2025 Conversation Intelligence Intelliview:

Introducing Conversational Experience Orchestration »

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December 2025

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Conversation Intelligence has reached an inflection point in 2025, evolving from analytics software that transcribed and scored calls into the orchestration layer for autonomous customer service. Today's leading platforms execute actions end-to-end—initiating outreach, fulfilling requests, and resolving issues by converging conversational data, real-time intelligence, and automation to drive complex workflows across systems. Opus Research's 2025 Conversation Intelligence Intelliview profiles 9 leading providers, detailing their products, technology differentiators, business impact, and GenAI strategies to help enterprises evaluate solutions for improving customer experiences and operational efficiency.

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Intro & Key Findings

The Conversation Intelligence landscape in 2025 has reached an inflection point. What began as analytics software that transcribed and scored customer calls has evolved into something far more consequential: the orchestration layer for autonomous customer service.

Today's leading CI platforms are moving beyond systems that merely suggest next actions to those that execute them, initiating outreach, fulfilling requests, resolving issues from start to finish. This is where conversational data, real-time intelligence, and automation converge to proactively plan next steps, and initiate complex workflows across diverse systems, all in real time, driving unparalleled customer and business value.

Opus Research's 2025 Conversation Intelligence Intelliview includes detailed information from 9 leading solutions providers. This report outlines specific products and services, technology differentiators, business impact, and future strategies for advanced LLMs and GenAI. The goal is to help enterprises understand current state-of-the-art capabilities when evaluating solutions to improve overall customer experiences and operational efficiencies.

Key Findings

- Conversations are evolving into an active signal and control layer that not only understands interactions, but continuously decides what should happen next and triggers action across channels and systems in real time.
- Introducing Conversational Experience Orchestration (CXO) – a single, cohesive operating model leveraging a conversational fabric that fuses insight, reasoning, and action and becomes the steering mechanism for automation.
- Conversational data, real-time intelligence, and automation are coming together to drive measurable improvements in both operational performance and lived experience.
- New Opus Research data suggest CI technologies are benefiting a wide range of traditional contact center metrics with GenAI demonstrating significant value in enhanced summarization (55%) and efficient handling of customer interactions (35%).

From Conversation Intelligence to Conversational Experience Orchestration (CXO)

In 2024, most enterprises still treated Conversation Intelligence as a rear-view mirror. Insights derived from customer interactions were analyzed to understand what was said, generate a score, surface insights, coach humans. In 2025, CI is becoming something different. It is evolving into an active signal and control layer that not only understands interactions, but continuously decides what should happen next and triggers action across channels and systems in real time.

At the same time, many Contact Center as a Service (CCaaS) vendors are rallying around the language of Customer Experience Automation (CXA). That framing is useful, but incomplete. It focuses on automating the customer journey, yet it often treats the conversations themselves as one channel among many rather than the primary medium through which needs are expressed, promises are made, and problems are solved.

Opus Research takes a different view. We argue that conversations are the substrate of customer service and support. Customers, agents, and increasingly AI agents negotiate, explain, and coordinate in language. Systems of record and unstructured data stores are full of language. Even when machines start "talking" directly to other machines, they will do so through structured exchanges that can still be modeled as conversations, monitored for risk, and optimized for outcomes.

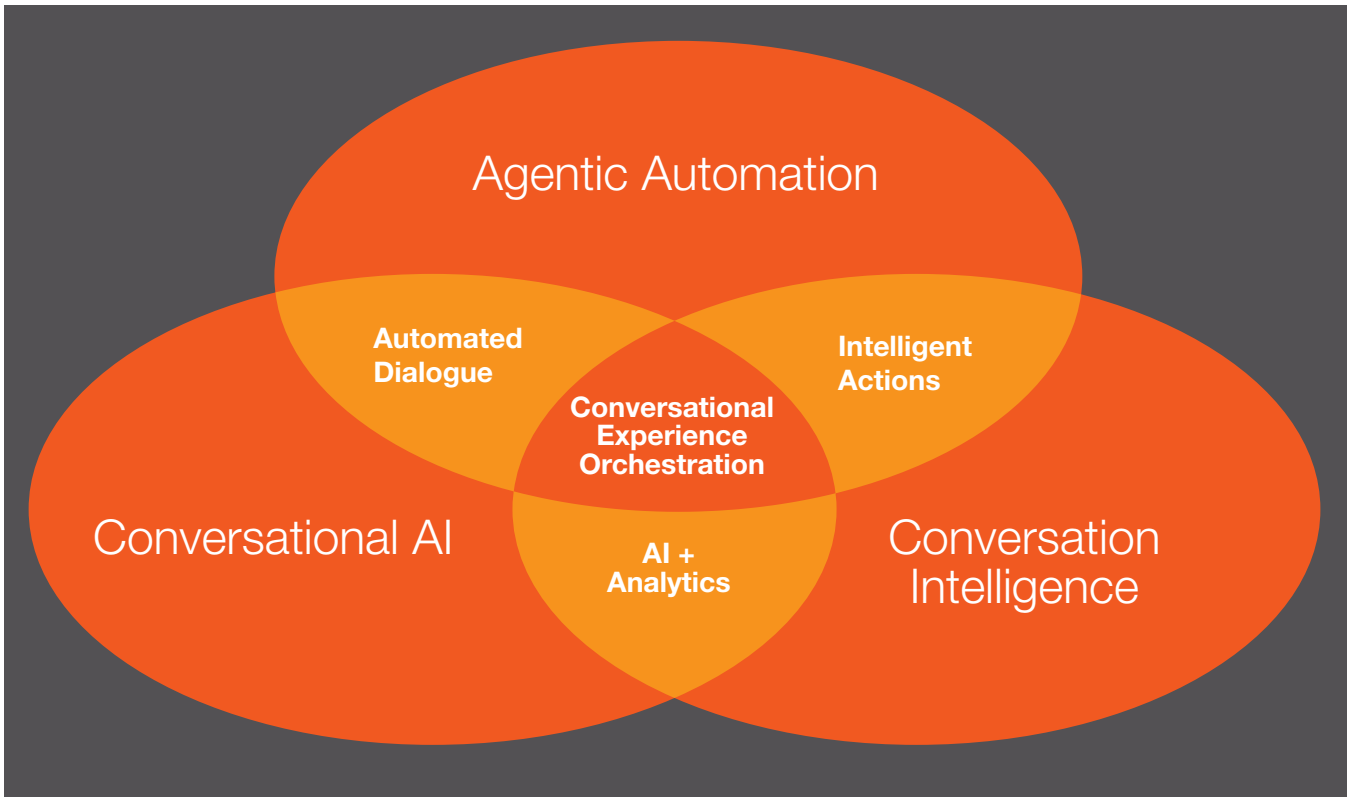
When that conversational fabric becomes the steering mechanism for automation, we arrive at what we call Conversational Experience Orchestration (CXO).

> *Opus Research defines Conversational Experience Orchestration (CXO) as the operating model that unifies Conversational AI, Conversation Intelligence, and Agentic Automation into a single loop. CXO listens to every interaction, understands what is happening, decides what should happen next, and then executes and monitors those actions across channels and business systems to shape the customer and employee experience.*

CXO as the next frontier in customer experience unifies Conversational AI, Conversation Intelligence, and Agentic Automation into a single, cohesive operating model: Conversational Experience Orchestration (CXO). Instead of fragmented systems, CXO fuses insight, reasoning, and action. It creates an intelligent layer where agents learn from every interaction, proactively plan next steps, and initiate complex workflows across diverse systems, all in real time, driving unparalleled customer and business value.

CXO creates an intelligent layer where agents learn from every interaction, proactively plan next steps, and initiate complex workflows, driving unparalleled customer and business value.

Figure 1: Introducing Conversational Experience Orchestration (CXO)



In this sense, "Conversational Experience" is a term of art. It refers to the experience of interacting with a brand through conversation whether you are a customer, an agent, a partner, or an AI agent acting on their behalf. It is the sequence of language-based exchanges, plus the tasks they trigger, plus the way that sequence feels and performs for everyone involved.

"Orchestration" captures the shift in where value is created:

- **From analyzing conversations after the fact,**
- **To augmenting agents in real time,**
- **To orchestrating a fleet of human and AI agents, workflows, and systems based on conversational signals.**

In a CXO model:

- CI platforms no longer sit on the side as analytics tools. They become the real-time intelligence layer for CXA, continuously interpreting conversations and triggering the right next action.
- Conversational AI, copilots, and autonomous agents no longer act in isolation. They are orchestrated as part of a coordinated experience, with behavior governed by shared policies, guardrails, and objectives.

- Experience and business metrics such as CSAT, NPS, FCR, revenue per interaction, and containment rate become live optimization targets. The orchestration layer does not just report on them. It actively steers toward them.

How CXO Relates to CXA

CXA and CXO are not competing buzzwords. CXA describes the broader shift to automating customer journeys and service work. CXO describes the conversation-centric way that shift is implemented:

- CXA asks: "Which pieces of the customer experience can we automate?"
- CXO asks: "Given what is happening in this conversation right now, what is the best next action, and who or what should take it?"

For buyers, this distinction matters. A CXA offering that lacks a strong CXO layer risks automating in the dark, with brittle rules and limited visibility into why customers behave the way they do. A CXO-capable platform, by contrast, uses CI to understand intent and context, uses agentic AI to plan and act, and closes the loop by measuring the impact on real outcomes.

Yet this convergence does introduce new complexity. As systems gain autonomy, questions of governance, transparency, and control become critical. How do organizations ensure AI operates within business rules and regulatory requirements? How do they maintain oversight without sacrificing speed? How do they balance the efficiency of automation with the judgment required for nuanced situations? The vendors succeeding in CXO aren't just those with the most sophisticated AI, they're those who've solved for safe, auditable, controllable deployment of autonomous capabilities at enterprise scale.

In the remainder of this report, when we evaluate Conversation Intelligence vendors, we are therefore not just asking who can "analyze interactions" most accurately. We are asking who is building toward a full Conversational Experience Orchestration model: one where conversational data, real-time intelligence, and automation come together to drive measurable improvements in both operational performance and lived experience.

Goal-Driven Automation Extends Across the Business

Beyond the contact center, a broader infrastructure is emerging to support this shift. New protocols enable AI agents to communicate and collaborate, complete transactions, and introduce new workflows. Secure connectors provide access to business systems. The friction between identifying a customer need and resolving it is collapsing, replaced by software agents that detect intent, take action, and close the loop autonomously.

Conversation Intelligence is the sensory and command system that enables goal-driven automation. Today's leaders in CI:

- Generate reliable, multimodal signals from every customer interaction
- Transform those signals into safe, supervised autonomous action
- Demonstrate measurable business impact at scale: faster resolution, lower cost to serve, higher satisfaction

Customers increasingly accept and even prefer automation when it solves their problems quickly. Buyers reward platforms that handle the work invisibly, freeing specialized workforces for complex, high-value interactions that require human judgment.

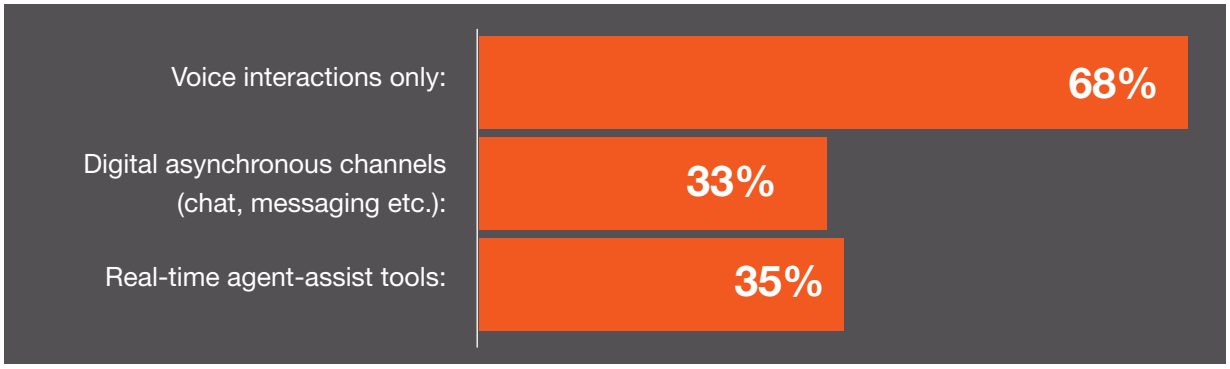
Data Insights: Tracking the Growth of Conversation Intelligence

To assess the current momentum and expanding deployment of Conversation Intelligence (CI) platforms, Opus Research asked solution providers to self-report specific data on existing field deployments. We have aggregated the data below to understand trends in interactions by channel, actionable business metrics, and what the integration of GenAI means for contact center operations.

The research offers an industry snapshot: Adoption of CI solutions is growing. Organizations seek proven evidence of operational savings, improved customer experiences, predictive analytics, and transformed workflows resulting directly from embedded AI intelligence.

In Figure 2 below, Opus Research found that voice continues to be a primary channel for analyzing conversations with 68% of current deployments classified as "voice interactions only." Yet the deployment landscape is diversifying. Roughly one-third of CI implementations involve digital or asynchronous channels, and more than a third now leverage real-time agent assistance—signaling a shift from retrospective analysis toward proactive engagement and augmented agent support.

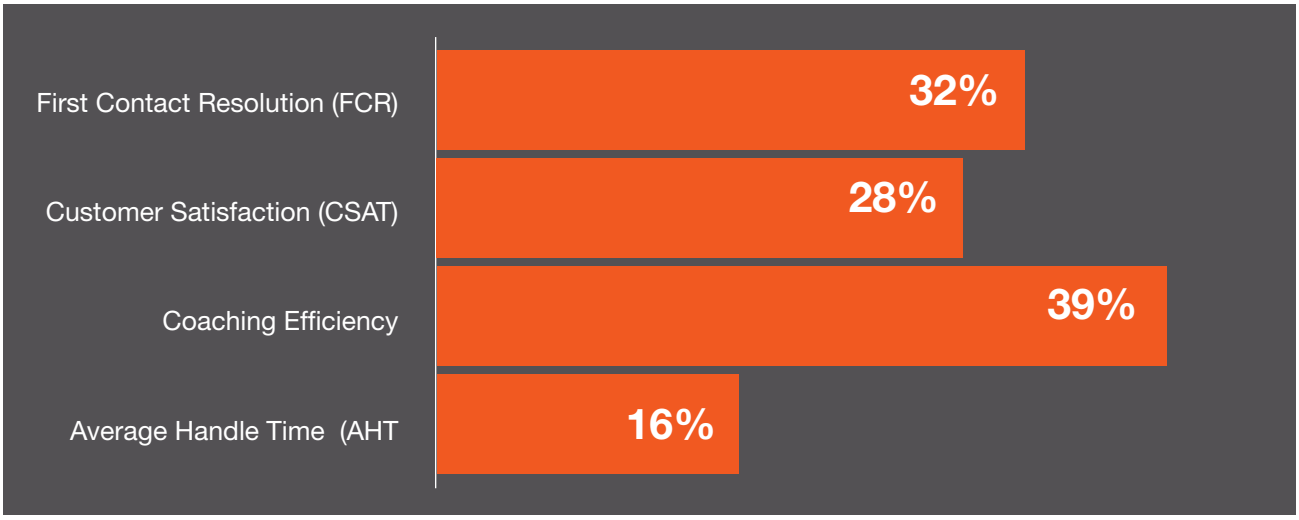
Figure 2: Interactions by Channel Used for Analyzing Conversation Intelligence



SOURCE: Opus Research survey data (2025)

When asked about how CI technologies benefit a wide range of traditional contact center metrics, the solution provider data provides some much-needed evidence of ROI. Vendor calculations pointed to significant contact center improvements (Figure 3 below) in first contact resolution (32%), reduced agent handling time (16%) and a bump in customer satisfaction (28%). Additionally, operational gains were seen with coaching efficiency improvements in 39% of deployments.

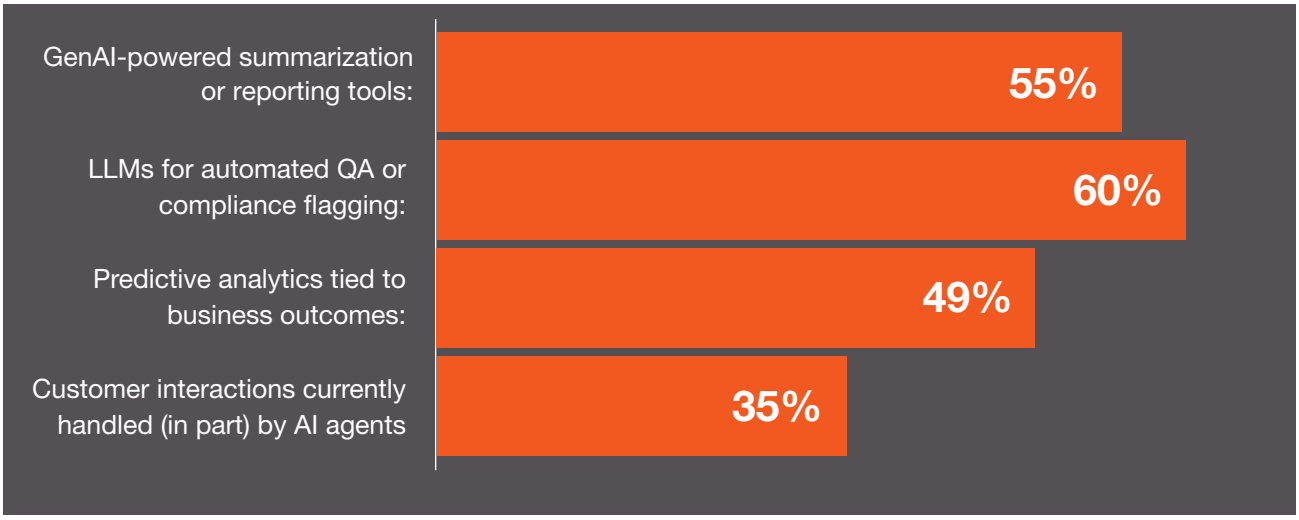
Figure 3: Impact on Contact Center Metrics by Leveraging CI



SOURCE: Opus Research survey data (2025)

AI is demonstrating significant value as GenAI marks a qualitative leap in the capabilities of CI technologies. According to the research, businesses are leveraging GenAI for a variety of advanced applications (Figure 4 below). This includes enhanced summarization and reporting tools (55%), automated quality assurance and compliance flagging (60%), predictive analytics (49%), and the efficient handling of customer interactions (35%).

Figure 4: Demonstrated Growth in AI and GenAI Adoption



SOURCE: Opus Research survey data (2025)

We've yet to truly see detailed business calculations and a clear, documented ROI in the use of GenAI among customer care organizations. But this small data snapshot provides growing evidence that GenAI-powered solutions are transforming how organizations analyze conversations and extract insights, driving both operational improvements and better customer experiences.

Roster of Solution Providers

In this report, we evaluate solutions to help enterprise customers choose providers from a diverse set of disciplines. Conversation Intelligence applies AI and machine learning technologies to analyze customer, employee, and prospect conversations across channels to discover intents, glean insights, improve business outcomes, and identify performance improvements.

Each company represented in this report responded to a request for information about their firms and the products, services, and capabilities they bring to the marketplace. We believe their offerings define current state-of-art capabilities for enterprises evaluating solutions to improve overall CXO and operational efficiencies.

Figure 5: 2025 Conversation Intelligence Intelliview Participants

CallMiner	Experienced leader in AI-powered conversational analytics to augment agents, insights, intelligence
Cresta	Leverages a unified AI platform to customize dynamic workflows that automate processes
Five9	Integrated orchestration engine, derives insights to action across entire service delivery infrastructure
Invoca	Bridges marketing, ecommerce, and CC intelligence for visibility across the entire customer journey
Medallia	Connects CC conversational data with enterprise-wide systems to provide cross-departmental visibility
NiCE	Advanced hybrid architecture that balances autonomous AI capabilities for reliable, scalable deployment
Observe.AI	QA-first architecture that prioritizes quality intelligence and workflows, moving to autonomous in real-time
SESTEK	Knovvu platform integrates proprietary ASR with humans & multi-agent AI framework to orchestrate workflows
Verint	Extensive conversational data assets to power both pre-built automation bots and customizable solutions

Evaluating Solution Providers: Understanding the Criteria

To derive scoring insights for participating providers, Opus Research reviewed responses to a detailed questionnaire, coordinated subsequent briefings, and followed up directly with solution providers for further guidance.

Solution providers are evaluated on the following key pillars:

Product Offerings / Platform Capabilities

Opus Research assessed technologies and services related to: core platform applications; agent assist and copilot capabilities; revenue-generating use cases; GenAI safety and data protection; real-time AI agent orchestration; multimodal interactions; and AI and human performance evaluation and coaching.

Highly differentiated and innovative offering; cutting-edge aggregation and analysis; feature-rich application of GenAI and LLMs; excellence in user design and capabilities.

Exemplary service offering; starting to incorporate GenAI and LLMs with legacy products; effectively addressing specific business needs and outcomes.

Solid offering leveraging proven and compliant technologies.

Integrations / Workflows

The assessment evaluates solution providers based on their ability to integrate with existing systems and workflows, apply predictive and prescriptive intelligence, and enable autonomous workflow orchestration at advanced levels.

Ambitious and widespread integrations with demonstrable business value; exceptional levels of autonomy, orchestration, and embedded actions.

Focus on analytics and identifying specific business outcomes; some visibility across business units; emerging autonomous workflow opportunities.

Clearly defined, routine workflows, base-level connectors, restrained coordination.

Track Record & Business Impact

Evaluation focuses on each provider's overall performance and credibility in the market, including details about their customer base, engagement strategies, representative use cases and deployment scope, measurable business outcomes, and pricing models or packaging approaches.

Large, growing customer base; broad spectrum of proven use cases; advanced differentiation and distinguished architecture

Significant field experience; demonstrated customer value with flexible pricing; able to scale at enterprise level.

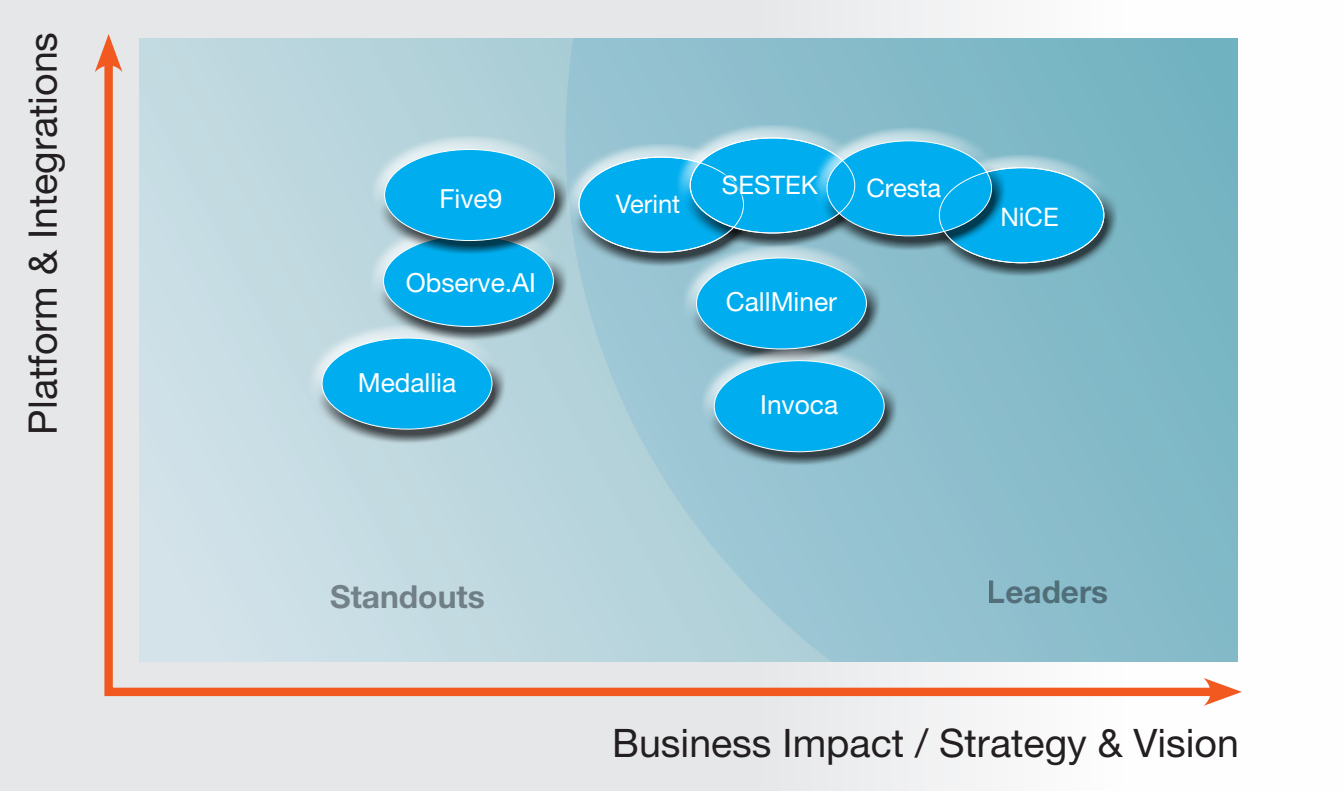
Demonstrated business value with standard business approach

Future Vision & Roadmap

An assessment of how vendors expand and refine their CI offerings in alignment with measurable business outcomes, commitment to innovation through the adoption of LLMs and GenAI, plans to maintain affordability and enterprise value, and ability to anticipate an evolving environment shaped by automation, multimodal data, and AI agent collaboration. Providers also shared how they expect CI and agentic automation to converge over the next 18–24 months.

- Ambitious plans for keeping pace with and integrating emerging technologies and practices while expanding the capabilities of their product suite
- Clear strategy for continued product improvements and adoption of new technologies, especially GenAI and LLMs
- Plans for organic future improvements to the product based on evolution of current products and services.

Figure 6: 2025 Conversation Intelligence Intelliview Map



LEADERS

Cresta

Cresta positions itself as both a CI platform provider and a transformation partner, with a focus on real-time agent support through an autonomous AI agent architecture. This architecture prioritizes enterprise scalability, low-latency performance, and deep integration with contact center systems. Cresta's unified AI platform encompasses Agent Assist, AI Assist, conversational intelligence and insights, quality management, and coaching capabilities within a single environment. Opera, the company's workflow engine, enables organizations to create and customize AI workflows that automate processes, reinforce best practices, and scale operational improvements across the contact center.

NiCE

Thanks to the acquisition of Cognigy, NiCE's technical architecture demonstrates a sophisticated approach to conversational AI through domain-specific CX models trained on extensive interaction datasets. The platform employs a hybrid methodology that balances agentic AI capabilities with deterministic, rule-based controls to ensure reliability and governance. The infrastructure is designed for enterprise scalability, enabling deployment across global, multi-region environments to meet the performance and compliance requirements of large contact center operations.

SESTEK

SESTEK's Knovvu Platform employs a tightly integrated approach combining proprietary ASR and acoustic analysis with generative AI capabilities. The platform utilizes a multi-agent agentic AI framework designed to orchestrate both autonomous AI-driven workflows and human-assisted processes. The platform also features unified performance management tools that provide visibility across both human agent and AI agent interactions, facilitating comprehensive quality monitoring and optimization across the contact center ecosystem.

Invoca

Invoca distinguishes itself by bridging marketing, ecommerce, and contact center intelligence within a unified platform, creating visibility across the entire customer journey. The company's approach emphasizes strong closed-loop attribution between conversations and revenue outcomes, enabling organizations to quantify the business impact of conversational interactions. Invoca's AI agents are trained on customer-specific conversation data to ensure relevance and accuracy in their respective deployment environments.

CallMiner

CallMiner provides comprehensive depth in voice analytics and omnichannel coverage, with extensive visibility across diverse customer interaction channels. The platform emphasizes strong compliance capabilities, addressing the regulatory and governance requirements critical to enterprise contact center operations. A unified framework for managing and analyzing performance across both human agents and AI agents enables organizations to maintain consistent quality standards and operational insights as they integrate autonomous AI capabilities alongside their traditional agent workforce.

Verint

Verint's differentiation stems from the substantial scale of its conversational data assets, which provide a foundation for training and refining AI models across diverse use cases. The company offers breadth through its packaged automation bots and open platform architecture, enabling organizations to deploy pre-built solutions while maintaining flexibility for customization and integration with existing systems. A key distinguishing factor is Verint's emphasis on moving from insight to closed-loop action, shifting the focus beyond traditional analytics to drive automated interventions and operational improvements directly within contact center workflows.

STANDOUTS

Five9

Five9 has deep integration within the company's broader Intelligent CX Platform suite, positioning CI not as a standalone analytics layer but as an orchestration engine that actively influences routing, coaching, and operational workflows in real-time. The platform's capabilities are deeply integrated into its CCaaS and workforce engagement management (WEM) ecosystem, while also offering extensibility into enterprise systems beyond the contact center. This positioning allows Five9 to leverage CI as a core enabler of adaptive, AI-driven customer experience orchestration across the entire service delivery infrastructure.

Observe.AI

Observe.AI offers a QA-first architecture that prioritizes quality assurance workflows as the foundation of its CI platform. The solution features an integrated ASR and correction layer designed to improve transcription accuracy, which is critical for downstream analytics and compliance applications. A key differentiator is Observe.AI's emphasis on explainability and evidence-based AI outputs, providing transparency into how the system reaches its conclusions rather than relying on opaque automation. Observe.AI enables organizations to build trust in automated insights while maintaining human oversight and accountability.

Medallia

Medallia has an emphasis on cross-departmental visibility, enabling organizations to surface contact center insights beyond operations teams to stakeholders across the enterprise. The platform's strength is its ability to connect contact center conversational data with enterprise-wide root causes and actions, bridging the gap between customer interactions and broader business processes, product development, and strategic decision-making. This approach allows organizations to identify systemic issues that manifest in contact center conversations but originate in other parts of the customer journey or business operations.

SESTEK

SESTEK is a Turkey-based conversational AI and contact center technology provider founded in 2000, with a portfolio spanning speech recognition, conversation intelligence, and agentic virtual assistants. The company operates across EMEA and other international markets, serving enterprises in financial services, telecom, retail, insurance, and public sector. Its flagship product family is the Knovvu Platform, which combines proprietary speech analytics with GenAI-driven automation and insights for customer experience operations.

Product Offerings / Platform Capabilities

SESTEK's conversation intelligence portfolio is centered on the Knovvu Platform, a cloud-native suite that unifies advanced analytics with agentic AI for both insight and automation across voice and digital channels.

SESTEK defines conversation intelligence as the end-to-end process of turning conversations across voice, video, chat, messaging, and email into structured data and then using that data to drive real-time and post-interaction action.

Key components include:

- Knovvu Analytics for deep speech, text, and acoustic analysis, including sentiment, emotion, context, and silence/interrupt detection.
- Knovvu Virtual Agent (VA) for agentic automation, built on LLMs, RAG, and a multi-agent framework with escalation to humans.

Core capabilities include:

- AI-generated summaries and AI Insights that surface outcomes, risks, churn signals, and compliance issues.
- Automated quality management combining rules, GenAI, and acoustic indicators.
- Ask GenAI natural-language querying over interaction data.
- Real-time agent assist with live transcription, sentiment tracking, and next-best-action alerts.
- Multichannel and multilingual analytics with proprietary ASR and cross-language normalization.

- Data privacy, governance, and security with full PII masking, role-based access, auditability, and compliance with global standards such as GDPR and HIPAA.

Integrations / Workflows

SESTEK positions Knovvu as an intelligence and orchestration layer that connects with existing CCaaS, CRM, WEM, and enterprise platforms rather than replacing them.

Capabilities and approach:

- Open APIs and webhooks support event-based and batch integrations.
- Bidirectional data flows allow enterprises to send raw interactions with metadata to Knovvu and receive enriched AI outputs such as sentiment, categories, QA scores, and predictions.
- Node-based, low/no-code workflows allow customers to construct automation flows and trigger external systems via HTTP nodes.

Typical workflows include:

- Creating CRM or WEM tasks based on negative sentiment, compliance risks, or churn signals.
- Triggering supervisor or agent alerts in real time during live interactions.
- Embedding contextual third-party data into agent assist and virtual agent flows via external API calls.

The platform supports human-in-the-loop controls for oversight and governance while automating large portions of analysis and decision-making.

Track Record & Business Impact

SESTEK's deployments focus on contact center performance improvement, compliance, and CX optimization across sectors such as banking, insurance, telecom, and e-commerce.

- Business impact themes include:
- Improved operational efficiency through reduced silence time, lower AHT, and improved FCR.
- Earlier complaint detection and resolution, reducing escalation and repeat contact.
- Increased self-service containment via virtual agents, allowing human agents to focus on high-value interactions.
- Revenue enablement through analytics that identify cross-sell and upsell opportunities.

Positioning and differentiation:

- Proprietary ASR and acoustic analysis tightly integrated with GenAI.
- Multi-agent, agentic AI framework for orchestrating autonomous and human workflows.
- Flexible LLM strategy supported by RAG and strong compliance guardrails.
- Unified performance management for both human and AI agents.

Future Vision & Roadmap

SESTEK's roadmap emphasizes deeper agent enablement, safer autonomy, and broader multilingual coverage.

Key directions include:

- LLM-powered coaching and structured training tools for agents and supervisors.
- Expanded cross-language and multimodal analytics with consistent evaluation models across global operations.
- Simulation and AI testing environments for validating virtual agent behavior before production release.
- An AI agent and tool marketplace to accelerate deployment of use-case-specific capabilities
- Memory and observability layers for agentic systems, enabling persistent context, improved personalization, and transparent performance management.

SESTEK frames its future around convergence of conversation intelligence and agentic automation, where insights directly trigger autonomous, governed actions across enterprise workflows, with humans focused on oversight, design, and continuous improvement.

About Opus Research

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support digital transformation. Opus Research is focused on the merging of natural language understanding, machine learning, conversational AI, LLMs, conversational intelligence, intelligent authentication, and digital commerce. **www.opusresearch.net**

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