

Customer Engagement Intelligence Service

Transform customer experiences into seamless, personalized interactions that drive brand differentiation.

Key Questions Answered

- What are enterprises prioritizing right now in customer experience (CX)?
- Which CX AI capabilities are most in demand?
- How can we differentiate our AI investments beyond basic automation?
- What is the global and regional addressable market in Contact center as a service (CCaaS)?
- What are the primary obstacles organizations face when trying to deliver personalized, unified CX?

What We Offer

- Strategic insights on customer journey management for brand differentiation and market leadership
- Comprehensive analysis of unified customer engagement platforms versus traditional CRM applications
- Comparative analysis and positioning of vendors in the Customer Engagement Platform and CCaaS Universes
- Best-in-class "Ask an Analyst" service bringing direct access to experts



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SPEAK WITH OUR EXPERTS

Delivering intelligent, personalized customer experiences

Key Deliverables



Market Forecasts

Global market forecasts on customer service agent staffing, as well as CCaaS and WEM investment trends.



Reports

Comparative analysis and positioning of vendors in the Customer Engagement Platform and CCaaS industries.



Thought Leadership Content

In-person presentations, as well as co-branded webinars, whitepapers, and e-books — all backed by Omdia's research to help CX leaders navigate emerging trends and make informed decisions.



Analyst Insights and Access

Continuous expert commentary on market trends with access to analysts for urgent queries and strategic guidance.

Key Research Themes

Operational and CX excellence

- Focus on efficiency, customer experience, and operational resilience
- Digital transformation initiatives and platform modernization

Technology and platform evolution

- Customer journey management and data platforms
- Contact center and engagement solutions
- Vendor landscape and market leadership

Market intelligence and forecasting

- Global and regional market developments
- Vertical market analysis and investment trends
- Technology adoption patterns and growth opportunities

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