



***ISG** Provider Lens™

2021

Contact Center as a Service
2021

imagine your future®

ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006 and based in Stamford, Conn., ISG employs more than 1,300 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 www.isg-one.com.



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Definition

The ISG Provider Lens™ quadrant report on contact center as a service (CCaaS) is focused on cloud-based platforms and contact center solutions. While assessing providers, the study considers their platform capabilities, open architecture, artificial intelligence (AI) and machine learning (ML) capabilities, including the speed, reliability, scalability, embedded analytics and overall quality of the solutions offered.

The shift towards remote working and digital communication has accentuated the importance of quick resolution time and a highly personalized customer service across channels. Enterprises want to serve their customers through different digital channels while maintaining quality. CCaaS will thus play a more critical role in enhancing the customer experience.

The study on “Contact Center as a Service 2021” is aimed at understanding enterprise requirements to meet their demands, primarily within contact center as a service (CCaaS) offerings.

The ISG Provider Lens™ study offers IT decision makers:

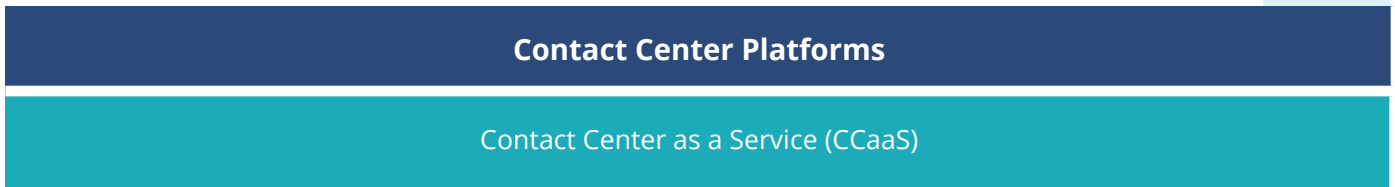
- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- Focus on different markets, including Global, U.S., U.K., and Europe

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

Quadrants Research

The ISG Provider Lens™ study on “Contact Center as a Service 2021” will include the following quadrant:

Simplified illustration



Source: ISG 2021

Contact Center – Contact Center as a Service (CCaaS)

With the growing prominence of cloud adoption, enterprise business functions are demanding functionality from technology stacks. The CCaaS solution enables enterprises to run a virtual contact center, using cloud software to support scalability, flexibility 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 to deliver a high-quality customer experience.

This quadrant assesses a service provider’s cloud solution that includes omnichannel platforms, customer experience platforms and other cloud solutions for contact centers.

Eligibility criteria:

- Ability of platform provider to support the integration with various client communication channels and enterprise applications (for e.g., CRM systems for customer data)
- Offer custom-built solutions with self-service capabilities
- Demonstrate experience in automated call distribution, interactive voice response (IVR) and intelligent call routing (ICR) to deliver an enhanced customer experience
- Offer personalized customer support across web, phone, email, chat and social media
- Exhibit experience in speech/voice analytics, real-time monitoring and workforce management to measure contact center experience and enable smarter decision making
- Capability to connect several call centers at various locations and manage via a centrally managed portal
- Demonstrate out-of-the-box capabilities in cloud deployment, thus helping to reduce costs with better planning and staffing decisions
- Provide subscription-based pay-as-you-go (PAYG) model, monthly subscription models and others

Quadrants by Region

Quadrants	Global	U.S.	U.K. and Europe
Contact Center Platforms — Contact Center as a Service (CCaaS)	√	√	√

Schedule

The research phase falls in the period between **April 2021 and September 2021** during which the survey, evaluation, analysis and validation will take place. The results will be presented to the media in **September 2021**.

Milestones

	Beginning	End
Launch	26 th April, 2021	
Survey phase	26 th April, 2021	31 th May, 2021
Sneak preview	August, 2021	
Press release	September 2021	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2021 research agenda:

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 work identified by the 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 to produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of 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.

Partial list of companies being invited for the survey

Are you in the list or do you see your company as relevant provider that is missing in the list? Then feel free to contact us to ensure your active participation in the research phase.

3CX	Noble Systems
8x8	Odigo
Aircall	Orange Business Services
Akio.cx	Puzzel
Altitude Software	RingCentral
Amazon Connect	Serenova
Aspect	Talkdesk
Avaya	Telia ACE
Bright Pattern Inc	Twilio
CloudTalk	UJET
Content Guru	Vocalcom
Diabolcom	Vonage
Enghouse Interactive	Worldline
Evolve IP	Zendesk
Exelysis	Dixa
Five9	
Freshdesk	
Genesys	
inConcert	
Lifesize	
LiveAgent	
NICE InContact	

Contacts for this study



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Global Project Manager

Do you need any further information?

If you have any questions, please do not hesitate to contact us at isglens@isg-one.com.

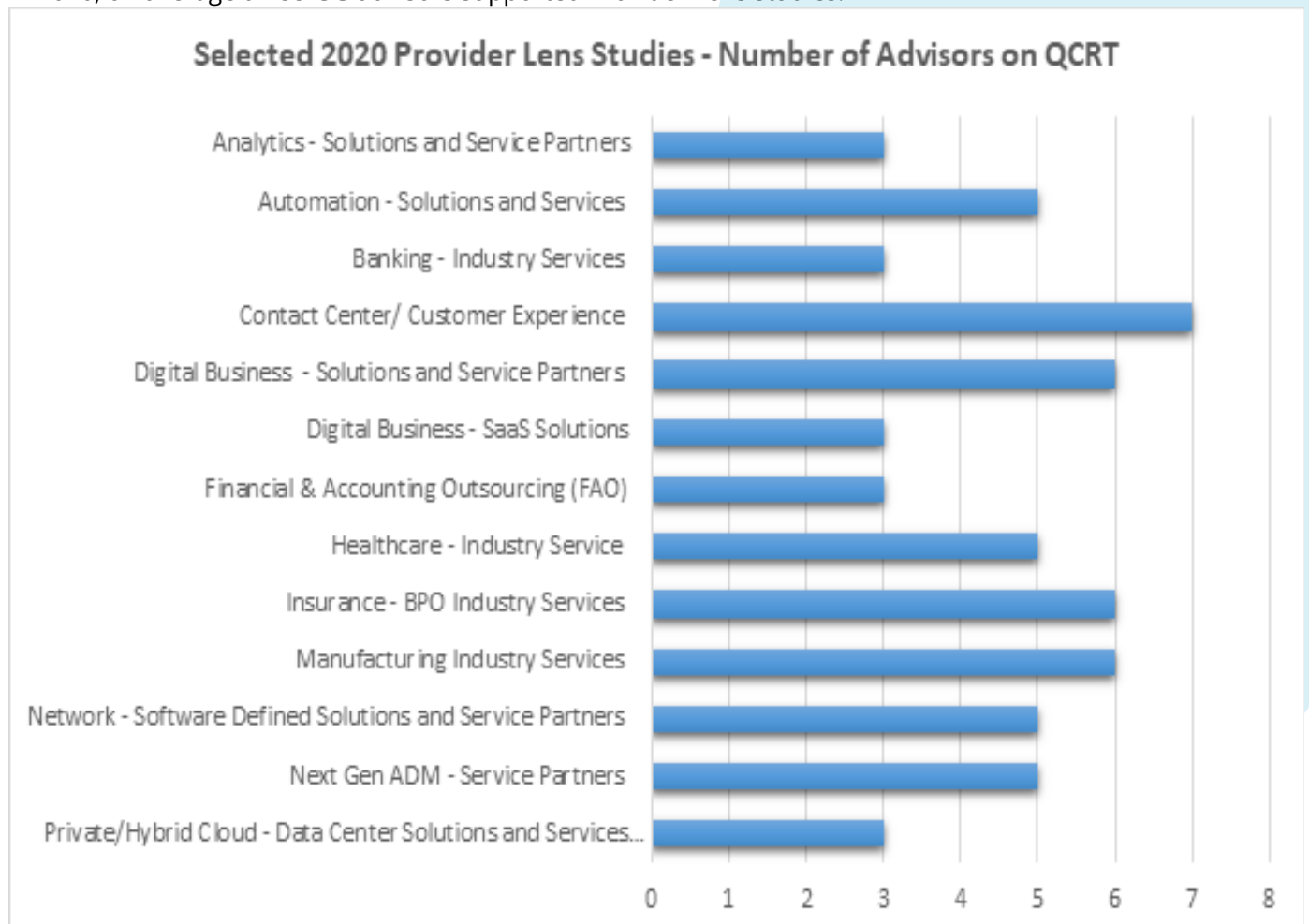
ISG Provider Lens QCRT Program Description for Brochures

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 who 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 & 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:

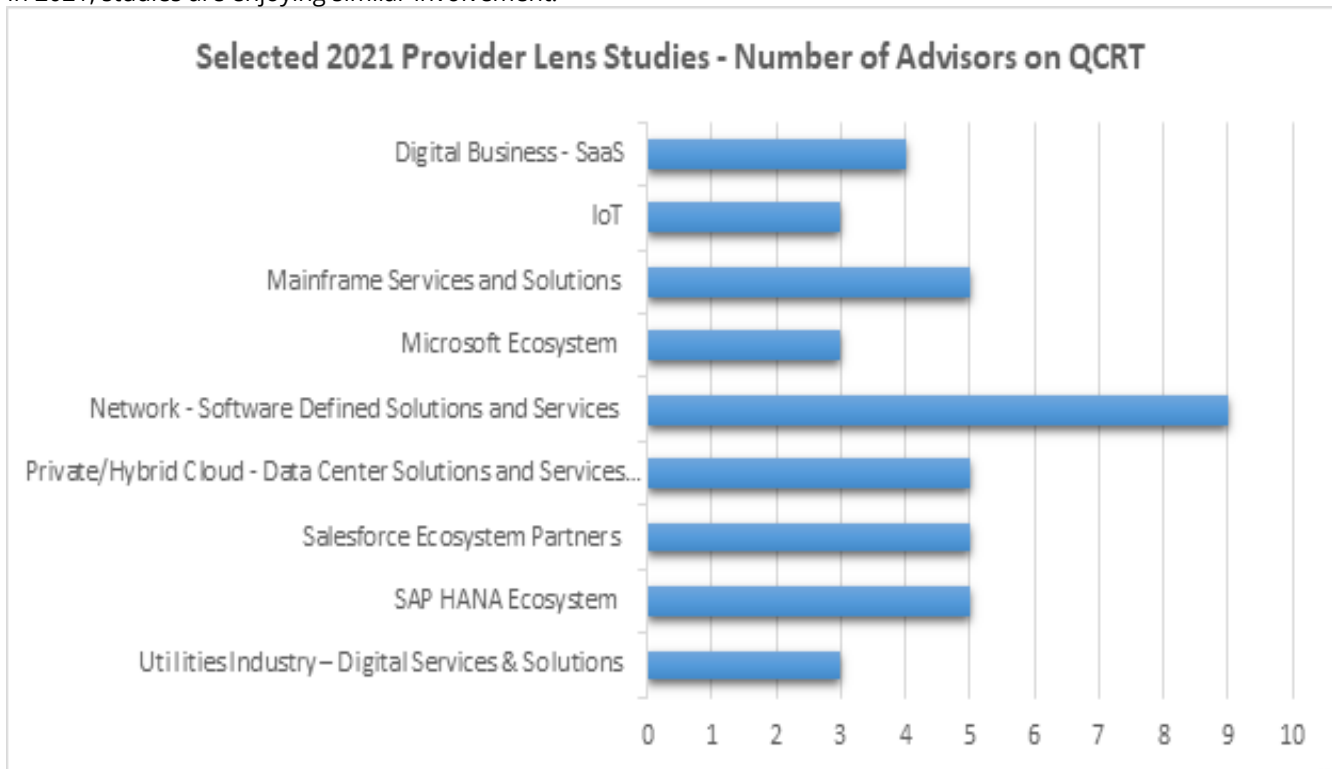
- help define and validate quadrants and questionnaires
- advise on service providers inclusion and participate in briefing calls
- give their perspectives on service provider ratings and review report drafts

In 2020, on average three ISG advisors supported Provider Lens studies.



Source: ISG Research

In 2021, studies are enjoying similar involvement.



Source: ISG Research

The ISG Provider Lens QCRT program helps round out the research process, supporting comprehensive research-focused studies.

Quality & Consistency Review Team for this study



Jarrod Magill
Service Line Director



Wayne Butterfield
Director



Scott Furlong
Partner