QM) for interaction analysis. Further expanding this is the launch of CX Insights, which allows users to use natural language queries to perform root-cause analysis and simulate operational scenarios, such as the impact of staffing on service quality. Ongoing enhancements to Virtual Agent and AI assistance indicate a direction towards increased automation and more accessible interaction insights.

Strengths

- Zoom leverages its unified CX platform architecture to consolidate interaction, workforce, and operational data across the customer service environment.

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analysis of service performance and supports forecasting and behavioral insights that would be difficult to derive from disconnected data sources.

- It incorporates a layered AI architecture across its portfolio to support interaction analysis and response generation. Within Virtual Agent, domain-adapted language models are combined with validation mechanisms and controlled knowledge sources to improve response relevance and limit unsupported outputs. In Quality Management, capabilities such as Ask QM extend natural language querying to post-interaction analysis. Across the platform, AI models extract conversational which Zoom CX Insights then correlates with operational data, such as agent adherence and queue times, to identify the root causes of fluctuating customer sentiment.
- The company provides real-time assistance to agents during live interactions through AI-driven guidance and recommended actions, supporting in-the-moment decision-making. Supervisor interfaces offer live visibility into queues and active interactions across channels, complemented by automated alerts that surface potential issues without continuous manual monitoring. The platform also incorporates AI-informed workforce signals, such as break recommendations, within the operational workflow. Together, these capabilities support more immediate supervisory intervention and reduce reliance on post-interaction review.
- Its Advanced Quality Management (Auto QM) applies AI-driven evaluation across the full set of customer interactions, reducing reliance on sampled assessments. The system generates interaction summaries and agent-level coaching inputs, shifting effort from manual review toward coaching and performance improvement. Voice and screen recordings are incorporated into evaluation workflows, while capabilities such as Ask QM enable natural language exploration of interaction data. This approach supports more scalable quality management practices, particularly in environments with large or distributed agent populations.
- Zoom Revenue Accelerator captures and structures interactions across meetings, calls, and digital channels into deal-level insights, extracting signals such as customer intent, objections, sentiment, and interaction dynamics. These insights are presented in role-specific views to support sales and enablement workflows. The platform also incorporates AI-driven automation to generate

summaries, recommend next steps, and update CRM systems, reducing manual

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- Zoom's conversational intelligence capabilities benefit from its established communications footprint and expanding CX portfolio, enabling interaction data to be analyzed within a broader operational context. The addition of CX Insights extends the platform's capabilities in forecasting and root-cause analysis by correlating operational and customer experience data. However, these advanced analytics capabilities remain relatively recent additions and are maturing relative to some peers with a longer-standing focus on predictive and diagnostic intelligence.
- It provides core conversational intelligence capabilities, including transcription, summarization, automated evaluation, and interaction level insights that support quality management and agent performance use cases. The introduction of CX Insights extends the platform's capabilities in areas such as root-cause analysis and predictive analytics by correlating operational and customer experience data. However, the depth of advanced behavioral and predictive analytics capabilities is still maturing relative to some peers with a longer standing focus in conversational intelligence.

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Appendix

Market Definition & Capabilities

QKS Group defines Conversational Intelligence (CI) refers to solutions that monitor, capture, transcribe, and analyze human-to-human and human-to-machine interactions across channels. These solutions generate structured insights and reporting from unstructured interaction data, supporting the assessment of communication quality, compliance, and customer and agent behaviour. Organizations often face limited visibility into large volumes of interaction data that are difficult to evaluate through manual methods. By enabling scalable and consistent analysis, CI supports improved oversight and more informed decision-making across customer-facing operations.

Key Capabilities:

Omnichannel Interaction Capture and Transcription

Conversational intelligence platforms depend on the ability to convert interactions across channels into analyzable data. This capability establishes a consistent foundation for processing both spoken and written communication. Without it, large volumes of unstructured interaction data remain difficult to review, limiting visibility into customer engagements and agent performance.

Interaction Data Ingestion and Normalization

Effective analysis requires interaction data from multiple systems to be consolidated into a unified structure. This capability enables consistent processing of data across channels and platforms. Fragmentation across systems can otherwise result in incomplete or inconsistent insights, reducing the reliability of analysis.

Conversation Analysis and Insight Extraction

The value of conversational intelligence is derived from the ability to interpret interaction data at scale. This capability enables identification of patterns, themes, and behavioral signals within large datasets. Manual review methods are insufficient to extract such insights efficiently, particularly as interaction volumes increase.

Automated Quality Management and Interaction Evaluation

Consistent assessment of interaction quality depends on the ability to evaluate interactions against defined criteria at scale. This capability enables broader and more standardized evaluation compared to traditional sample-based approaches. Limited sampling can cause gaps in coverage and variability in results. We use cookies to give you the best possible experience while you browse through our website. By pursuing the use of our website you implicitly agree to the usage of cookies on this site. Learn more

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Providing support during live interactions requires the ability to deliver context-relevant inputs as conversations unfold. This capability enables agents to receive prompts or alerts during active engagements. In its absence, agents rely primarily on prior training or static resources, which may not be sufficient in dynamic interaction scenarios.

Interaction Summarization and Documentation Generation

Operational workflows require consistent and structured records of interactions. This capability enables the automated generation of summaries and documentation from interaction data. Manual documentation processes are time-intensive and often inconsistent, affecting both data quality and operational efficiency.

Conversation Analytics and Insight Delivery

Making interaction data usable requires aggregation and presentation of insights in a structured manner. This capability supports the identification of trends and performance indicators across large datasets. Without effective aggregation and reporting, the volume of interaction data can limit its usefulness for decision-making.

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Evaluation Criteria

QKS Group' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. QKS's Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

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Technology Excellence	Weightage
Omnichannel Conversation Capture	20%
Advanced Conversation Intelligence	15%
Actionable Insights and Analytics	15%
Predictive Insights and Alerts	10%
Real-Time Agent and Supervisor Assist	10%
Automated Quality Management and Coaching	10%
Workflow Automation and Enterprise Integrations	10%
Enterprise-Grade Security and Compliance	10%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

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Technology Excellence Parameters

- **Omnichannel Conversation Capture**

Evaluates the platform's ability to consistently capture, normalize, and retain conversational data across voice and digital channels, including live and asynchronous interactions, while preserving contextual and interaction-level fidelity at enterprise scale.

- **Advanced Conversation Intelligence**

Assesses the depth and accuracy with which the platform interprets conversations using analytical models to identify topics, behaviors, intents, and signals that are relevant to operational, experience, and business outcomes.

- **Actionable Insights and Analytics**

Examines the platform's ability to translate conversational data into interpretable insights through exploration, discovery, and outcome-linked analytics that support informed decision-making by business and operational users.

- **Predictive Insights and Alerts**

Evaluates the extent to which the platform generates forward-looking insights, including risk, opportunity, or outcome likelihoods, and proactively surfaces alerts or indicators that enable early intervention.

- **Real-Time Agent and Supervisor Assist**

Assesses the platform's capability to deliver in-the-moment guidance, recommendations, and alerts to agents and supervisors during live interactions, with minimal latency and clear operational relevance.

- **Automated Quality Management and Coaching**

Evaluates the effectiveness of automated and hybrid approaches to interaction evaluation, coaching enablement, and performance improvement, including the consistency, scalability, and actionability of quality insights.

- **Workflow Automation and Enterprise Integrations**

Assesses the platform's ability to operationalize conversational insights through automation, triggers, and integrations with enterprise systems, enabling insights to drive downstream actions and workflows.

- **Enterprise-Grade Security and Compliance**

Evaluates the platform's support for data protection, privacy, governance, and regulatory

compliance, including controls for sensitive data handling, AI usage, and access

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Customer Impact Parameters

- **Product Strategy and Performance**

Assesses how well the platform's strategy aligns with market needs and its effectiveness in real-world deployments, based on customer outcomes.

- **Market Presence**

Evaluates the vendor's global footprint, industry penetration, and traction across key verticals such as retail, financial services, and travel.

- **Proven Record** Measures credibility through enterprise adoption, published case studies with quantifiable outcomes, and third-party validation.

- **Ease of Deployment and Use**

Considers the availability of no-code/low-code tools, quality of documentation, and time-to-value reported by customers.

- **Customer Service Excellence**

Examines the strength of support and success programs, including implementation services, technical support, and proactive account management.

- **Unique Value Proposition**

Identifies the distinct business value delivered relative to competitors, whether through technology, vertical expertise, or business model.

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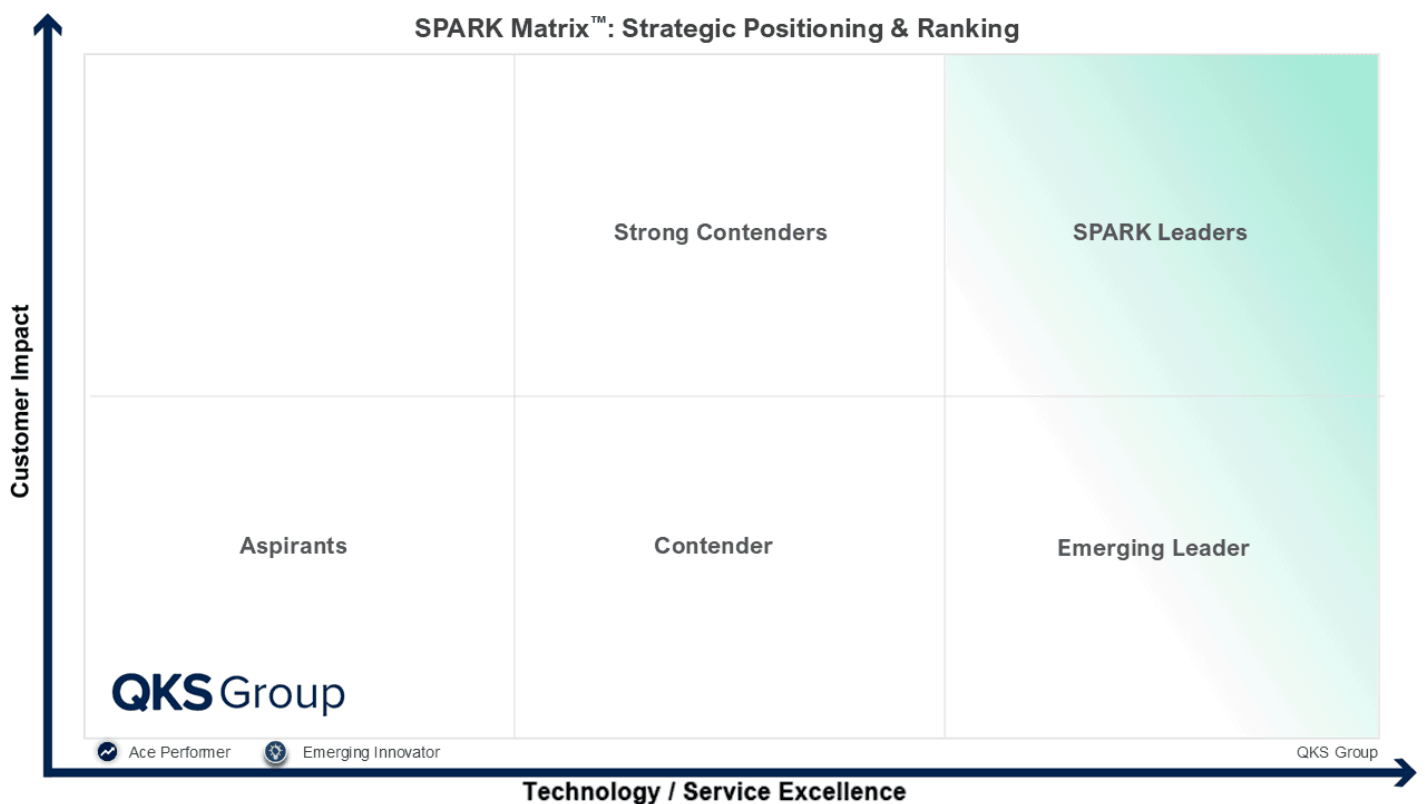
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How to read SPARK Matrix™

The **SPARK Matrix™** by QKS Group is a comprehensive evaluation framework that benchmarks vendors across key industries based on their **Technology Excellence** and **Customer Impact**. This proprietary analysis tool provides a detailed, comparative assessment of market players, enabling businesses to make informed decisions when selecting technology partners. The matrix highlights vendor strengths, growth trajectories, and market strategies, offering a dynamic visualization of their competitive positioning. Designed to cater to the needs of decision-makers, the SPARK Matrix serves as a trusted guide for navigating complex markets and identifying the vendors best suited to drive organizational success and innovation.



- **Ace Performer** : Ace Performers are vendors that excel in operational performance based on their revenue growth potential, partnership strategy, and customer acquisition—all evaluated over the last one-year period or since the previous SPARK Matrix assessment.
- **Emerging Innovators** : Emerging Innovators are vendors recognized for their forward-thinking

approach and disruptive innovations, even if they lack the scale or market penetration of more established players. This category highlights vendors with significant potential for long-term

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- **Leader:** The Leader section of the SPARK Matrix represents organizations that set the gold standard in their respective industries. These vendors excel across both **Technology Excellence** and **Customer Impact** parameters, delivering best-of-breed solutions that are innovative, scalable, and future-ready. Leaders are recognized for their ability to anticipate market trends, address critical customer pain points, and deliver transformative outcomes. Their robust technological capabilities, combined with a deep customer-centric approach, position them as trusted partners for organizations seeking strategic growth and sustainable competitive advantages.
- **Emerging Leader:** The Emerging Leader section highlights organizations that are rapidly closing the gap with established leaders. These vendors exhibit a strong potential for future dominance, driven by significant advancements in **Technology Excellence** and increasing Customer Impact. Emerging Leaders often focus on niche markets or disruptive innovations, demonstrating a clear vision and execution capability. Their upward trajectory is marked by consistent enhancements to their offerings, growing market share, and an ability to deliver targeted solutions that cater to specific customer needs.
- **Strong Contender:** The Contenders section includes vendors that are establishing their footing in the market. These companies exhibit potential but may face limitations in terms of **Technology Excellence** or Customer Impact. Contenders often focus on addressing fundamental market needs and are actively investing in R&D and customer engagement strategies to strengthen their position. While they may not yet have the maturity or comprehensive offerings of higher-ranked categories, Contenders are key players to watch as they evolve and refine their strategies.
- **Aspirants:** The Aspirants section represents vendors that are in the early stages of development or are relatively new to the competitive landscape. These vendors have foundational offerings but lack the technological sophistication or customer-centric impact to compete at higher levels. Aspirants often serve niche markets or focus on incremental improvements, positioning themselves as future competitors in the space. Their journey involves building credibility, enhancing solution capabilities, and developing customer relationships to rise through the SPARK Matrix rankings.

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Gaurav Kumar is an Analyst with expertise in Communication & Collaboration, Focusing on Conversational AI. His research focuses on key application areas such as Conversational AI Platforms, Conversational AI for IT Service Management (ITSM), Conversational AI for Intelligent Contact Centres (ICC), Conversational Commerce, and Intelligent Virtual Assistants (IVAs). He provides strategic guidance to enterprises and technology providers through competitive market research, vendor assessments, and market intelligence. He advises clients on selecting the right platforms and partners based on functionality, scalability, and alignment with business goals. His work covers a broad spectrum of Conversational AI technologies, including Gen AI, Natural Language Processing (NLP), Large Language Models (LLMs), Knowledge Management, Speech Recognition (STT/TTS), Dialog Management, and AI-driven omnichannel frameworks. By closely tracking vendor roadmaps and market shifts, He helps organizations make informed decisions on AI adoption, integration strategies, and digital experience design. With a sharp focus on real-world use cases and solution effectiveness, His insights support enterprises in enhancing customer and employee interactions through intelligent automation and AI-powered communication. His evaluations are trusted by decision-makers looking to navigate a rapidly evolving ecosystem and gain a competitive edge through next-generation collaboration tools.

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Amandeep Singh Khanuja



Amandeep Singh is a Principal Analyst & Associate Director with deep expertise in Communication & Collaboration, Customer Experience, and AI. He is a trusted advisor to industry leaders, offering strategic guidance that empowers decision-makers to navigate the complexities of Conversational AI, CCaaS (Contact Center as a Service), UCaaS (Unified Communications as a Service), CPaaS (Communications Platform as a Service), Customer Communication Management (CCM), and cutting-edge customer experience solutions. Amandeep's comprehensive analysis spans a vast array of vendors within the CCM, CCaaS, UCaaS, CPaaS, and Conversational AI ecosystems. He provides invaluable insights that shape product strategies, drive market expansion, and refine competitive positioning. His meticulous monitoring of market dynamics ensures that vendors align their innovations with the evolving needs of businesses and end-users. In his pursuit of innovation, Amandeep has established pivotal frameworks in Generative AI adoption, including the Digital AI Leap Framework (DALF) and the Enterprise AI Maturity Model. These frameworks have been instrumental in guiding organizations through the intricate journey of AI integration, helping them achieve scalable growth and operational excellence. As a recognized expert in Generative AI solutions, Amandeep's research expertise spans advanced technical areas such as Large Language Models (LLM), Retrieval-Augmented Generation (RAG) models, and Natural Language Technologies (NLT). He is deeply involved in the development and application of these cutting-edge technologies, focusing on their integration into AI

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