Customer Service and Contact Center Applications

IDC's *Customer Service and Contact Center Applications* keeps product, marketing, and strategic planning professionals informed of trends, leading and emerging vendors, and new market opportunities in the customer service and contact center applications markets. The market is innovating in AI-based functionality, causing new competitive differentiation strategies. In addition to competitive intelligence, this service provides case study and survey insight within the user community. The blend of supply- and demand-side perspectives will help customer service and contact center solutions providers make informed decisions to address customer needs and market opportunities.

MARKETS AND SUBJECTS ANALYZED

- Customer experience (CX) across the customer journey
- Emerging AI functionality for customer care use cases
- End-user functionality investment priorities and plans for generative AI
- Customer service applications
- Contact center applications — CCaaS and on premises
- Workforce optimization/management applications

CORE RESEARCH

- Customer Service Applications Market Shares and Forecast
- Contact Center Applications Market Shares and Forecast — CCaaS and On-Premises
- AI-Based Technologies, Conversational AI, Predictive AI, and Generative AI in Customer Care Applications
- Workforce Optimization in the Contact Center
- Customer Experience End-User Study
- Competitive Analysis of Cloud Contact Center Leaders
- Competitive Analysis of Customer Service Leaders
- Global Investment Plans from IDC's *Ongoing Future Enterprise Resiliency and Spending (FERS) Survey* Initiative

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Customer Service and Contact Center Applications.

KEY QUESTIONS ANSWERED

1. What are end-user organizations' plans to add AI-based technologies, including generative AI, into customer care environments? What are the use cases driving AI in customer care?
2. What are the fundamental components of the customer experience?
3. How is WFH impacting workforce engagement solutions?
4. What is the market size and five-year forecast for customer service applications, and who are the major players?
5. Who are the leading providers of contact center applications?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of providers in the customer care and CRM space, including:

8x8, Aircall, Alvaria, Amazon, AT&T, Avaya, CallMiner, Cisco, Calabrio, Concentrix, Content Guru, Diablocom, Dialpad, eGain, Enghouse Interactive, Emplifi, Five9, Freshdesk (Freshworks), Gainsight, Genesys, Glia Technologies, Google, Helpshift, IBM, Interactions, Intermedia, Khoros, Liveperson, Medallia, Microsoft, Mindful, MITEL, Netomi, NICE, Nimble, Oracle, Puzzel, Qliuq, QStory, Quinyx, RedRoute, RingCentral, Salesforce, SAP, ServiceNow, Sharpencx, Simplr, Talkdesk, TCN, TeamSupport, Thankful.ai, Thrive, Twilio, Ujet, Uniphore, Upstream Works, Verint, Verizon, Vonage, Zendesk, Zoho, and Zoom.