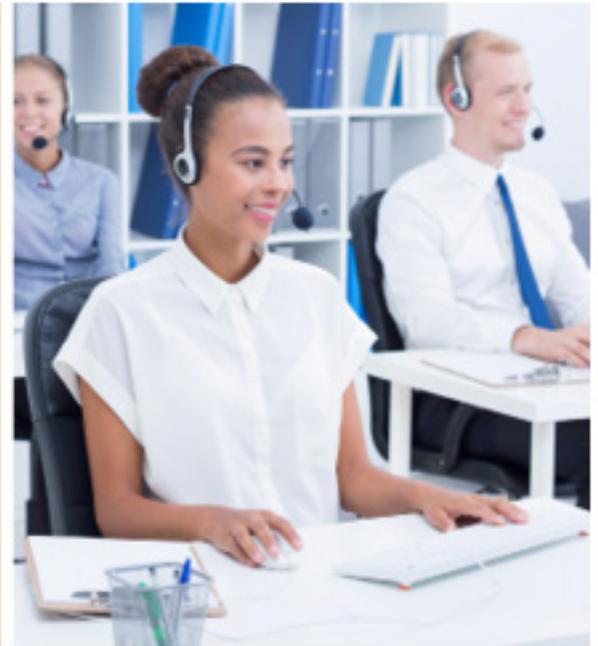


DMG
CONSULTING LLC



Cloud-Based Contact Center Infrastructure Product and Market Report Reprint

Reprinted for:

NICE inContact

2018/2019



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1. Introduction

Cloud-based contact center infrastructure (CBCCI) solutions are coming of age. CBCCI providers have spent most of the last 20 years playing functional catch-up to the leading on-premise vendors, but this is no longer the case. At the culmination of our annual research on the CBCCI market, DMG is impressed and excited about the enhancements and changes to these solutions, and the future of this sector. The value proposition is no longer to buy a CBCCI solution due to the proven advantages of the cloud; these solutions are compelling because the vendors are delivering outstanding and differentiated capabilities, either natively, by acquisition, or through integrations with best-of-breed providers.

Platform as a Service Disrupts the Status Quo

It's undeniable that contact center platform vendors are having a highly positive disruptive impact on the pace of innovation in the CBCCI sector. The "platform as a service" paradigm, which leverages application programming interfaces (APIs) to build out functional capabilities, makes it easier than ever for customers to build their own solution, including the ability to "bring your own carrier" (BYOC). And the fact that these customized contact center solutions can be built and customized quickly, using standard development languages, is a game-changer. Some of the vendors who have traditionally been "solution providers" are now starting to position their offerings as both a product and a platform.

Beyond the Basics

Automated call distributors (ACDs) and outbound dialers, the foundational building blocks of infrastructure solutions, are valuable for contact centers of all sizes. In the recent past, ACD vendors specialized in bringing in or sending out voice calls, and it was considered a differentiator if the solution offered omni-channel capabilities. Today, omni-channel functionality is a "must have," and differentiation is coming from the more effective ways that enterprises can route or assign interactions. In some cases, CBCCI vendors are able to evaluate an incoming or outbound interaction in any channel, and based on information previously collected about the individual customer, get them to the agent or advisor who is ideally suited to handle the transaction. This means higher sales rates, larger collections and much improved customer service. This is and always has been the top goal for organizations, and is an ideal (and real) example of working smarter, not harder. But there is so much more going on today. Inbound contact center agents receive appropriate guidance and recommendations along with each interaction, instead of having to spend minutes researching the background and context. These solutions are also HIPAA, PCI DSS and GDPR compliant, helping organizations address essential regulatory issues. These innovations are game-changers for companies and the industry in general.

Working Smarter, Not Harder

Enterprises are starting to leverage artificial intelligence (AI)-enabled technologies (intelligent virtual agents (IVAs), predictive modeling, speech analytics, etc.) to thrive in this era of the personalized customer journey. Consumers of all ages are showing a preference for self-service solutions over talking to agents or using chat, provided the automated applications do their jobs well and don't require too much effort. IVAs can automatically verify callers, eliminating the need for frustrating and costly agent-assisted identification and authentication processes. They allow customers to ask questions in their own words and personalize interactions. They support omni-channel environments so customers can start in one channel and move seamlessly to another without losing history or context. In the contact center, they are providing agents with the information they need from knowledge bases, customer profiles and other online sources to optimize and personalize each interaction and make the most of each sales opportunity.

Robotic process automation (RPA) is also finding its way into the contact center world. Today, much of the work performed by agents is done to comply with two-factor authentication and to meet the needs of the company. Of course, customers care about the security of their information, but they are not thrilled to be burdened with meeting authentication requirements, and surely do not care about the processes that agents have to follow to get a high quality-assurance score. For example, a customer does not want to wait while an agent types up their notes or copies and pastes data in multiple systems. Using automation frees agents to spend their time on customers' issues (instead of enterprise requirements), and will change the entire sales, service and collections experience by enabling them to do what should be a fun and interesting job.

The leading CBCCI vendors recognize that AI is the future of contact center technology. They are in the forefront of leveraging AI and machine learning in their solutions, including sophisticated routing capabilities, analytics (with a focus on predictive analytics) IVAs, chatbots, RPA, and WFO solutions such as workforce management (WFM), to improve forecasting accuracy and respond to intraday events. Some of the CBCCI vendors have natively built a foundational AI layer in their platform; others have acquired AI and machine learning capabilities; and a majority have partnered with leading AI technology providers such as Amazon Lex, Salesforce Einstein, Google and IBM Watson.

Worlds Collide

The worlds of interaction management and customer relationship management (CRM) are coming together. Instead of fighting to "own" the customer, CBCCI vendors are either offering their own CRM functionality and/or making it easy to integrate out-of-the-box to a third-party solution like Salesforce, Zendesk, Zoho

and others. When this happens, enterprises and small companies alike can take advantage of the full functionality and intelligence that comes along with the CRM system. Many CBCCI vendors have already laid the groundwork, allowing their agent user interface (UI) to be embedded in the CRM system, or vice versa, for integrated contact routing and omni-channel interaction handling. Some CBCCI vendors have taken it to the next level with the ability to embed other third-party apps and solutions into the agent interface, in addition to tighter coupling with WFO solutions. The result is integrated contact routing, omni-channel contact management, WFO, and customer journey analytics reporting, all within a unified interface. A significant benefit of this converged interface is the enablement of seamless transitions from app to email to short message service (SMS) to voice, and persistent data access from channel to channel through contact history and real-time context, to improve the outcome of interactions.

One-Stop Shop

Companies large and small need WFO applications to optimize employee performance and to capture and analyze customer insights. Once lagging in WFO capabilities, the CBCCI vendors are starting to make up for lost time. Most of the CBCCI vendors now offer native recording and integrated quality management (QM), including some analytics-enabled QM capabilities. Gamification is also becoming standard fare, facilitated by agents' expanded exposure to reports and dashboards. Post-interaction surveying has been elevated to omni-channel outreach and often includes the ability to analyze unstructured feedback using text and speech analytics. Some of the CBCCI vendors offer native WFM, contact center performance management (CCPM) and speech, text and desktop analytics; those that do not have partnerships and out-of-the box integrations to best-of-breed providers.

These are just a few of the very practical and high-value capabilities that are making their way into the current and next generation of CBCCI solutions, and there is a great deal more already available in the market. For companies that have not looked at their ACD or dialer in the past 5 years, it's time to do so. DMG recommends reviewing some of the leading CBCCI offerings and consider replacing existing solutions with applications that position agents to deliver an outstanding customer experience at every step of their journey.

2. Cloud-Based Contact Center Infrastructure Vendor Satisfaction Analysis

On an annual basis, DMG Consulting conducts independent customer satisfaction surveys to measure end-user satisfaction with vendors and their products, as well as their service, support, professional services, training and innovation. DMG conducts these analyses because they provide great insights into general market trends and end-user issues and concerns. DMG strongly recommends that prospects conduct their own satisfaction analysis by contacting at least 5 customers of their preferred vendor before making an investment.

This satisfaction study evaluates the performance of the 10 leading and contending vendors analyzed in detail in the *2018 - 2019 Cloud-Based Contact Center Infrastructure Product and Market Report*: 8x8, Cisco, Content Guru, Five9, Genesys, NewVoiceMedia, NICE inContact, Serenova, Sharpen and Twilio.

The research for DMG Consulting's customer satisfaction survey was conducted as follows:

1. The vendors were asked to provide contact information for 5 customers who had agreed in advance to participate in the satisfaction survey.
2. DMG Consulting sent the participating customers an email with a link to a web survey.

The survey consisted of 10 questions, which fell into the following categories:

1. Customer background – name of the cloud-based contact center Infrastructure vendor, applications being used, channels supported, top 3 - 5 purchasing drivers and top 3 - 5 ways the cloud-based contact center infrastructure solution was helping to engineer a better customer experience.
2. Product satisfaction – detailed questions about 20 aspects of product satisfaction, including: omni-channel capabilities, multi-skill routing and queuing features, agent interface and user experience, supervisor interface and user experience, administrator interface and user experience, IVR features and functionality, outbound dialing and campaign management features and functionality, recording features, quality management/coaching capabilities, AI/machine learning capabilities, automation capabilities, reporting/dashboards, business intelligence capabilities, compliance features, system security, system scalability, platform reliability, business continuity/disaster recovery capabilities, ease

of configuration/use/maintenance, ease of integration with third-party applications

3. Participants were also asked to rate their satisfaction with vendor performance across 13 categories, including satisfaction with the vendor’s current product, implementation, system availability/uptime, professional services, training, ongoing service and support, system upgrades, innovation, ease of doing business with the vendor, responsiveness to product enhancement requests, vendor communication, product pricing, and the customer’s overall level of satisfaction with the vendor.
4. Open-ended questions – top 3 - 5 strengths of the cloud-based contact center infrastructure solution, product enhancements they would like to see, and an open invitation for participants to express general thoughts about their experience with the vendor and solution.

A total of 30 customer responses (3 from each vendor) were received and analyzed. The vendor satisfaction ratings reported in this analysis were calculated by averaging the scores provided by customers for each vendor and category, using the point scale illustrated in Figure 54. Customer verbatims, which are a compilation of the open-ended responses from reference customers of all 10 featured vendors, are also reflected in this analysis. Since confidentiality is important to survey participants and respected throughout our process, the names of references and the companies that they represent are not directly attributed to any of the comments or ratings contained in this Report.

Figure 54: Customer Survey Rating Categories

Satisfaction Rating	Points Assigned
Completely satisfied	5
Highly satisfied	4
Satisfied	3
Somewhat satisfied	2
Not satisfied	1

Source: DMG Consulting LLC, November 2018

2.1 Summary of Survey Findings and Analysis: Vendor Categories

The Figures and analyses that follow represent the results of DMG Consulting's 2018 - 2019 cloud-based contact center infrastructure customer satisfaction survey. This section of the analysis examines customer satisfaction ratings across the 13 major survey categories, including: current product, implementation, system availability/uptime, professional services, training, ongoing service and support, system upgrades, innovation, ease of doing business with the vendor, responsiveness to product enhancement requests, vendor communication, product pricing, and the customer's overall level of satisfaction with the vendor.

As seen in Figure 55, most (53.8%) of the satisfaction scores for all vendors in the 13 major categories surveyed fell into the highly satisfied range (4.0 to 4.66). 38.5% of the average ratings were in the satisfied range (3.0 to 3.66); 4.6% were completely satisfied (5.0), 2.3% were somewhat satisfied (2.0 to 2.66); and 0.8% were not satisfied (1.0 to 1.66). Overall, the cloud-based contact center infrastructure references were highly satisfied (4.0 to 4.3) in 8 of the 13 categories they were asked to rate, and satisfied (3.7 to 3.9) in the remaining vendor categories.

Survey participants were most satisfied with the ease of doing business with their cloud-based contact center infrastructure vendor. This category had the highest average, 4.3. The top spot was held by NICE inContact, with a perfect score, 5.0, followed by Cisco, Five9, Genesys, and Twilio, each with scores of 4.66. System availability/uptime, professional services, and overall vendor satisfaction, each with average scores of 4.1, were tied in second. Five9 and Twilio achieved a perfect score for system availability/uptime, followed by Cisco, NewVoiceMedia and NICE inContact, tied in second with 4.66. Five9 earned a perfect score for professional services; Twilio was in second place with 4.66. NICE inContact took the top spot for overall vendor satisfaction with a perfect score, and was followed by Cisco and Five9, tied in second with 4.66.

Current product, implementation, system upgrades and innovation were all tied in third place, each with an average score of 4.0. For current product, Five9 and NICE inContact led with 4.66, followed by Cisco, Genesys, and Twilio in second with 4.33. Genesys and inContact earned the top rank for system upgrades, with 4.66. Cisco and Twilio, each with 4.33, were tied in second. Five9 achieved a perfect score for implementation, followed by NICE inContact with 4.66. Cisco, Genesys NICE inContact and Twilio were the leaders in the category of innovation, each with scores of 4.66. Five9 and Serenova were tied in second with 4.0.

Two categories, responsiveness to product enhancement requests and vendor communication, tied in fourth place, both with an average score of 3.9. With scores of 4.33, Content Guru, Genesys, and Sharpen were tied in first place for responsiveness to product enhancement requests. Cisco, NICE inContact and Twilio were in second with 4.0. With 4.66, NICE inContact held the leading spot for vendor communication, followed by Cisco and Twilio, each with 4.33. Ongoing service and support was the fifth-highest-ranked category, earning an average score of 3.8. Cisco was in the lead with 4.66, Five9, NICE inContact and Twilio were tied in second with 4.33. Training and product pricing were tied in last place, earning an average score of 3.7. Content Guru, Five9, Genesys and NICE inContact were tied in first place for training, with scores of 4.33. Twilio was in second with 4.0. NICE inContact, Serenova and Sharpen all achieved top scores for product pricing, at 4.33, followed by Cisco and Five9 with 4.0. Figure 55 provides the average satisfaction ratings by vendor for each of the 13 categories surveyed.

Figure 55: Average Satisfaction Ratings, by Category

	8x8	Cisco	Content Guru	Five9	Genesys	NewVoiceMedia	NICE inContact	Serenova	Sharpen	Twilio	Category Average	Range
Current product	3.66	4.33	2.66	4.66	4.33	4.0	4.66	3.33	4.0	4.33	4.0	2.0
Implementation	3.0	4.0	3.66	5.0	4.33	3.66	4.66	3.66	3.66	4.33	4.0	2.0
System availability/uptime	3.33	4.66	3.0	5.0	3.66	4.66	4.66	3.66	3.66	5.0	4.1	2.0
Professional services	3.66	4.0	4.33	5.0	4.0	4.33	4.33	2.66	4.0	4.66	4.1	2.34
Training	3.66	3.66	4.33	4.33	4.33	3.0	4.33	1.66	3.33	4.0	3.7	2.67
Ongoing service and support	3.0	4.66	3.66	4.33	4.0	3.33	4.33	3.0	3.66	4.33	3.8	1.66
System upgrades	3.33	4.33	3.33	4.0	4.66	3.33	4.66	4.0	4.0	4.33	4.0	1.33
Innovation	3.33	4.66	3.0	4.0	4.66	3.66	4.66	4.0	3.66	4.66	4.0	1.66
Ease of doing business with the vendor	3.66	4.66	3.66	4.66	4.66	4.33	5.0	3.66	3.66	4.66	4.3	1.34
Responsiveness to product enhancement requests	2.66	4.0	4.33	3.66	4.33	3.66	4.0	3.66	4.33	4.0	3.9	1.67
Vendor communication	3.0	4.33	3.66	3.66	4.0	3.66	4.66	4.0	3.66	4.33	3.9	1.66
Product pricing	3.0	4.0	3.0	4.0	3.33	3.0	4.33	4.33	4.33	3.66	3.7	1.33
Overall vendor satisfaction ¹	3.33	4.66	3.0	4.66	4.33	3.66	5.0	3.66	4.0	4.33	4.1	2.0

Notes:

1. These scores do NOT represent the average of the other categories; this is a separate category where customers were asked to rate their overall satisfaction with all aspects of their vendor relationship.

Source: DMG Consulting LLC, November 2018

3. NICE inContact

Company Overview

Founded: 1997

Ownership: Public
(NASDAQ: NICE)

HQ: Salt Lake City, UT

of employees: ~5,900
(NICE)

Sales model: Direct,
indirect

Key verticals:
Government, healthcare,
financial services, retail,
e-commerce, business
process outsourcers
(BPOs), consumer and
business products and
services, travel and
hospitality

Product Profile

Product name: NICE
inContact CXone

Deployment models:
Public cloud, hybrid

NICE inContact is a global provider of contact center infrastructure, workforce optimization (WFO) and carrier services. Their cloud-based contact center infrastructure strategy is “to turn the customer experience into a competitive advantage by delivering a purpose-built cloud contact center suite that helps organizations achieve their business goals with greater ease and reliability.”

NICE inContact CXone is a multi-tenant, cloud-based contact center infrastructure platform. Omni-channel capabilities, which support concurrent session handling, include inbound, outbound and blended voice, interactive voice response (IVR), intelligent virtual agent (IVA), voice personal assistant (VPA), email, chat, short message service (SMS), co-browse, voicemail, video, fax, messaging and social media (Facebook, Twitter, Viber, Instagram). Out-of-the-box language support for user interfaces includes English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish.

NICE inContact integrates with third-party solutions using Direct SQL, HTML, Web Services, and REST APIs, which are documented in the developer portal. CXone uses a data lake architecture that provides a centralized repository for structured and unstructured data. Data is shared with third-party systems via RESTful APIs, integration with data cubes via direct data access, and data exports.

Functional Overview

Provisioning/ administration

NICE inContact CXone provides centralized administration with a consolidated interface for system configuration and user management. Role-based access to system features and functionality is controlled with granular permissions.

NICE inContact Studio is a visual, drag-and-drop interface that provides over 150 pre-defined routing actions for creating omni-channel contact routing flows. Voice portal functionality is also fully integrated. External data sources can be integrated using custom code snippets or SQL statements in the flow. For IVR scripts, web integrations (REST, SOAP) and direct database connections are supported.

User interfaces

MAX (My Agent eXperience) is a unified interface for omni-channel contact management. It offers an integrated WebRTC softphone or a downloadable version that can be customized. Contextual and persistent panels provide information from the customer relationship management (CRM) system, knowledge base, or other web-based sources. Agents can concurrently handle multiple digital contacts and/or add one or more channels to an existing interaction. Agents can call a supervisor for assistance, or MAX can be integrated with a third-party chat/messaging solution for bi-directional communication. Agents can also access personal, team and queue statistics.

An HTML5-based interface provides supervisors with access to administrative and monitoring functions, and consolidated views of real-time and historical data for managing agent, queue and contact

ACD

center performance. Supervisors can live-monitor, whisper-coach, barge in and take over interactions when required. A built-in messaging capability enables supervisors to send a message to a single agent or a broadcast notification to a group of agents.

IVR/IVA

Studio provides a visual scripting interface for developing omni-channel routing flows and defining business rules. NICE inContact CXone supports conditional, adaptive real-time, service-level, data-directed, sentiment-based, value-based, and skills-based routing of both inbound and outbound traffic across all supported media types. It also can perform analytics-based routing utilizing sentiment, language or topic detection. The call flow scripting engine uses REST and SOAP APIs for third-party CRMs to perform data dips and record look-ups, and to access custom variables and other data used in the contact flow.

CRM

CXone natively provides IVR functionality for inbound/outbound voice, agentless outbound, SMS and text. Supported features include dual-tone multi-frequency (DTMF), automatic speech recognition (ASR) and text-to-speech. IVR actions are integrated into the visual Studio interface for developing IVR scripts and routing flows. NICE inContact also partners with Plum Voice, Jacada and Cognicor to offer additional IVR capabilities.

WFO capabilities

NICE inContact has out-of-the-box integrations with Salesforce, Oracle, Microsoft Dynamics, Zendesk, Ivinex CRM, Spice CSM, Service Now, and Agent Cubed CRM. Other third-party CRM systems can be integrated via APIs.

CXone natively supports stereo and screen recording for voice and digital channels, quality management (QM), workforce management (WFM), surveying/voice of the customer (VoC), speech, text and desktop analytics. Performance management and gamification are provided through an original equipment manufacturer agreement (OEM) with Clearview. CXone Feedback Management (based on NICE's acquisition of Satmetrix) provides omni-channel customer surveys and benchmarking capabilities. It analyzes solicited, structured survey data.

NICE inContact CXone Quality Management Pro enables users to build and customize evaluation forms, score agent interactions, assign coaching content, and calibrate scoring methods. Any channel captured by the recording solution can be evaluated with QM. CXone Quality Management Analytics Pro adds speech and text analytical capabilities to QM to mine omni-channel contacts for trends, script adherence and sentiment.

NICE inContact offers two cloud-based WFM solutions, CXone Workforce Management Pro and CXone WFM Enterprise. CXone

Artificial
intelligence (AI)/
automation

Workforce Management Pro is an omni-channel forecasting and scheduling solution that provides intraday visibility, real-time adherence tools, and vacation/time-off management capabilities. CXone WFM Enterprise, which is based on NICE WFM, is offered for environments with more complex WFM needs. CXone WFM Enterprise is integrated with CXone ACD and leverages the same forecasting and scheduling capabilities to create training and development plans and can consider budget constraints, resource levels, full-time/part-time schedule mix, work patterns, alternative scheduling policies, average handle time (AHT) reduction, shrinkage level, etc.

CXone Interaction Analytics Pro is an integrated voice and text analysis solution; it utilizes the same natural language processing (NLP), machine learning, and sentiment analysis technologies for text as are used for voice interactions, to provide consistent analysis of all contact channels and passive customer feedback. CXone Desktop Analytics integrates with employee desktops to extract data from agent application utilization and desktop activities. Customer journey analytics is available with the CXone Analytics Enterprise solution.

AI-based self-service and agent support is available via partner solutions, including Cognicor, Inbenta, SmartAction, Lumen, ShopInSync and IMImobile.

NICE inContact CXone Workforce Intelligence is an integrated contact center operations engine that automates intraday operational adjustments. It triggers actions to enact routing or workforce changes to respond to real-time conditions and achieve service levels.

CXone Interaction Analytics Pro uses NLP and natural language understanding (NLU) technologies, and supervised and semi-supervised machine learning for building linguistic models for out-of-the-box categorization and topic identification.

NICE Robotic Process Automation (RPA), which supports attended and unattended automation, is also available to NICE inContact CXone clients. NICE has an open framework, so their rules-based RPA engine can be integrated with any machine learning, chat bot, NLP or other AI technology.

Security/
compliance

NICE inContact CXone supports Federated Identity Management through Identity Provider (IDP)-initiated log-in using OpenID Connect. User authentication is performed using Okta, Auth0, Ping Identity or any third-party Intrusion Detection and Prevention (IDP) system that supports OpenID Connect. Audit trails provide administrators with complete details on all moves, adds or changes within the platform. NICE inContact utilizes FIPS 140-2 compliant AES 256 encryption. Recordings are encrypted at rest and in transit.

**Disaster recovery/
business continuity**

NICE inContact also offers secure file transfer protocol (SFTP) and virtual private network (VPN) connectivity services, VoIP encryption (SRTP, TLS), VOIP over MPLS and VPN and https for encryption of data sent over the Internet.

NICE inContact is accredited to SOC 2 Type 2 (The Cadence Group 2014) and PCI DSS Level 1 (March 2015) Attestations of Compliance. CXone received FedRAMP Authority to Operate (ATO) in April 2018.

NICE inContact uses a combination of their own data centers in the US, Germany and Australia, and Amazon Web Services (AWS) in the US, Europe and Asia Pacific. NICE inContact CXone operates in an active/active configuration; automatic failover is built into the architecture. The core IP network is connected via a dual SONET ring backbone (two redundant fiber links), with redundant edge routers, core routers, firewalls and VoIP hardware, multiple ISP and toll-free carriers. Each server center functions as both a primary location and as a back-up to the other server center. Complete and incremental backups are performed. All data centers are backed up in real time. When service disruptions occur, customers are sent an email notification and are instructed to review the Trust page.

Service level agreements (SLAs)

NICE inContact guarantees a 99.99% up-time service level. NICE inContact maintains a technical support and network operating center that provides 24/7/365 system monitoring and management for software applications, hardware and carrier connections.

Future

NICE inContact utilizes an Agile development methodology. They issue 3 major releases per year and intermittent service updates, as required. Planned enhancements during the next 12 – 18 months include:

- Native Salesforce Live Agent UI – ability to handle all interaction channels natively in Salesforce Live Agent UI, with embedded WebRTC, WFO, reporting, and omni-channel routing via CXone
- Predictive behavioral/advanced attribute routing – leverages customer attributes and predictive behaviors with a conditional rules engine for agent routing
- Customer context – full customer profile and journey in consolidated agent interface (MAX), including behavioral profile, journey history, analytics and sentiment
- AI bots for customers and agents – AI-enabled bots to support customer self-service and agent-assisted interactions
- Customer journey analytics – cloud-native capabilities to capture customer omni-channel journey contact data , including duration, outcome, sentiment, etc., for routing, agent enablement, WFM and reporting

About NICE inContact

NICE inContact is the cloud contact center software leader with the world's #1 cloud customer experience platform. NICE inContact CXone™ combines best-in-class Omnichannel Routing, Analytics, Workforce Optimization, Automation and Artificial Intelligence on an Open Cloud Foundation. NICE inContact's solution empowers organizations to provide exceptional customer experiences by acting smarter and responding faster to consumer expectations. NICE inContact's DEVone developer program is an extensive partner ecosystem, providing applications from partner companies on the CXexchange marketplace that are designed to integrate with CXone. NICE inContact is recognized as a market leader by the leading industry analyst firms. www.niceincontact.com

About DMG Consulting LLC

DMG Consulting LLC is a leading independent research, advisory and consulting firm specializing in contact centers, back-office and real-time analytics. DMG provides insight and strategic guidance and tactical advice to end users, vendors and the financial community. Each year, DMG devotes more than 10,000 hours to producing primary research on IT sectors, including workforce optimization (quality management/ recording), workforce management, speech analytics, text analytics, desktop analytics, customer journey analytics, enterprise feedback management/surveying, performance management, gamification, voice biometrics, cloud-based contact center infrastructure, dialing, interactive voice response systems, intelligent virtual agents and proactive customer care. Our actionable solutions are proven to deliver a lasting competitive advantage, and often pay for themselves in as little as three months.

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The image shows a footer section with a dark blue background on the left containing the DMG Consulting LLC logo and contact information. To the right of this section are five vertical bars of varying colors: light blue, purple, orange, dark orange, and dark blue.

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