



***ISG** Provider Lens™

2022

Contact Center
as a Service 2022

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 800 clients, including more than 75 of the world's top 100 enterprises, 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; 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 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 www.isg-one.com.



Table of Contents

Definition	4
Quadrant Research.....	5
Quadrants by Region	7
Schedule.....	8
Partial list of companies being invited for the survey	10
Contacts for this study.....	11
Quality & Consistency Review Team for this study.....	12

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Definition

The ISG Provider Lens™ quadrant report on contact center as a service (CCaaS) focuses on cloud-based platforms and contact center solutions. In this study, the providers are assessed based on their platform capabilities, open architecture, AI and machine learning capabilities, including speed, reliability, scalability and embedded analytics, and the overall quality of the solutions offered.

The shift toward remote and hybrid work, together with digital communication, use of enterprise cloud and multicloud solutions, and edge capabilities and technologies, has increased the importance of quick resolution and highly personalized customer service across channels. Enterprises want to serve their customers through multiple digital channels, while maintaining quality, consistency and the best possible user experience. Thus, CCaaS will play a more critical role in enhancing the customer experience than ever before.

The study on Contact Center as a Service 2022 aims at understanding enterprises' requirements for CCaaS, considering the new paradigms of mobile and distributed workforces and the advanced networking and enhanced security needs of enterprises.

The ISG Provider Lens™ study offers IT decision-makers the following:

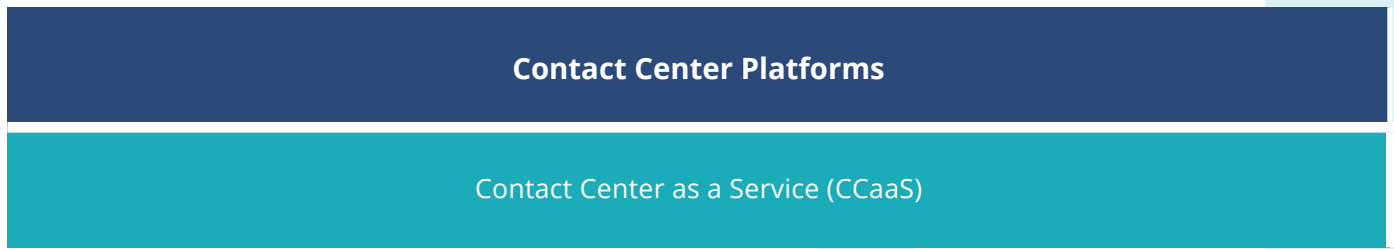
- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- A perspective on different markets, including global, the U.K. and Europe

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.

Quadrant Research

The ISG Provider Lens™ study on “Contact Center as a Service 2022” will include the following quadrant:

Simplified illustration



Source: ISG 2022

Contact Center as a Service (CCaaS)

With the increasing adoption of cloud and multicloud solutions, advanced enterprise networks, and enhanced security measures, enterprise business functions demand better capabilities and functionalities from technology stacks. The CCaaS solution enables enterprises to run a virtual contact center using cloud software, enterprise networks and security protocols and tools to ensure 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 deliver a secure and enhanced customer experience.

This quadrant assesses service providers' cloud solutions that include omnichannel platforms, customer experience platforms and other cloud solutions for contact centers.

Eligibility criteria

- Ability to support integration with various client communication channels and enterprise applications (for example, 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 the 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 cloud deployment capabilities for better planning and staffing decisions, thereby reducing costs
- Demonstrate the ability to interface with or make use of enterprise security tools and services to ensure secure transactions and the security of customer data
- Demonstrate customer experience capabilities such as AI and analytics agent experience
- Demonstrate and describe all standalone software capabilities and offerings
- Ability to provide subscription-based pay-as-you-go (PAYG) models, monthly subscription models and other modern pay-per-use or similar contract terms

Quadrants by Region

Quadrant	Global	Europe & U.K.
Contact Center as a Service (CCaaS)	√	√

Schedule

The research phase falls in the period between **April 2022 and September 2022** during which the survey, evaluation, analysis and validation will take place. The results will be presented to the media in **September 2022**.

Milestones	Beginning	End
Launch	April 25, 2022	
Survey Phase	April 25, 2022	May 31, 2022
Sneak Preview	August 2022	
Press Release	September 2022	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2022 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 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.

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: Star@isg-one.com

Partial list of companies being invited for the survey

Are you on the list, or do you see your company as relevant provider that is missing from the list?

Then feel free to contact us to ensure your active participation in the research phase.

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

Contacts for this study



Kenn Walters
Lead Analyst – Global, Europe & U.K.



Namratha Dharshan
Director and Principal Analyst



Sneha Jayanth
Enterprise Context & Research Analyst



Abhilash M V
Global Project Manager

Do you need any further information?

If you have any questions, please contact us at isglens@isg-one.com.

ISG Provider Lens QCRT Program Description

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, participate in briefing calls,
- give their perspectives on service provider ratings and review report drafts.

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

Quality & Consistency Review Team for this study



Dee Anthony
Director - Collaboration



Scott Furlong
Partner