

# Customer Engagement Intelligence Service

## Part of the Digital Workplace Service Area Package

To navigate, survive, and thrive in this increasingly complex landscape, enterprises must transform into intelligent, highly adaptive, and purposeful organizations with the integrated capabilities to deliver positive experiences throughout every customer journey, irrespective of channel or department touched. Today, it is a real-time intelligent platform play, not a siloed collection of line-of-business applications.

**PRODUCT OVERVIEW | Customer  
Engagement Intelligence Service**

The VMware logo, consisting of a stylized 'V' followed by the letters 'M', 'W', 'A', and 'R' in a bold, sans-serif font.

“ While customers’ expectations for frictionless, personalized experiences were rising pre-Covid, they have now accelerated. Therefore, it’s more essential for enterprises to develop strategies that connect the customer experience and deliver proactive and tailored customer engagement. ”

Mila D’Antonio  
Principal Analyst

# Customer Engagement Intelligence Service

*Part of the Digital Workplace Service Area Package*

Many enterprises are in the early stages of digitizing processes and supporting omni-channel customer engagement strategies.

## HOW OMDIA HELPS YOU

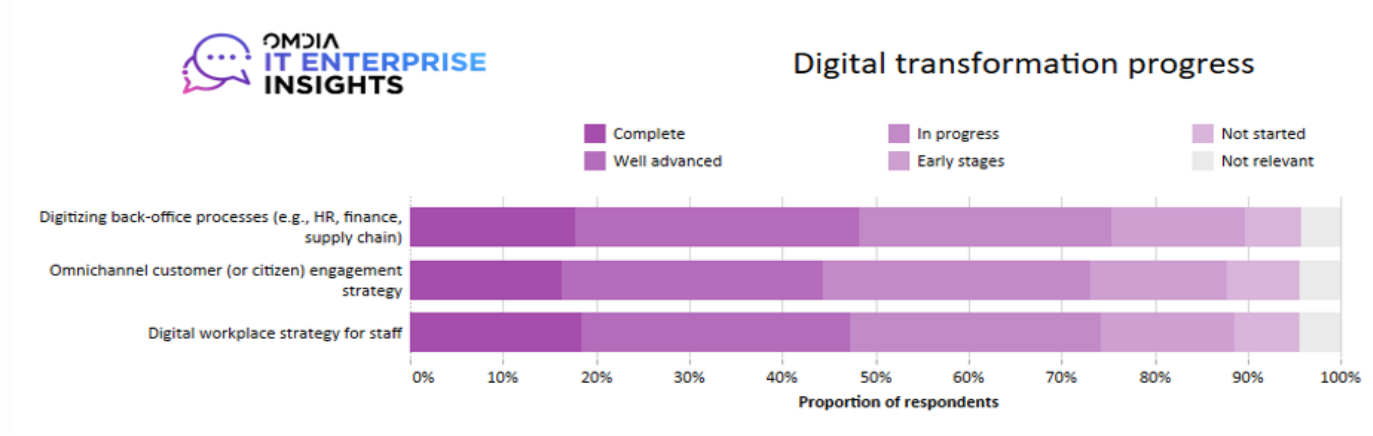
- Find out how effective customer journey management can drive brand differentiation in the marketplace
- Understand the critical role of customer engagement platforms versus siloed CRM applications
- Learn how to develop a unified environment to deliver customer experiences
- Identify global areas of growth/decrease in live customer service agents to assist in sales planning efforts
- Provide clear and current differentiation among contact center vendors

## KEY QUESTIONS ADDRESSED

- How do you develop a unified environment to deliver a positive omnichannel customer experience consistently?
- How important are digital customer experience (CX) capabilities such as mobile apps, intelligent digital assistants, and artificial intelligence (AI)?
- What is customer journey management and how does it impact brand reputation?
- What are customer engagement platforms and how do they differ from legacy CRM applications, and to what advantage?
- How is AI developing and what best practices are available to guide its use?

## NEW ENHANCEMENTS

- Market Landscape: Contact Center- Analysis of Contact Center (on-premises and CCaaS) market status, dynamics & outlook
- WOT (Workforce Optimization Technologies) analysis: Insights and analysis of the WOT forecast.
- AI in the contact center report: Utilizing survey data to reveal AI deployment trends & success in the contact center



Source: OMDIA

© OMDIA

OMDIA

# Customer Engagement: Our Expert Analysts



**Mila D'Antonio**  
*Principal Analyst*  
Customer Engagement



**David Myron**  
*Principal Analyst*  
Customer Engagement



**Tim Banting**  
*Practice Lead*  
Customer Engagement

# Customer Engagement: Deliverables



## MARKET FORECASTS

Global forecasts by geographic regions and countries of technologies, agent positions, vertical markets, and dollars spent on CX.



## REPORTS

Updates on how platforms such as customer journey management, customer data platforms, and customer engagement platforms, are evolving and a look at the leading vendors involved.



## PRESENTATIONS

Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.



## ANALYST INSIGHTS

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

# Customer Engagement: Market Data

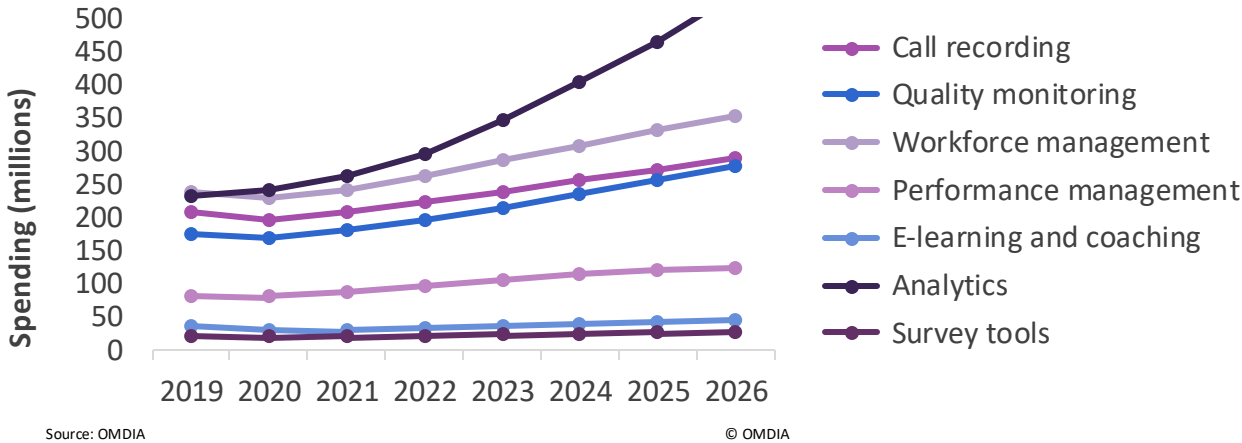
## Workforce Optimization Technologies Forecast

### DETAILS

Market size and forecasts presented for workforce optimization technologies:

- Call recording
- Quality monitoring
- Workforce management
- Performance management
- E-learning and coaching
- Analytics
- Survey tools

Spend is presented by 5 geographic segmentations and 11 verticals.



# Customer Engagement: Market Data & Reports

## Global Contact Center Market Forecast

### DETAILS

This forecast of global contact agent positions segmented by:

- Contact center size
- Premises-based and cloud-based systems
- In-house vs. outsourced agents
- Vertical market segmentation

Agent positions/seats are presented by 35 countries and 11 verticals.

In-house agent positions by vertical (000s)	2019	2020	2021	2022	2023	2024	2025	CAGR 2019–25
Communications and media (includes technology)	-	-	-	-	-	-	-	-
Energy and utilities	-	-	-	-	-	-	-	-
Financial services	-	-	-	-	-	-	-	-
Government	-	-	-	-	-	-	-	-
Education	-	-	-	-	-	-	-	-
Healthcare	-	-	-	-	-	-	-	-
Retail and wholesale	-	-	-	-	-	-	-	-
Manufacturing	-	-	-	-	-	-	-	-
Professional services	-	-	-	-	-	-	-	-
Transportation and logistics	-	-	-	-	-	-	-	-
Other (includes travel and hospitality)	-	-	-	-	-	-	-	-
<b>Total</b>	-	-	-	-	-	-	-	-

Source: OMDIA

© OMDIA

# Customer Engagement: Research Themes for 2023

## New Content

Market Landscape: Contact Center- Analysis of Contact Center (on-premises and CCaaS) market status, dynamics & outlook  
WOT (Workforce Optimization Technologies) analysis: Insights and analysis of the WOT forecast.  
AI in the contact center report: Utilizing survey data to reveal AI deployment trends & success in the contact center

## Next-gen customer and employee engagement

How hybrid work and customer engagement are intertwined

## The enterprise digital experience

Today's customer journeys are complex, with multiple "on-ramps" that move customers from brand discovery to final purchase. Post-purchase, journeys continue, with potential product issues, return processes, additional sales opportunities, and customer support. To build a better CX (customer experience), businesses need to have a holistic picture of their customers to track their journeys and provide a consistent and a frictionless experience.

## The composable enterprise

The "composable enterprise" is a strategic approach that focuses on delivering a modular platform through building blocks of functionality and custom applications, typically orchestrated via low-code/no-code interfaces. This typically leverages CPaaS (Communications Platform as a Service), workflow automation, and data integration to provide business insights, composite apps and services, and a programmable platform for the modern agile enterprise.



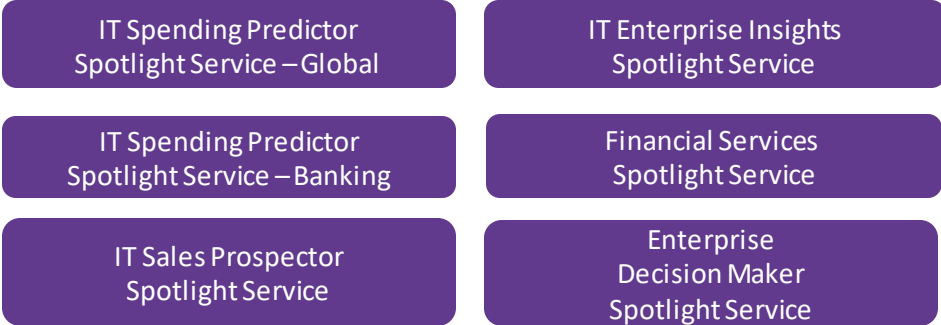
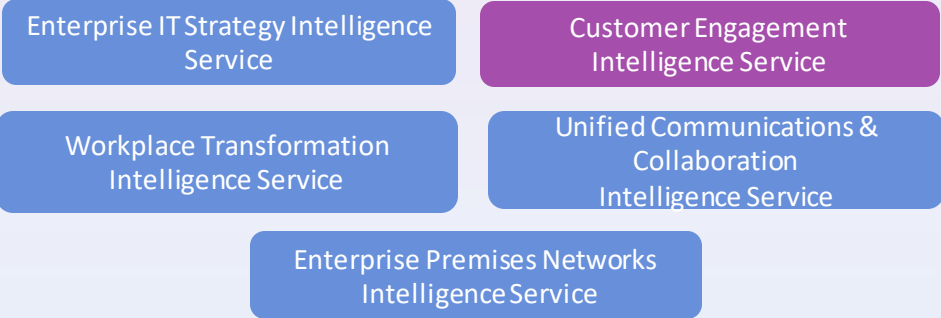
# Customer Engagement: Recent Enhancements

<b>Global Contact Center Market Forecast Analysis</b>	Research that provides analysis of important data and trends gathered from the Global Contact Center Market Forecast.
<b>Market Landscape: Contact Center</b>	This report leverages data from the Global Contact Center Market Forecast and the CCaaS Tracker and Forecast reports to provide analysis of contact center (on-premises and CCaaS) market status, dynamics, and outlook.
<b>Workforce Optimization Technology Analysis</b>	Research that builds on the annual Workforce Optimization Technology Forecast, the additional WOT Analysis report will deliver important WOT trends and insights gleaned from the forecast.
<b>AI in the Contact Center Report</b>	This report will leverage survey data to reveal artificial intelligence deployment trends & success in the contact center.
<b>CCaaS Market Tracker and Forecast</b>	This report will show CCaaS market revenue and license growth in four key geographical regions and include a list of services provided by more than 25 CCaaS vendors.

# Related Content: Digital Workplace Service Area Coverage



## Service Area Package: Digital Workplace



## About Omdia’s Digital Workplace Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

## Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:




**Shelley Hunter**  
*Customer Success  
Manager*



**Kâren Dyer**  
*Customer Success  
Manager*



# Get in touch!

 [customersuccess@omdia.com](mailto:customersuccess@omdia.com)

 [@Omdia](https://www.linkedin.com/company/omdia)

 [@OmdiaHQ](https://twitter.com/OmdiaHQ)

 OMDIA

# Thank you

## Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of Informa Tech and its subsidiaries or affiliates (together “Informa Tech”) or its third party data providers and represent data, research, opinions, or viewpoints published by Informa Tech, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa Tech does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa Tech and its affiliates, officers, directors, employees, agents, and third party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa Tech will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.

## Get in touch!



customersuccess@omdia.com

 @Omdia



@OmdiaHQ