

Business Platforms & Applications Intelligence Service

Part of the Enterprise Technology 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.

“ 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

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The goal of connecting physical and digital worlds will spur adoption of customer journey management

76%

Said "transforming the customer experience is either significantly more important or more important post-COVID-19"

69%

said "connecting the physical world and IoT" is significantly more important or more important since the pandemic

Results represent Omdia's ICT Enterprise Insights survey respondents who commented on the impact of COVID-19 and investment plans for 2021

HOW OMDIA HELPS YOU

- Learn best practices in data integration and knowledge management to optimize customer-facing employee interactions.
- 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?

Business Platforms & Applications: Our Expert Analysts



Mila D'Antonio
Principal Analyst

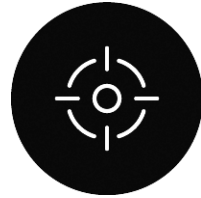


Ken Landoline
Principal Analyst



Tim Banting
Practice Leader

Business Platforms & Applications: Deliverables



MARKET FORECASTS

Annually

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



REPORTS

Ongoing

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.



ANALYST INSIGHTS

—Ongoing—

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



PRESENTATIONS

—Quarterly—

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



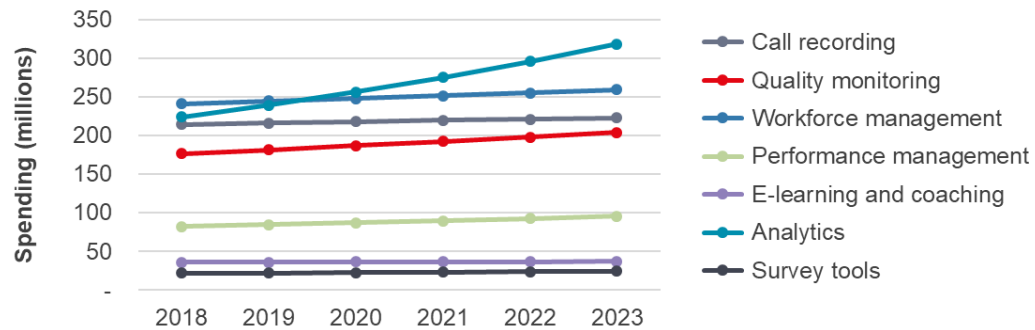
ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Business Platforms & Applications: Market Data

Workforce Optimization Technologies Forecast



COVERAGE

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.

Business Platforms & Applications: Market Data & Reports

Global Contact Center Market Forecast

In-house agent positions by vertical (000s)	2018	2019	2020	2021	2022	2023	2024	CAGR 18-24
Communications and media (includes technolog	-	-	-	-	-	-	-	
Energy and utilities	-	-	-	-	-	-	-	
Financial services	-	-	-	-	-	-	-	
Government	-	-	-	-	-	-	-	
Education	-	-	-	-	-	-	-	
Healthcare	-	-	-	-	-	-	-	
Retail and wholesale	-	-	-	-	-	-	-	
Manufacturing	-	-	-	-	-	-	-	
Professional services	-	-	-	-	-	-	-	
Transportation and logistics	-	-	-	-	-	-	-	
Other (includes travel and hospitality)	-	-	-	-	-	-	-	
Total								

COVERAGE

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.

Business Platforms & Applications: Market Data & Reports

Report Coverage & Themes for 2021

Detailed insight into the market and customer dynamics that are driving the need for a more unified platform environment to support omnichannel customer engagement.

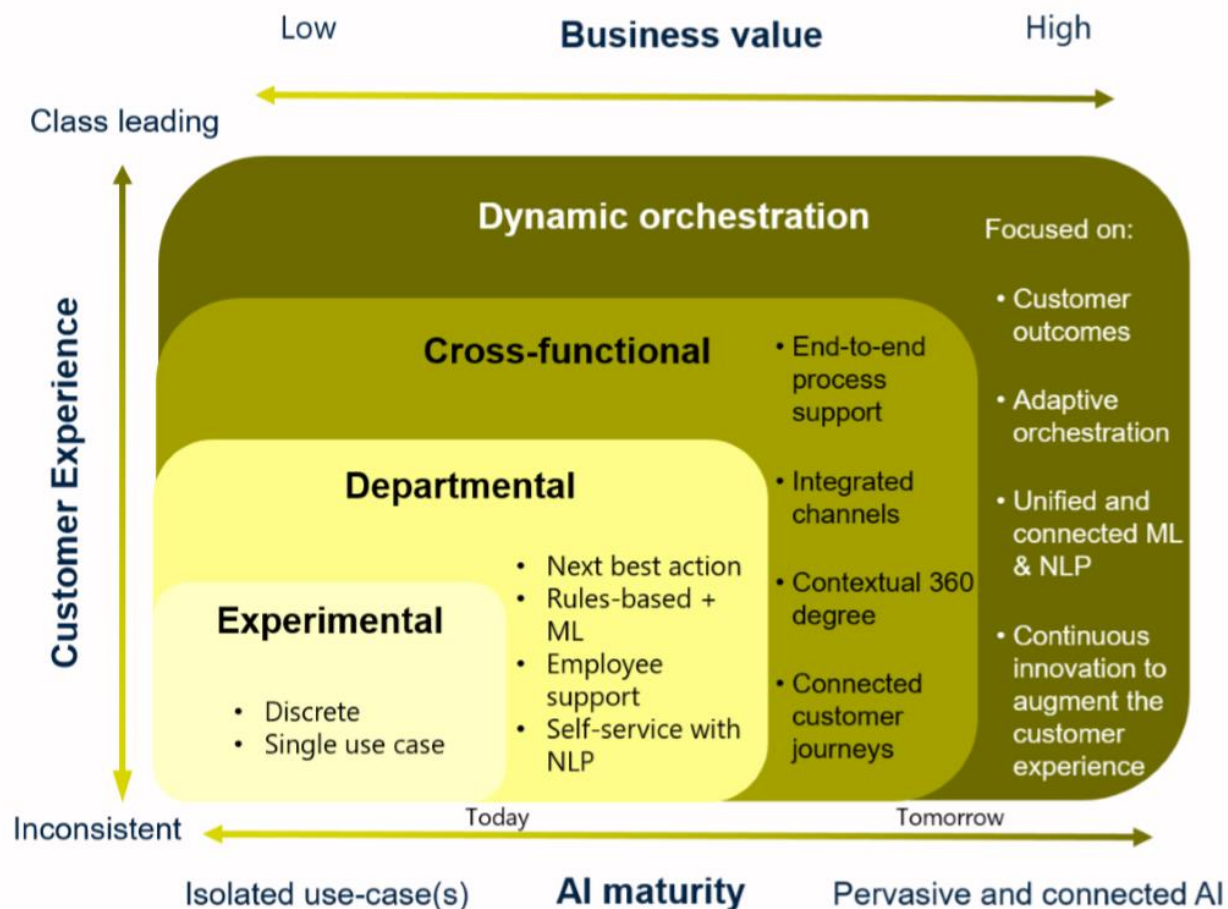
New Omdia Universe comparative analyses of key technologies

- Customer Data Platforms (CDPs)
- Cloud Contact Center Offerings

Key Themes for 2021:

- Closing the customer experience gap: developing an intelligent platform strategy to bridge the enterprise
- From data management to dynamic orchestration: turning static data into actionable insights
- Elevating the enterprise through AI and intelligent automation
- Emerging tech: driving the future of real-time, right-time customer communications
- The pivot to digital: the urgency for a frictionless enterprise
- Digitization of customer engagement in a pandemic world
- Making remote customer engagement workers more effective and efficient
- The evolving “new normal” in customer engagement after COVID

Business Platforms & Applications: AI Maturity



Business Platforms & Applications: Recent Enhancements

Recent Enhancements



Personalization

Report on the role of ethics in the evolution of customer personalization



Conversational AI

Research covering growing demand for conversational AI and an analysis of future market development.



Competitive Analysis

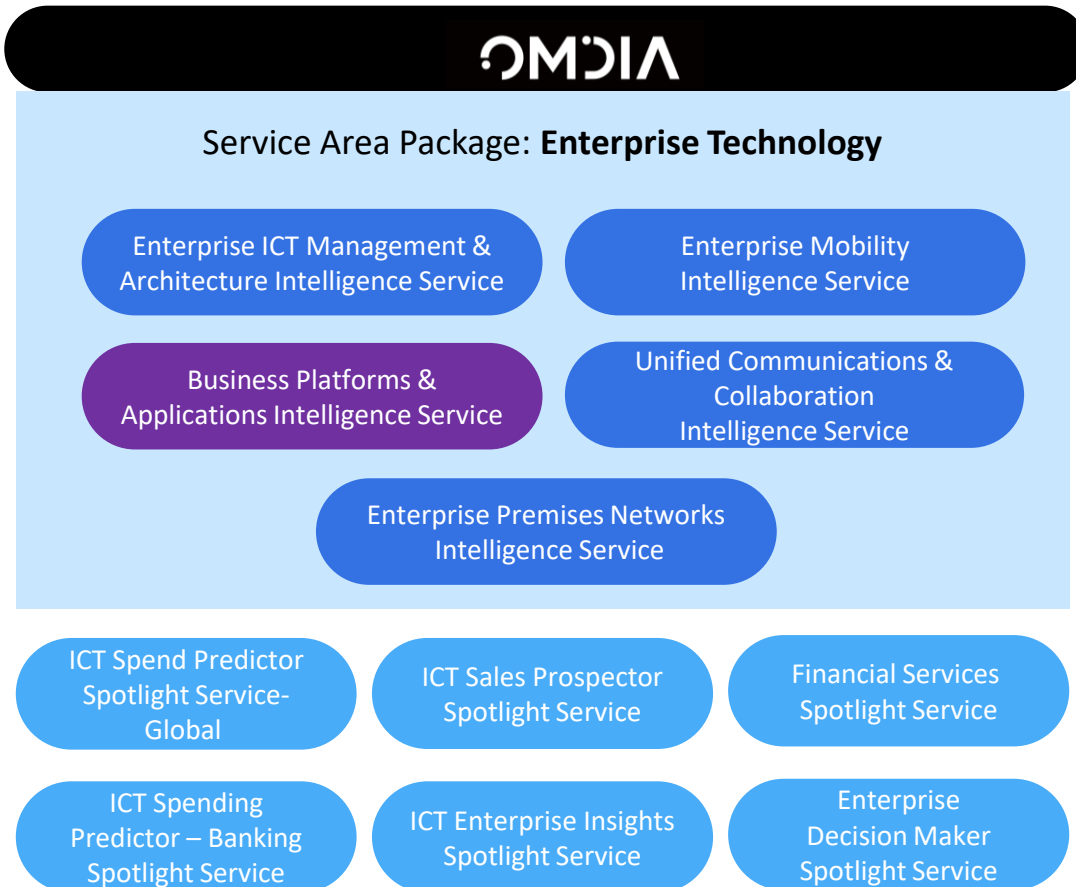
Exploring new technologies such as Cloud Contact Center and the intersection between business communications and the customer experience.



Customer experience

The fundamental principles to guide customer engagement and deliver a consistently positive experience

Related Content: Enterprise Technology Service Area Coverage



About Omdia’s Enterprise Technology Research

World-class coverage of enterprise ICT strategy, platform evolution, and ICT management across the technology value chain.

Omdia helps enterprises and its technology suppliers understand the sector’s ICT investment strategy and priorities, assessing how institutions are using technology to address business objectives.

Omdia’s expert team of analysts provides strategic advice based on a robust foundation of market data to help enterprises and enterprise vendors transform how they build and sell solutions to the enterprise market.

Supporting datasets include deal activity levels, primary perspectives on short-term investment priorities, institutions-specific breakdown of technology spending, and market forecasts of future spending trends by software market.

Spotlight services offered alongside the Enterprise Technology Service Area include deep analysis into specific verticals & applications, with particular focus given to the financial services technology industry covering the banking, payments and insurance sectors. Also available as Spotlight Services are Omdia’s robust data tools that provide insight into enterprise ICT spending, contract procurement and decision making.

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:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.