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.

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> **Customer experience in 2024 is not just about meeting expectations; it's about exceeding them with personalized, seamless, and memorable interactions and engagements. To deliver unparalleled value, companies should view their customer experience transformation not as a choice, but as an imperative.**

Mila D'Antonio
Principal Analyst

OMDIA

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Many enterprises are prioritizing improvements in customer experience and operating efficiencies.

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)?

- How are cloud investments changing the way contact centers provide support?

- 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

What are the top business priorities in your organization?

INCREASING OPERATING EFFICIENCY	IMPROVING THE CUSTOMER EXPERIENCE	IMPROVING OPERATIONAL RESILIENCE
46%	42%	38%

Source: Omdia

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Customer Engagement: Our Expert Analysts

Mila D'Antonio
Principal Analyst

David Myron
Principal Analyst

Tim Banting
Practice Lead

OMDIA

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.

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Quantitative Research (1/2)

Workforce Engagement Management Forecast

Provides revenue opportunity forecasts for the workforce optimization technology market spanning seven segments, five regions, and 11 verticals.

DETAILS

Frequency: Annual

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

Vertical Coverage
- Education
- Energy and utilities
- Financial services
- Government
- Healthcare
- Manufacturing
- Media and ICT
- Professional services
- Retail and wholesale
- Transportation and logistics
- Others

Regions Covered
- Asia & Oceania
- EMEA
- Latin America & the Caribbean
- North America

CCaaS Bi-Annual Tracker and Forecast

Quarterly forecasts, analysis, and trends for dedicated video conferencing systems

DETAILS

Frequency: Semi-Annual

Measures
- Global market size
- Sales by region and globally
- Licenses (subscriptions) by region and globally

Regions Covered
- Asia & Oceania
- EMEA
- Latin America & the Caribbean
- North America

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Quantitative Research (2/2)

Global Contact Center Market Forecast

Forecast of global contact agent positions including agent position changes

DETAILS

Frequency: Annual

Measures

The number agent positions (seats) by:

- Vertical market segmentation
- Contact center size (based on agent headcounts)
- Premises-based and cloud-based systems
- In-house vs. outsourced agents
- In-office vs WFH vs Hybrid APs

Coverage

- 35 countries
- 11 verticals

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Qualitative Research Overview

ICT Enterprise Insights: Contact Center

Based on interviews with over 4,700 senior IT executives, this brief focuses on the top findings from this program for the contact center industry.

Omdia Universe: CPaaS

Profiles, analyzes, and ranks leading Communication Platform as a Service providers based on measurable data, market sizing, and solution capability.

ICT Enterprise Insights: Customer Experience

Based on interviews with over 4,700 senior IT executives, this brief focuses on the top findings from this program for the customer engagement/experience category

Omdia Universe: Customer Engagement Platforms

Profiles, analyzes, and ranks leading global Customer Engagement Platforms providers based on measurable data, market sizing, and solution capability.

The State of Digital CX Study

This analysis help readers uncover the technologies that are creating connected customer experiences, determine the barriers to digital CX advancement, and understand the strategies enabling companies to succeed in their digital CX efforts.

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Related Content: Digital Workplace Service Area Coverage

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Service Area Package: **Digital Workplace**

Workplace Transformation Intelligence Service	Customer Engagement Intelligence Service
Unified Communications & Collaboration Intelligence Service	Enterprise Network Platforms Intelligence Service

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 leverage the most comprehensive industry dataset available to 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.

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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. Included in all subscriptions.

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

96%
of our customers rate our service as Excellent or Very Good

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Get in touch!

✉ customersuccess@omdia.com

in @Omdia

🐦 @OmdiaHQ

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Thank you

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customersuccess@omdia.com   @Omdia   @OmdiaHQ

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