

CMP

CUSTOMER
MANAGEMENT
PRACTICE

RESEARCH

CMP RESEARCH PRISM FOR CUSTOMER ANALYTICS & INSIGHTS TOOLS

EXECUTIVE SUMMARY

CMP Research evaluated fifteen solution providers that offer customer analytics and insights for customer contact, CX and sales functions. The fifteen providers are segmented into five categories: pioneering, leading, core performing, up & coming and emerging using analyst analysis, user feedback and marketplace data across ten investment criteria.

This report shows how each provider compares and informs investment decisions.



INTRODUCTION

Improving customer analytics is a top strategic priority for customer contact and CX leaders' in 2025-2026. 68% of companies are increasing investment in customer analytics tools by the end of 2025. This is primarily because companies are aware of the significant amount of unstructured customer data (voice calls, chat interactions, digital behavior, etc.) being produced daily but do not have the means to leverage this enormous volume of data. Companies that can successfully synthesize their unstructured customer data are better equipped to increase customer adoption of self-service and digital experiences, to improve personalization of customer experiences and to understand customer journeys using existing data rather than relying on traditional voice of the customer feedback mechanisms like surveys.

Customer contact and CX executives are increasingly interested in monitoring closer to 100% of interactions for customer insights, rather than relying solely on a much smaller sample to reflect voice of the customer, CSAT, and effort. Most companies are still using surveys and will continue to do so as a point of comparison and validation. More data allows companies to fully triangulate the truth of the customer experience.

Five reasons why customer analytics tools are important investments for customer contact and CX leaders right now:

- Increases in volume of unstructured (voice, chat, digital behavior) data and meta-data being collected require advanced tools to synthesize data from multiple sources
- Large Language Models (LLMs) have significantly advanced in the last year and has allowed customer contact and CX functions to better understand their customer interactions
- Personalization is a top driver of customer satisfaction and better insights and customer journey data improve personalization
- Increased cost pressure on customer contact and CX functions
- CX is more than a service journey: as companies strive to deliver proactive service or no service, pre-contact or pre-sale data is critical

Customer contact and CX leaders say that the marketplace for customer analytics is complex and hard to decipher. Prospective buyers say solution providers are hard to differentiate from one another and as a result the marketplace is time intensive to understand. Nearly half of customer contact and CX leaders say they spend more time on technology demos than they would like.

To ease this resource strain and accelerate decision-making, CMP Research conducted this evaluation of customer analytics and insights capabilities in the marketplace.

INTRODUCTION CONTINUED

Across the analysis, CMP Research observed that analytics and insights providers can generally ingest data from all channels. All solutions are using artificial intelligence to run analysis. While cost and resourcing remains a consideration for customer contact and CX executives, analytics and insights tools still require analysts or some degree of analysis experience, even if they do yield insights more efficiently. Generative and interactive features that can run analysis and provide validation for it upon prompting are on most companies' roadmaps if not already live and could significantly reduce as the time to insights for many analysts moving forward.

Reviewing marketplace data showed that the recent and prospective buyers are most confident in the marketplace's security standards and reporting capabilities in analytics and insights tools. The market is least confident in pricing and accuracy of AI models. Users were likewise least satisfied with pricing and most satisfied with analytics and insights tools' ability to integrate.

METHODOLOGY

The *CMP Research Prism for Customer Analytics & Insights Tools* is an evaluation of participating and qualifying solution providers. It is not exhaustive nor representative of every provider in the industry.

For purposes of this Prism, customer analytics and insights tools are defined as: *A fit-for-purpose product or feature that extracts conversational data (data from voice calls, chat logs, emails, etc.) and enriches with data from other sources (CRM, data lakes, surveys, digital behavior) to yield insights on customer intent, sentiment, behaviors, KPIs, and journey.*

This excludes function-agnostic business intelligence products (e.g. PowerBI, Tableau) and platforms that are strictly Voice of Customer/ post-interaction surveys, though customer analytics solutions may be used in conjunction with BI or VOC products.

Solution providers not shown in Figure 1 either did not qualify because their product did not meet our definition (see above) and/or they did not elect to participate. Participation requires a completed demo and RFI.

Each provider was evaluated only on their customer analytics and insights tool. These products/suites were evaluated in isolation from providers' other offerings.

**SOLUTION PROVIDERS
EVALUATED FOR CUSTOMER
ANALYTICS AND INSIGHTS TOOLS**

(Alphabetical order)

**ANNA, POWERED
BY TPG**

BESPOKECX

CREOVAI

CRESTA

CSG

DIABOLOCOM

DIMENSIONLABS

ETECH

LEVELAI

LORIS

OBSERVE.AI

PROSODICA

QUANTUM METRIC

REPLICANT

SESTEK

METHODOLOGY CONTINUED

**SOLUTION PROVIDERS ARE EVALUATED ON TEN INVESTMENT
CRITERIA, DEFINED IN CONTEXT OF CUSTOMER ANALYTICS
AND INSIGHTS:**

- 1 Pricing:** flexibility in pricing models (seats v volume/usage); scope of customers the provider is willing to work with; pricing satisfaction
- 2 Customization & Flexibility:** types of channels data can be ingested from; degree and ease of customization/configuration in dashboards and reports; languages supported; descriptive vs. predictive analytics
- 3 Integration:** integration capability differentiating between custom and out-of-box integrations across key CRMs/ERPs/CCaaS/Ticketing Systems; export to and integrate with BI tools; data ingestion/cleaning
- 4 Security:** compliance with security standards and regulations; data governance and privacy; PI data scrubbing capability
- 5 User Experience:** look and feel of interface; ease of and intuitive use of the tool; speedy/real-time nature of analytics; clarity; data visualizations
- 6 Reporting:** customer intent, sentiment, predictive CSAT & Effort; prescriptive reporting; what the tool can report on
- 7 Customer Support:** customer success and support resources available to clients
- 8 Innovation & Future Strategy:** innovation in current offering; clarity and quality of future roadmap
- 9 Accuracy of AI Model:** open v. closed models; LLM fine-tuning, confidence levels and training validation; model accuracy in production
- 10 Implementation:** ramp time; training time for staff; data ingestion time; out-of-the-box reporting

Each participating vendor submitted a request for information (RFI) including information about their organization and specific to their solution. Each participating vendor demoed its solution for CMP Research analysts. The RFI and demos informed analyst analysis.

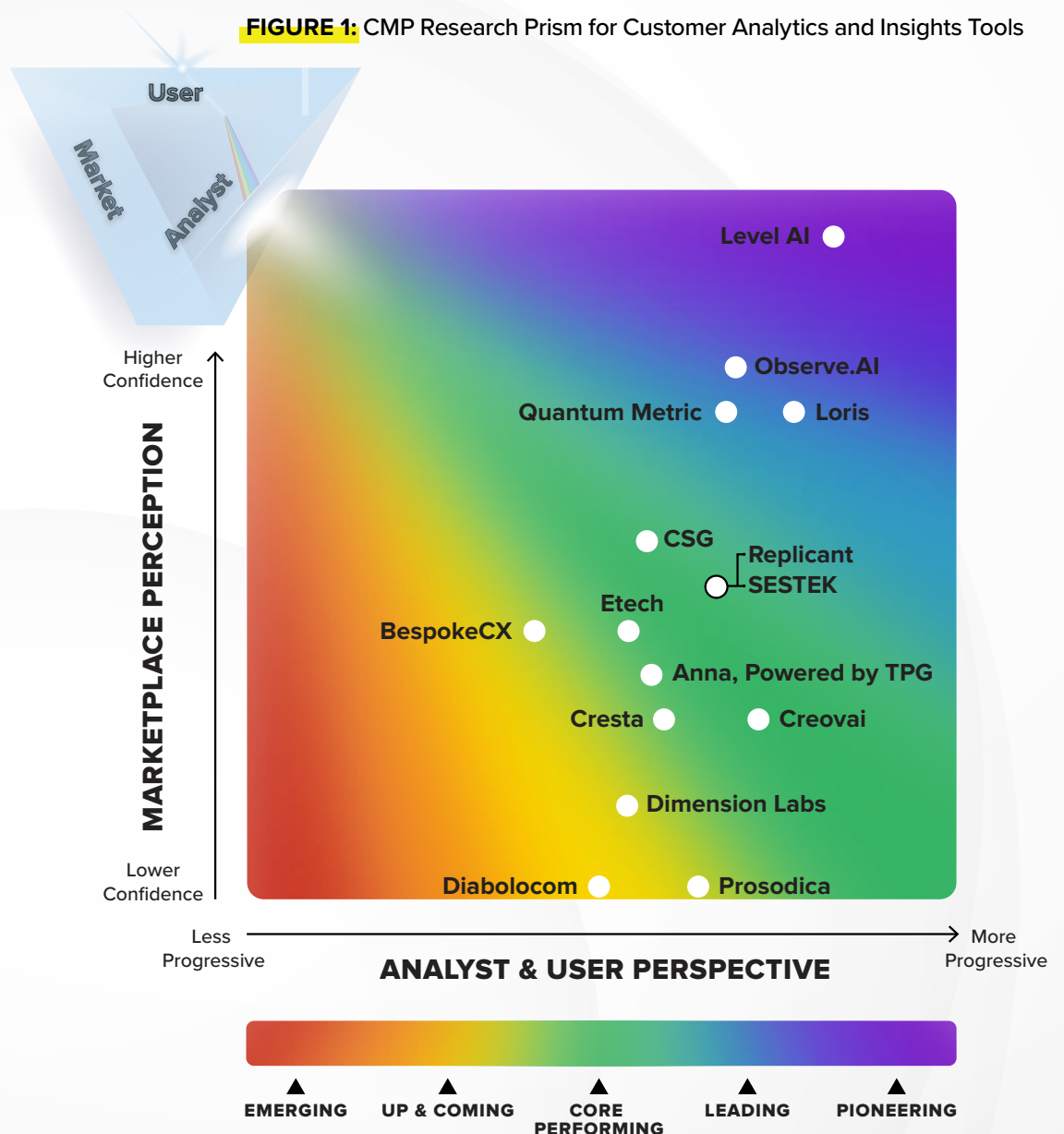
CMP Research collected both customer referrals and independent user data for the evaluated vendors.

METHODOLOGY CONTINUED

User and analyst data informs the evaluation of providers' overall progressiveness in capability (see Figure 1, x-axis). Investment criteria are weighted equally for purposes of the evaluation in Figure 1.

CMP Research collected marketplace data on thirty-nine solution providers for customer analytics and insights tools. Data was collected from leaders currently or recently in the market for a customer analytics and insights product. Marketplace respondents indicated their awareness of providers and perception of the customer analytics feature on a scale from very negative to very positive. The fifteen participating providers' marketplace data was evaluated against a broader market sample of 39 providers to indicate higher versus lower market confidence levels (Figure 1, y-axis).

FIGURE 1: CMP Research Prism for Customer Analytics and Insights Tools



Source: CMP Research analysis

SOLUTION PROVIDER PROFILES

(Alphabetical order within category)

PIONEERING

LEVELAI

HQ: Mountain View, CA

Private

Size: 160+ employees

Can it be purchased independent of a customer contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

LevelAI is a customer experience intelligence (CX) and automation platform founded in 2019. Customer analytics and insights tools have been part of its product set since its founding.

LevelAI offers a suite of advanced artificial intelligence solutions that leverage the latest generative AI and semantic intelligence technologies. Customer analytics and voice of the customer are two of its most common use cases among clients.

It has introduced iCSAT (1-5 scale), an inferred-CSAT model combining sentiment score, customer effort, and resolution score as it is observed by the tool's AI model. The inferred score is shared in near real-time. Upon comparison to survey based data, the inferred score has an average 75% convergence. proven within a one point variance. Another feature is its Customer Journey Mapping, which allows businesses to track customer experiences across all touchpoints, providing comprehensive end-to-end visibility.

It uses predictive modeling and propensity models to predict various parameters like customer churn. LevelAI develops and fine-tunes its own Large Language Models (LLMs) and delivers up to 90% accuracy. The ASR model is custom-built and specifically tailored to each company's brand and business.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk	▲	
Gladly	▲	
Hubspot		▲
Microsoft Dynamics		▲
Oracle		▲
Pipedrive		▲
Salesforce		▲
SAP		▲
ServiceNow		▲
Sprinklr	▲	

CONTINUED ►

PIONEERING

LEVEL I

Talkdesk	▲	▲
Zendesk	▲	
Zoho		▲
CCaaS	Out-of-Box Integration	Custom Integration
3CLogic		▲
Alvaria		▲
Avaya		▲
Cisco		▲
Dialpad	▲	
Five9	▲	
Freshdesk	▲	
Genesys	▲	
Gladly	▲	
Hubspot	▲	
Mitel		▲
Nice	▲	
ServiceNow	▲	
Sprinklr		▲
Talkdesk	▲	
Twilio	▲	
Verint		▲
Zendesk	▲	
Zoho desk		▲

LEADING

LORIS

HQ: New York, NY

Private

Size: 40 employees

Can it be purchased
independent of a customer
contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

Loris was founded in 2018 and is a conversation intelligence platform that analyzes customer interactions to give contact center leaders a single view of their entire CX operation. Loris has evolved from a point solution designed to enable agents to increase the quality and outcomes in their real-time conversations to a comprehensive AI-powered conversation intelligence platform, including Voice of the Customer analytics.

Loris Insights, its Voice of the Customer and customer analytics solution, went to market in 2021. It enables CX leaders and analysts to better understand customer intent and satisfaction within conversations, as well as gain visibility into product trends, root cause, and other factors important to them and other stakeholders.

Loris Insights is an omnichannel analytics platform, capturing this data across all interaction channels and analyzing digital, self-service and live contacts. Loris has developed a library of proprietary AI models from the ground-up, incorporating LLMs and rules in concert with their models.

The tool features Ask Loris, a generative and interactive prompt tool to help users answer queries based on conversation data, such as “why are customers contacting me” or “compare cancellation trends from November to December”.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Gladly	▲	
Intercom	▲	
Kustomer	▲	
Salesforce	▲	
Zendesk	▲	

CONTINUED ►

LEADING

LORIS

CCaaS	Out-of-Box Integration	Custom Integration
Avaya		▲
Dialpad	▲	
Five9	▲	
Genesys	▲	
Nice	▲	
Talkdesk		▲
Twilio		▲
Verint		▲
Zendesk	▲	

LEADING

OBSERVE.AI

HQ: Redwood City, CA

Private

Size: 270 employees

Can it be purchased independent of a customer contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

Observe.AI introduced its customer analytics and insights product in 2018, when it was founded. Observe.AI Conversation Intelligence integrates Voice AI, Real-Time AI, Post-Interaction AI, Summarization AI, Knowledge AI, Screen Recording, and Reporting & Analytics to optimize contact center operations and agent performance.

Observe.AI's customer analytics and insights tool are built on their proprietary Moments architecture. "Moments" enable precise, actionable insights using keyword-based, phrase-based, machine learning-driven, and generative AI.

Observe.AI has a proprietary ASR model and an industry-first 40B parameter Observe.AI Contact Center LLM trained on 1M hours of domain-specific data and 1B+ interactions, which powers our real-time and post-interaction products.

Its speech engine has 90%+ out-of-the-box accuracy, reaching up to 95% with tuning. The tool has integrations with many CCaaS and CRM systems (see below). Its analytics and insights tool captures all types of unstructured data, including voice, text and chat.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk	▲	
Gladly	▲	
Hubspot	▲	
Microsoft Dynamics	▲	
Oracle		▲
Pipedrive	▲	
Salesforce	▲	
SAP	▲	
ServiceNow	▲	
Sprinklr		▲

CONTINUED ►

LEADING

OBSERVE.AI

Talkdesk	▲	
Zendesk	▲	
Zoho	▲	
CCaaS	Out-of-Box Integration	Custom Integration
3CLogic	▲	
Alvaria	▲	
Avaya	▲	
Cisco	▲	
Dialpad	▲	
Five9	▲	
Freshdesk	▲	
Genesys	▲	
Gladly	▲	
Hubspot	▲	
Mitel	▲	
Nice	▲	
ServiceNow	▲	
Sprinklr		▲
Talkdesk	▲	
Twilio	▲	
Verint	▲	
Zendesk	▲	
Zoho desk	▲	

LEADING

QUANTUM METRIC

HQ: Colorado Springs, CO

Private

Size: 400 employees

Can it be purchased independent of a customer contact platform/CCaaS?

Yes, however, the tool is part of an all-in-one analytics suite.

QA/QM bolt-on:

No

Quantum Metric was founded in 2015 with the mission to help organizations understand and improve digital experiences through real-time analytics and insights. Quantum Metric quantifies individual customer behavior and sentiment at scale. The company achieved a significant milestone in 2021 with a \$200M Series B funding round, earning a valuation surpassing \$1B. Partnerships with Fortune 100 companies have been instrumental in driving its growth, along with strategic integrations with platforms like Adobe Analytics, Salesforce, and Google Analytics.

Quantum Metric's customer analytics and insights tools used open and closed AI models. One of its differentiators is FelixAI, a Generative AI tool for session summarization, actionable insights, and predictive analytics. It also offers automated detection of trends and issues with business impact quantification. FelixAI sends session summary insights, along with customer intent, to any destination, including BI tool, call center tool, Salesforce, ServiceCloud, CRM, ServiceNow, Chatbot, etc.

Quantum Metric's customer analytics uses Data Enrichment to merge online and offline data, including CRM, VoC, and transactional data, for a complete customer view. With customizable dashboards, advanced KPI tracking, and visual tools like Sankey charts and Sunburst diagrams, it helps enterprises resolve friction, reduce support calls, analyze customer journeys, and boost conversions.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Salesforce	▲	
ServiceNow	▲	
CCaaS	Out-of-Box Integration	Custom Integration
ServiceNow	▲	

CORE PERFORMING

ANNA, POWERED BY TPG

HQ: Huntsville, AL

Private

Size: 163 employees

**Can it be purchased
independent of a customer
contact platform/CCaaS?**

Yes

QA/QM bolt-on:

Yes

Anna®, powered by **TPG**, is a conversational intelligence software that uses artificial intelligence and machine learning to measure human behaviors in customer contact interactions. The measurement and analysis of each interaction is based on a proprietary set of attributes that have been honed using customer contact interaction data from the last 25 years.

The analytics tool, which debuted in 1996, uses a fine-tuned set of open-source and closed AI models to read and identify behaviors that drive proven outcomes like CSAT. The tool reports VOC insights through complex demeanor and sentiment.

In 2024, the company conducted a complete refactor of Anna's models, built a new scoring engine and started chat ingestion functionality to increase intelligence in interactions. It also refined its data visualizations in the "Assess" suite of the analytics product.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk		▲
Gladly		▲
Hubspot		▲
Microsoft Dynamics		▲
Oracle		▲
SalesForce	▲	
SAP		▲
ServiceNow		▲
Sprinklr	▲	
Talkdesk		▲
Zendesk		▲
Zoho		▲

CONTINUED ►

CORE PERFORMING

**ANNA,
POWERED BY
TPG**

CCaaS	Out-of-Box Integration	Custom Integration
3C Logic		▲
Alvaria		▲
Avaya	▲	
Cisco	▲	
Dialpad		▲
Five9	▲	
Freshdesk		▲
Genesys	▲	
Gladly		▲
Hubspot		▲
Mitel		▲
Nice	▲	
ServiceNow		▲
Sprinklr		▲
Talkdesk		▲
Twilio	▲	
Verint	▲	
Zendesk		▲
Zoho Desk		▲

CORE PERFORMING

CREOVAI

HQ: Austin, TX

Privately-held, Series A

Size: 50 - 100 employees

Can it be purchased independent of a customer contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

Creovai's customer analytics and insights product has been in the market since 2013 and uses conversation intelligence from clients' voice and digital conversations to predict customer effort and satisfaction. Creovai, formerly Tethr, has 1200+ out-of-the-box, pre-built insights categorizations as part of its Insights Libraries. Custom insights can also be added.

Insights help customers improve scripts, workflows and even coaching, if customers are also using Creovai's Real-Time Assist solution.

CSatAI is Creovai's predicted customer satisfaction feature that uses patented technology. It has been tested on millions of customer interactions and removes the need for manual customer surveys.

Creovai's analytics tool has pre-built integrations and out-of-the box dashboards to ease implementation and user experience. Users can build and adapt insights categories, dashboards, and call scripts with low-code/no-code solutions.

It should be noted that Creovai partners with Etech on QEval and integrates accordingly.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk		▲
Gladly	▲	
Hubspot		▲
Microsoft Dynamics	▲	
Oracle		▲
SalesForce	▲	
ServiceNow		▲
Talkdesk		▲
Zendesk		▲
Zoho		▲

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CORE PERFORMING

CREOVAI

CCaaS	Out-of-Box Integration	Custom Integration
3C Logic		▲
Alvaria		▲
Avaya		▲
Cisco		▲
Dialpad	▲	
Five9		▲
Freshdesk		▲
Genesys	▲	
Gladly	▲	
Hubspot		▲
Mitel	▲	
Nice	▲	
ServiceNow		▲
Sprinklr		▲
Talkdesk		▲
Twilio	▲	
Verint		▲
Zendesk		▲
Zoho		▲

CORE PERFORMING

CRESTA

HQ: Palo Alto, CA

Private

Size: 250 employees

Can it be purchased
independent of a customer
contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

Cresta's customer analytics and insights product has been in the market since 2020 and operates on both open source and closed models, including its own transcription, natural-language understanding and task-specific AI models.

These components detect customer utterances, emotion, sentiment, and custom-defined behaviors. Cresta can correlate agent actions with conversation-level outcomes, such as sales or retention, and its no-code interface called Opera further enables customer analyst/VOC teams to configure the tool to individual company needs.

Cresta is also offering a new product in their customer analytics suite as of Q1 2025, AI Analyst, which uses natural language questions and answers to analyze conversations for insights and identify the root cause of issues. It also unveiled inferred outcomes like CSAT and Issue Resolution, which negate the need for customer surveys.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk		▲
Hubspot	▲	
Microsoft Dynamics		▲
Oracle		▲
Pipedrive		▲
Salesforce	▲	
SAP		▲
ServiceNow		▲
Zendesk	▲	
Zoho		▲

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CORE PERFORMING

CRESTA

It should be noted that Cresta also has the capability to integrate with homegrown CRMs and has done so with existing clients.

CCaaS	Out-of-Box Integration	Custom Integration
Avaya	▲	
Cisco	▲	
Five9	▲	
Freshdesk		▲
Genesys	▲	
Hubspot	▲	
Nice	▲	
ServiceNow		▲
Twilio	▲	
Zendesk	▲	
Zohodesk		▲

CORE PERFORMING

CSG

HQ: Englewood, CO

Public

Size: 6000+ employees

Can it be purchased
independent of a customer
contact platform/CCaaS?

Yes

QA/QM bolt-on:

No

CSG's customer analytics tool is available as part of its CSG Xponent platform. It first came online through a partnership with Kitewheel in 2018 and became a wholly owned CSG product in 2021 when they acquired Kitewheel and combined it with their existing channel capabilities.

CSG's Xponent combines journey analytics with journey orchestration. Its analytics module helps teams identify critical moments and pain points in the customer journey. CSG Xponent is used for insight into collections, dispute resolution, and fraud prevention. CSG Xponent combines journey orchestration advanced analytics and real-time data capabilities to refine profiling, decisioning, and engagement strategies, among other areas of post-acquisition, customer engagement. It supports customer journey mapping and specializes in customer journey orchestration and communications.

Xponent is flexible and has extensive out-of-the-box integrations (see below). It is using its own, closed AI models to power Xponent. The platform includes an "escape hatch" for advanced customization, allowing users to go beyond built-in configuration tools. If any built-in tools do not fully address a user's requirements, clients can write custom JavaScript directly within the platform.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk	▲	
Gladly	▲	
Hubspot	▲	
Microsoft Dynamics	▲	
Oracle	▲	
Pipedrive	▲	
Salesforce	▲	
SAP	▲	
ServiceNow	▲	
Sprinklr	▲	

CONTINUED ►

CORE PERFORMING

CSG

Talkdesk	▲	
Zendesk	▲	
Zoho	▲	
CCaaS	Out-of-Box Integration	Custom Integration
3CLogic	▲	
Alvaria	▲	
Avaya	▲	
Cisco	▲	
Dialpad	▲	
Five9	▲	
Freshdesk	▲	
Genesys	▲	
Gladly	▲	
Hubspot	▲	
Mitel	▲	
nice	▲	
ServiceNow	▲	
Sprinklr	▲	
Talkdesk	▲	
Twilio	▲	
Verint	▲	
Zendesk	▲	
Zoho Desk	▲	

CORE PERFORMING

ETECH

HQ: Nacogdoches, TX

Private

Size: 4225 employees

Can it be purchased independent of a customer contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

Etech is a business process outsourcing and professional services company for inbound and outbound customer contact that also offers its own proprietary technology solutions. It started offering its customer analytics and insights product, QEval, as a SaaS platform in 2013. It began as a quality monitoring solution but has evolved into customer insights as well.

QEval builds customer journeys and extracts insights from calls, chats and emails in a unified dashboard. Reporting on QEval features tabular displays, scorecards, and visualizations. making it easy for users to analyze data and identify insights.

Users of QEval can create customized dashboards and user roles can be permissioned and aligned to the organizational structure. The platform can also support multiple languages or dialects.

QEval provides more than 110+ reports highlighting contact center performance, geographical or LOB performance, KPI tracking for individual, team and leader performance.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Freshdesk		▲
Gladly	▲	
Hubspot	▲	
Sprinklr	▲	
Talkdesk	▲	
Zendesk	▲	
CCaaS	Out-of-Box Integration	Custom Integration
Avaya	▲	
Five9	▲	
Freshdesk		▲

CONTINUED ►

CORE PERFORMING

ETECH

Genesys	▲	
Gladly	▲	
Hubspot	▲	
Nice	▲	
Sprinklr	▲	
Talkdesk	▲	
Twilio	▲	
Verint	▲	
Zendesk	▲	

CORE PERFORMING

REPLICANT

HQ: San Francisco, CA

Private

Size: 172 employees

Can it be purchased
independent of a customer
contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

Replicant's goal is to help businesses reduce cost and improve customer experience through an integrated conversational AI platform that includes automated QA, business insights and scalable deployment of AI agents to handle predictable customer service conversations. Conversation Intelligence – Replicant's customer analytics and insights tool – became available in 2024 (open beta).

Replicant's Conversation Intelligence is focused on the voice channel with chat/text capabilities coming in Q1 2025. Conversation Intelligence is a QA and business insights tool that provides deep insights into agent performance and operational challenges. Built for enterprise-scale operations, Replicant's platform is compliant with HIPAA, PCI, and GDPR standards, ensuring security and reliability even during peak call volumes. Deployment can range from 24 hours to an average of six weeks. Replicant offers onshore engineering support and a library of 100+ pre-built automation components.

Rather than just analyzing conversation transcripts, Replicant's multi-modal LLM technology analyzes audio streams to capture more nuanced information like tone of voice, accents, agitation, and clarity of speech. The tool identifies underlying issues driving call volume, so companies can address root cause issues impacting customer experience.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk		▲
Gladly		▲
Hubspot		▲
Microsoft Dynamics		▲
Oracle	▲	
Pipedrive		▲
Salesforce	▲	
SAP	▲	
ServiceNow		▲
ServiceTitan	▲	

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CORE PERFORMING

REPLICANT

Sprinklr		▲
Talkdesk	▲	
Zendesk	▲	
Zoho		▲

CCaaS	Out-of-Box Integration	Custom Integration
3CLogic		▲
Alvaria		▲
Avaya	▲	
Cisco		▲
Dialpad		▲
Five9	▲	
Freshworks		▲
Genesys	▲	
Gladly		▲
Hubspot		▲
Mitel	▲	
Nice	▲	
ServiceNow		▲
Sprinklr		▲
Talkdesk	▲	
Twilio	▲	
Verint		▲
Zendesk	▲	
Zoho desk		▲

CORE PERFORMING

SESTEK

HQ: Istanbul, Turkey

Private

Size: 170+ employees

Can it be purchased independent of a customer contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

SESTEK is a conversational automation company working on AI-powered solutions for customer service. Specializing in Speech Recognition (SR), Natural Language Processing (NLP), and Voice Biometrics, SESTEK's AI-based language technology has helped digitize customer service operations of 550+ enterprise clients in 20 countries around the globe since 2000.

In 2022, SESTEK was acquired by Unifonic, one of the leading Communications Platform as a Service (CPaaS) providers. In the same year, SESTEK unified its conversational product offerings under the Knovvu brand. Sestek's customer analytics and insights tool is Knovvu Analytics. It debuted in 2012.

Knovvu Analytics is a conversational intelligence tool that combines advanced technology with market responsiveness, using generative AI and LLMs. SESTEK's models include speech recognition technology (97% accuracy in English), emotion detection, speech-to-text, emotion, sentiment, language detection and speaker separation. Analysis is real-time and uses Natural Language Processing (NLP) to understand the context of conversations, identify customer intent, and trigger appropriate suggestions or actions.

Knovvu Analytics allows users to customize access levels to ensure data security while providing relevant information to each team member based on their role. Users can also configure specific parameters to help organizations detect and address scenarios. The solution adapts to various options, enabling effective use of root-cause analysis tailored to the technical capabilities of operations. When it comes to reporting, users can design and generate fully customized reports that align with organizational goals and support informed, strategic decision-making.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk		▲
Gladly		▲
Hubspot		▲
Microsoft Dynamics		▲

CONTINUED ►

CORE PERFORMING

SESTEK

Oracle		▲
Pipedrive		▲
Salesforce		▲
SAP		▲
ServiceNow		▲
Sprinklr		▲
Talkdesk		▲
Zendesk	▲	
Zoho		▲
CCaaS	Out-of-Box Integration	Custom Integration
3C Logic		▲
Alvaria		▲
Avaya		▲
Cisco	▲	
Dialpad		▲
Five9	▲	
Freshdesk		▲
Genesys	▲	
Gladly		▲
Hubspot		▲
Mitel		▲
Nice	▲	

CONTINUED ▶

CORE PERFORMING

SESTEK

ServiceNow		
Sprinklr		
Talkdesk		
Twilio		
Verint		
Zendesk		
Zoho Desk		

UP & COMING

BESPOKECX

HQ: Toronto, Ontario

Private

Size: 25 employees

Can it be purchased independent of a customer contact platform/CCaaS?

Yes

QA/QM bolt-on:

No

BespokeCX's began offering its customer analytics and insights product in 2021. It is a customer intelligence platform designed to empower CX leaders by turning customer data into actionable insights. Its primary objective is to enable measurable improvements in CX investments.

It offers an integrated customer view across customer journeys and channels, and it can identify high-performing touchpoints. The tool can also track digital customer behavior. It has historically used predictive modeling and machine learning. Generative AI is on its future roadmap.

Its customer journey mapping capability allows for comparisons. This feature is customizable and enables companies to compare outcomes across up to five different pre-defined customer journeys.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect		▲
Freshdesk		▲
Gladly		▲
Hubspot		▲
Microsoft		▲
Oracle		▲
Pipedrive		▲
Salesforce	▲	
SAP		▲
ServiceNow		▲
Sprinklr	▲	
Talkdesk		▲
Zendesk		▲
Zoho		▲

CONTINUED ►

UP & COMING

BESPOKECX

CCaaS	Out-of-Box Integration	Custom Integration
3C Logic		▲
Alvaria		▲
Avaya		▲
Cisco		▲
Dialpad		▲
Five9		▲
Freshdesk		▲
Genesys		▲
Gladly		▲
Hubspot		▲
Mitel		▲
Nice		▲
ServiceNow		▲
Sprinklr	▲	
Talkdesk		▲
Twilio		▲
Verint		▲
Zendesk		▲
Zohodesk		▲

UP & COMING

DIABOLOCOM

HQ: Paris, France

Private

Size: 200 employees

Can it be purchased
independent of a customer
contact platform/CCaaS?

Yes

QA/QM bolt-on:

Yes

Diabolocom launched its customer analytics and insights tool in 2023 as part of its CCaaS solution.

Diabolocom has developed its own closed models to run analysis and is a low-/no-code tool. It also uses sovereign cloud infrastructures to support data privacy and security. Its transcription is real-time.

Diabolocom uses advanced large language AI models to power satisfaction analysis and contextual understanding. Its reporting includes statistical insights, essential contact center KPIs, customer satisfaction analysis, team productivity metrics, and customizable metrics. Users can retrieve reporting data via APIs to integrate into existing tools, dashboards, or workflows.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect		▲
Freshdesk		▲
Gladly		▲
Hubspot	▲	
Microsoft Dynamics	▲	
Oracle	▲	
Pipedrive		▲
Salesforce	▲	
SAP		▲
ServiceNow	▲	
Sprinklr		▲
Talkdesk		▲
Zendesk	▲	
Zoho		▲

CONTINUED ►

UP & COMING

DIABOLOCOM

CCaaS	Out-of-Box Integration	Custom Integration
3Logic		▲
Alvaria		▲
Avaya		▲
Cisco		▲
Dialpad		▲
Five9		▲
Freshdesk		▲
Genesys		▲
Gladly		▲
Hubspot	▲	
Mitel		▲
Nice		▲
ServiceNow	▲	
Sprinklr		▲
Twilio		▲
Verint		▲
Zendesk	▲	
Zoho desk		▲

UP & COMING

DIMENSION LABS

HQ: San Francisco

Private

Size: 20+ employees

Can it be purchased
independent of a customer
contact platform/CCaaS?

Yes

QA/QM bolt-on:

No

Dimension Labs (formerly Dashbot) initially focused on chatbot analytics but evolved to support a broader range of use cases, including processing and analyzing data from surveys, emails, and support tickets. Its expansion into middleware that integrates and unifies multiple data sources accelerated development of its customer insights product.

It began offering its customer analytics and insights tool in 2022. Deriving insights from chatbots, emails, surveys, and support tickets, Dimension Labs uses closed models to provide driver analysis, intent detection, topic clustering, and predictive analytics. It can take unstructured data

Analytics are real-time and dashboards can be customized. The platform is multilingual and can analyze data from all conversational channels. Journey mapping and voice of customer insights are primary use cases for Dimension Labs customers using this product set.

They specialize in unstructured data and automate data cleanup. The AI analytics tool can be used to recommend reporting and metrics for customer contact/CX.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk		▲
Gladly		▲
Hubspot		▲
Microsoft Dynamics		▲
Oracle		▲
Pipedrive		▲
Salesforce	▲	
SAP		▲
ServiceNow		▲
Sprinklr		▲

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UP & COMING

DIMENSION LABS

Talkdesk		▲
Zendesk	▲	
Zoho		▲
CCaaS	Out-of-Box Integration	Custom Integration
3CLlogic		▲
Alvaria		▲
Avaya	▲	
Cisco		▲
Dialpad		▲
Five9	▲	
Freshdesk		▲
Genesys	▲	
Gladly		▲
Hubspot		▲
Mitel		▲
Nice		▲
ServiceNow		▲
Sprinklr		▲
Talkdesk		▲
Twilio	▲	
Verint	▲	
Zendesk	▲	
Zoho desk		▲

UP & COMING

PROSODICA

HQ: Chicago, IL

Private

Size: 25 employees

Can it be purchased
independent of a customer
contact platform/CCaaS?

Yes

QA/QM bolt-on:

No

Prosodica was founded in 2011 to research and develop technology for real-time voice-based conversation analysis. The company was granted three US patents for its core technology and the methods and processes of its use before launching that technology commercially as an embedded solution under license arrangements with Vail Systems and Lumen technologies.

In 2012, it launched its customer analytics and insights tool.

Prosodica's core platform is designed to make extensive use of machine learning and AI. Prosodica is being brought to market directly to customers focusing on the mid-market as "a fast track to AI," and as a data service that can be integrated into legacy systems.

Prosodica uses a voice analysis engine, an automated speech recognition (ASR) engine, Kafka, a proprietary text mining system, plus open-source machine learning models, custom machine learning models, and open source and commercial large language models.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
AmplifAI	▲	
Freshdesk		▲
Gladly		▲
Hubspot		▲
Microsoft Dynamics		▲
Oracle		▲
Pipedrive		▲
Salesforce		▲
SAP		▲
ServiceNow		▲
Sprinklr		▲
Talkdesk	▲	

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UP & COMING

PROSODICA

Vail Freeclimb	▲	
Zendesk		▲
Zoho		▲
CCaaS	Out-of-Box Integration	Custom Integration
3CLogic		▲
Alvaria		▲
Avaya		▲
Cisco		▲
Dialpad		▲
Five9	▲	
Freshdesk		▲
Genesys		▲
Gladly		▲
Hubspot		▲
Mitel		▲
Nice		▲
ServiceNow		▲
Sprinklr		▲
Talkdesk	▲	
Twilio	▲	
Verint		▲
Zendesk		▲
Zoho desk		▲