

Contact Center as a Service

An in-depth analysis of the global CCaaS provider capabilities and solution deliverables



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The ISG Provider Lens™ quadrant report on Contact Center as a Service (CCaaS) focuses on cloud-based platforms and contact center solutions providers.

The contact center industry is undergoing rapid and intensive change, driven by evolving enterprise technological demands for supporting new working models and business demands for higher customer satisfaction.

The adoption of digital CX services has significantly grown over the last three years in conjunction with the reality of the hybrid working model. A large part of the contact center workforce (and others) continues to work from home or in a hybrid home/office situation.

Companies are embracing cloud contact centers to flexibly enable and support a modern work model. This model, along with digital communication and the use of multicloud solutions and edge technologies, has increased the importance of providing

quick resolution and highly personalized customer service across channels. Today's CCaaS solutions are cloud-based and have multiple features and functionalities, including workforce management and optimization, plus embedded technologies such as AI, ML, automation and analytics.

This study assesses providers based on their flexibility to deliver cloud-based platforms and solution capabilities, open architecture, AI and ML capabilities, including speed, reliability, scalability and embedded analytics, and the overall quality of their solutions offered as a service.



A key focus area for the Contact Center as a Service 2023 study is the in-depth analysis of **global CCaaS providers' capabilities.**

Simplified Illustration Source: ISG 2023

Contact Center as a Service (CCaaS)

The ISG Provider Lens™ Contact Center as a Service (CCaaS) offers the following to business and IT decision makers:

- Transparency on the strengths and weaknesses of relevant providers.
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness.
- Focus on the global market.

Our study serves as an important decision-making basis for positioning, key relationships, and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.



Contact Center as a Service (CCaaS)

Definition

Enterprises strive to serve their customers through multiple digital channels while maintaining quality, consistency and the best possible UX. At the same time, implementing and maintaining state-of-the-art customer contact center solutions with their existing staff and knowledge are challenging. Therefore, CCaaS plays a critical role in rapidly delivering modern solutions and satisfying enterprise needs while enhancing CX more than ever.

Enterprise business functions are demanding better capabilities and functionalities from technology stacks, owing to the increasing adoption of cloud and multicloud solutions, advanced enterprise networks and enhanced security measures. CCaaS solutions enable enterprises to run virtual contact centers using cloud software, enterprise networks and advanced security protocols and tools, ensuring scalability, flexibility, security and savings in overhead IT costs. This cloud offering provides the required capabilities for routing inbound

customer interactions, along with multichannel functionalities that not only simplify business processes but also help deliver a secure and enhanced CX.

The Contact Center as a Service 2023 study aims at understanding enterprises' requirements for CCaaS, considering the new paradigms of mobile and distributed workforces and their advanced networking and enhanced security needs. The Contact Center as a Service (CCaaS) quadrant assesses service providers' cloud solutions that include omnichannel platforms, CX platforms and other cloud solutions for contact centers.

Eligibility Criteria

1. Offer **custom-built** solutions with **self-service** capabilities
2. Demonstrate experience in **automated call distribution**, **interactive voice response (IVR)** and **intelligent call routing (ICR)**
3. Offer **personalized customer support** across the web, phone, email, chat and social media
4. Exhibit experience in **speech/voice analytics**, **real-time monitoring** and **workforce management** to measure contact center experience
5. Demonstrate the capability to connect **several call centers** at various locations and manage them via a **central management portal**
6. Demonstrate the ability to interface with or use **enterprise security tools and services**
7. Demonstrate CX capabilities such as **AI and analytics agent experience**
8. Ability to provide **modern pay-per-use** or similar **contract terms**



Quadrants by Region

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following quadrant on Contact Center as a Service 2023.

Quadrant	Global
Contact Center as a Service (CCaaS)	✓



The research phase falls between March and May 2023, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in August 2023.

Milestones	Beginning	End
Survey Launch	March 30, 2023	
Survey Phase	March 30, 2023	May 04, 2023
Sneak Preview	July 2023	August 2023
Press Release & Publication	August 2023	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2023 research agenda.

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.” The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:

ISG.star@isg-one.com



Contacts For This Study



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Project Manager



ISG Provider Lens™ Advisors Involvement Program

ISG Provider Lens™ Advisors Involvement Program ISG Provider Lens offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines, technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors that know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT).

The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors to this study



Dee
Anthony

Director



Scott
Furlong

Partner



Gautam
Saha

**Principal,
Consultant**



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

3CX	Enhouse Interactive	Puzzel*
8x8	Evolve IP	RingCentral
Aircall	Exelysis	Serenova
Akio.cx	Five9*	Talkdesk*
Altitude Software	Freshdesk	Tata Communications*
Amazon Connect*	Genesys*	TCN*
Anywhere365*	inConcert	Telia ACE
Alvaria	Lifsize*	Twilio*
Avaya*	LiveAgent	uContact
Bright Pattern	Mphasis	UJET
CloudTalk	NICE CXone*	Vocalcom
Content Guru*	Noble Systems	Vonage*
Diabolocom	Odigo*	Worldline
Dixa	Orange Business Services	Zendesk



ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this [webpage](#).

ISG Research™

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ISG

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Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

For more information, visit isg-one.com.





MARCH, 2023

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