



Intelligent Virtual Agents – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2020

Customer Experience Management (CXM) Services

Service Optimization Technologies (SOT)

Market Report – March 2020: Complimentary Abstract / Table of Contents

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 - Customer Experience Management (CXM) Services
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Background of the research

Intelligent Virtual Agent (IVA) solutions are one of the key enablers of automation in front-office. Increasing sophistication of technology along with successful pilots in the past are driving popularity of these solutions in the market. Enterprises across industries and geographies are leveraging or plan to leverage IVA solutions around different use cases with an objective to bring down the human involvement in the process, as well as to improve the customer experience. Additionally, these solutions are also being leveraged to assist human agents, thus enhancing the overall efficiency in contact center. As the benefits of IVA solutions become evident, enterprises are also looking at this technology with a broader automation lens and considering integrating IVA into their wider automation initiatives to further enhance its impact. However, despite these developments, the overall IVA adoption in the market remains nascent, thus, presenting a huge opportunity to upscale and grow. The technology's implementation and use cases remain unclear to many potential buyers. As capabilities of IVA improve, it becomes crucial to pick a right partner for deployment that can meet the current objectives for enterprises while having the capability to accommodate any potential future demands.

In this study, we analyze the IVA technology landscape across various dimensions

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 16 IVA technology vendors
- Competitive landscape of the IVA technology vendor market
- Key IVA technology trends
- Remarks on key strengths and areas of improvement for each IVA technology vendor

Scope of this report

- **Products:** Intelligent Virtual Agents (IVA)
- **Geography:** Global
- **Technology vendors:** 16 leading IVA technology vendors

This report is based on two key sources of proprietary information

Proprietary database of **16 IVA technology vendors** in scope of work (updated annually)

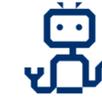
- The database tracks the following elements of each contract:
 - IVA design, development, and integration
 - Control and monitoring
 - IT governance and security
 - Partnerships with service providers and other technology vendors
 - Support in terms of product training, maintenance, consulting, and other support services
 - Availability and adoption of commercial model(s)
 - Portfolio coverage in terms of industry, geography, process areas, and buyer size
 - Vendor performance in terms of revenue and clients

Demonstrations and interactions with technology vendors and other industry stakeholders

- Detailed demonstrations and interviews with IVA technology vendors for a comprehensive view of the products
- Interviews with technology vendors' reference clients
- Executive-level discussions with technology vendors as well as service providers that cover:
 - Current state of the market
 - Opportunities and challenges
 - Expected direction of movement in the industry
 - Technology vendor / service provider vision and roadmap
- Executive-level discussions with industry enablers / specialist system integrators to get the buyer perspective, and to reaffirm the findings from other sources
- On-site as well as conference meetings with enterprise IVA buyers to understand:
 - Vision and objectives
 - Buying criteria
 - Apprehensions and challenges
 - Outcomes achieved
 - Future direction

Technology vendors assessed

aivo



Alterra.ai

avaamo

creativevirtual



idavatars



KONVERSO

kore.ai



Omilia
Conversational Intelligence

uniphore

The source of all content is Everest Group unless otherwise specified

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract-specific will only be presented back to the industry in an aggregated fashion

Overview and abbreviated summary of key messages

Intelligent Virtual Agent (IVA) solutions are one of the key enablers of automation in front-office. This report uses Everest Group's proprietary PEAK Matrix® to assess and evaluate IVA capabilities of independent software vendors across two key dimensions, market impact and vision & capability. It also includes competitive landscape & market share analysis, Everest Group's remarks on technology vendors highlighting their key strengths & areas of improvement, and insights into advances in IVA technologies.

Some of the findings in this report, among others, are:

Everest Group IVA PEAK Matrix® 2020

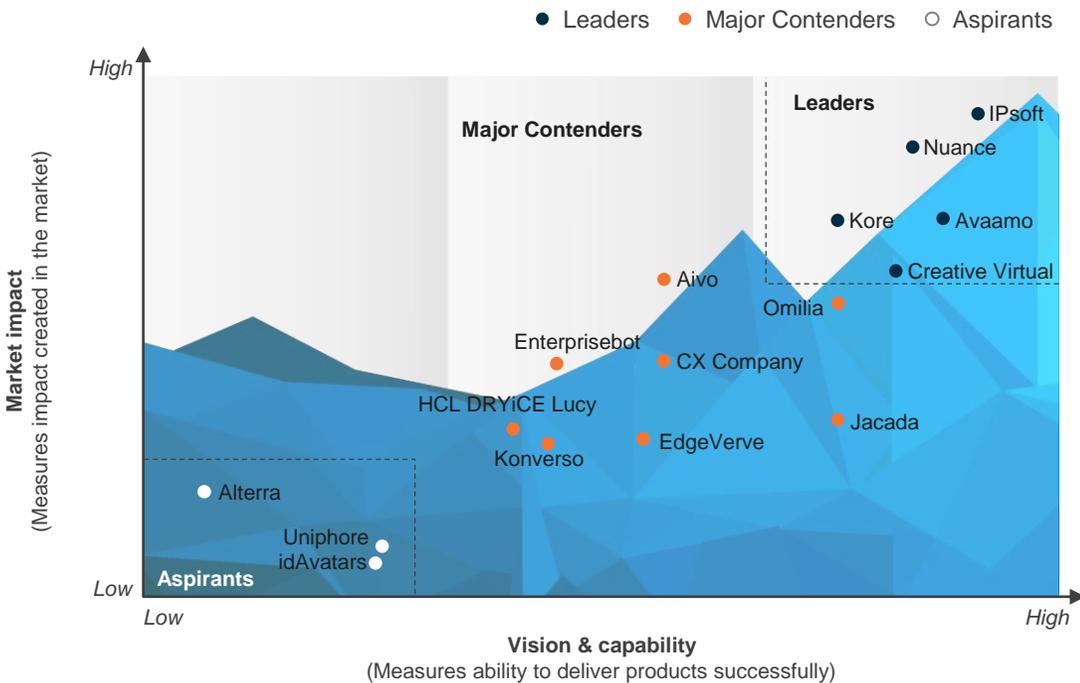
- Everest Group classifies 16 IVA technology vendors on the Everest Group Products PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants:
 - **Leaders:** Avaamo, Creative Virtual, Kore, IPsoft, and Nuance
 - **Major Contenders:** Aivo, CX Company, EdgeVerve, Enterprisebot, HCL DRYiCE Lucy, Jacada, Konverso, and Omilia
 - **Aspirants:** Alterra, idAvatars, and Uniphore

Insights on competitive landscape

- IPsoft and Nuance are the top vendors in terms of IVA revenue, followed by Avaamo, Creative Virtual, Omilia, and Kore
- Avaamo and IPsoft are amongst the largest players across most of the leading industries; Nuance and Kore are other leading players across many industries
- Creative Virtual and IPsoft are the leading players across major processes, including customer support and IT & helpdesk, which account for most of the market revenue
- IPsoft is among the leading players across all geographies, while Avaamo is leading in three geographies

This study offers four distinct chapters providing a deep dive into key aspects of IVA technology vendor landscape; below are three charts to illustrate the depth of the report

Assessment of IVA Technology Vendors 2020



Capability assessment

Illustrative example

Measure of capability: ● High ○ Low

Technology Vendor	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation	Technology capabilities	Maintenance and support	Breadth of services	Overall
Technology vendor 1	●	○	●	●	●	○	●	●	○	●
Technology vendor 2	○	○	○	○	○	○	○	○	○	○
Technology vendor 3	○	○	○	○	○	○	○	○	○	○
Technology vendor 4	○	○	○	○	○	○	○	○	○	○
Technology vendor 5	○	○	○	○	○	○	○	○	○	○
Technology vendor 6	○	○	○	○	○	○	○	○	○	○
Technology vendor 7	○	○	○	○	○	○	○	○	○	○
Technology vendor 8	○	○	○	○	○	○	○	○	○	○
Technology vendor 9	○	○	○	○	○	○	○	○	○	○

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ● High ○ Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Implementation	Technology capabilities	Maintenance and support	Breadth of services	Overall
●	○	●	●	●	○	●	○	○	○

- Strengths**
- XXX offers a conversational platform to enterprises including virtual assistants for contact center and service desk and has seen impressive growth in the last 12-18 months driven by addition of new clients
 - It can address demands of clients from diverse regions such as the US and Asia Pacific. Additionally, it has tapped onto clients from diverse industries in these regions
 - XXX's conversational AI capabilities span across multiple processes such as customer support, HR support, and IT Helpdesk. It has also built large libraries of pre-built intents in these areas helping clients drive lower deployment times and faster ROI
- Areas of improvement**
- While XXX's solutions caters to customer service and IT helpdesk, it can potentially look at also targeting customers requiring automation support in processes such as sales and marketing. Clients looking for a multi-process IVA solution will stand to benefit by having these capabilities in the solution
 - Most of its current clients are mid-sized or large enterprises. Developing offerings for small buyers can be useful as such buyers have so far been behind in the IVA adoption journey due to prohibitive costs
 - XXX currently lacks experience in delivering IVA services in European languages which is an inhibitor for European clients

Research calendar – Customer Experience Management (CXM) Services

Published
 Planned
 Current release

Flagship CXM reports

Release date

Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2018	August 2018
Contact Center Outsourcing Annual Report 2018: Transforming Customer Experience through a Digital-first Approach	September 2018
Contact Center Outsourcing (CCO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019	June 2019
Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2019	August 2019
Customer Experience Management (CXM) Annual Report 2019: Delivering Next-generation Contact Center Services	September 2019
Intelligent Virtual Agents (IVA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2020	Q2 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Profile Compendium 2020	Q2 2020
Customer Experience Management (CXM) – Service Provider Profile Compendium 2020	Q2 2020

Thematic CXM reports

Enablers of a Unified Customer Experience (CX) – Omnichannel CX Trailblazers	June 2019
Moving from Customer Service to Customer Experience	October 2019
Achieving High Value through a Total Cost of Operations (TCO) Pricing Model	November 2019
Orchestrating Successful WAHA-based Delivery	January 2020
Real-time Listening, AI, and Automation in CXM	Q2 2020
Intelligent Automation State of the Market	Q2 2020

Note: For a list of all our published CXM reports, please refer to our [website page](#)

Research calendar – Service Optimization Technologies (SOT)

Published
 Planned
 Current release

Flagship SOT reports

Release date

Robotic Process Automation (RPA) – Technology Vendor Profile Compendium 2019	July 2019
Robotic Process Automation (RPA) Annual Report 2019 – Laying the Foundation for a Light-touch Organization	September 2019
Enterprise IA Automation Adoption – Pinnacle Model® Analysis 2019	December 2019
Intelligent Automation in Business Processes (IABP) Solution Provider Landscape with PEAK Matrix® Assessment 2020	February 2020
Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	February 2020
Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Automation in Business Process Services (BPS) – State of the Market Report 2020	Q2 2020

Thematic SOT reports

Intelligent Automation: Accelerating from Short-term Wins to Long-term Strategic Business Outcomes	March 2019
Advanced Content Intelligence – Pivotal Technology to Empower the New-age Organization	May 2019
Intelligent Document Processing (IDP) Annual Report 2019 – Let AI Do the Reading	May 2019
Who Takes on the RPA Mantle?	June 2019
Intelligent Document Processing (IDP) Playbook	September 2019
360-degree Enterprise Automation Playbook	Q1 2020
AI in Business – A Primer	Q1 2020

Note: For a list of all our published SOT reports, please refer to our [website page](#)

Additional CXM and SOT research references

The following documents are recommended for additional insight on the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

- 1. Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019** ([EGR-2019-38-R-3217](#)); 2019. Robotic Process Automation (RPA) is a key enabler of enterprise automation. This report uses Everest Group's proprietary PEAK Matrix™ to assess and evaluate RPA capabilities of independent software vendors across two key dimensions, market impact and vision & capability. It also includes competitive landscape & market share analysis, Everest Group's remarks on technology vendors highlighting their key strengths & areas of improvement, assessment of vendors' attended RPA / RDA capabilities, and insights into advances in RPA technologies
- 2. Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019** ([EGR-2019-38-R-3101](#)); 2019. This report uses Everest Group's proprietary PEAK Matrix™ to assess and evaluate IDP software products of 16 technology vendors across two key dimensions – market impact as well as vision and capability. It also includes IDP competitive landscape, Everest Group's remarks on IDP technology vendors highlighting their key strengths and areas of improvement, and IDP product capability trends and predictions
- 3. Customer Experience Management (CXM) Annual Report 2019: Delivering Next-generation Contact Center Services** ([EGR-2019-21-R-3349](#)); 2019. This report provides insights on the evolving customer needs and the components of a next-generation operating model, emerging solution trends in CXM services to meet the evolving CX needs, CCO market overview and adoption trends, and outlook for 2019-2020.

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