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
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?

NEW ENHANCEMENTS

• Re-formatted Enterprise Software Forecast with new category inclusions

• Heightened focused on Analyst Opinions and News Analysis.

• A collaborative approach to research and market analysis that combines the expertise of the Business Platforms & Apps IS, as well as the UC&C and Digital Workplace
Business Platforms & Applications: Our Expert Analysts

Mila D’Antonio
Principal Analyst

David Myron
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

**COVEREAGE**

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.
Global Contact Center Market Forecast

<table>
<thead>
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<th>In-house agent positions by vertical (000s)</th>
<th>2018</th>
<th>2019</th>
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**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.
Report Coverage & Themes for 2022

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
- Customer Engagement Platforms (CEPs)

Key Themes for 2022:
- The rise of the Super Agent: How digital tools, emerging tech, and AI are elevating the agent experience
- The convergence of the front and back office
- The shift to collaboration-focused tools
- The predominance of the CXM and DXM ecosystems
- The composable contact center
- The convergence of workforce optimization and employee productivity tools
- The move to assisted self-service
Business Platforms & Applications: AI Maturity
**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 IT strategy, platform evolution, and IT management across the technology value chain.

Omdia helps enterprises and its technology suppliers understand the sector’s IT 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 IT 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.

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

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- **Tom Coate**
  Customer Success Manager
- **Kären Dyer**
  Customer Success Manager

76% of our customers rate our service as Excellent or Very Good.
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.