Interaction Analytics Product and Market Report Reprint

2020/2021

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1. IA Satisfaction Survey and 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 7 featured IA solutions analyzed in detail in the *2020 – 2021 Interaction Analytics Product and Market Report*:

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 9 questions, which fell into the following categories:

1. Customer background – name of the IA vendor and the business units that are using IA.

2. Vendor performance: participants were asked to rate their satisfaction with their IA vendor performance across 10 categories, including product, implementation, training/workshops, ongoing service and support, professional services, product innovation, responsiveness to product enhancement requests, vendor communication, pricing, and overall level of satisfaction with the vendor.

3. Product capabilities – detailed questions about 10 aspects of product satisfaction, including the solution's omni-channel capabilities (ability to capture, aggregate and analyze data from all voice and digital interactions); artificial intelligence (AI) and machine learning (ML) capabilities; accuracy and tuning capabilities; automated discovery of issues that have not been pre-defined; correlation of disparate but related issues/topics, automated root cause analysis; analytics-enabled quality management (AQM)

capabilities; emotion detection; sentiment analysis; and ease of configuration, use and maintenance

4. Product effectiveness – detailed questions about 5 aspects of the solution's effectiveness, including the solution's ability to: understand the omni-channel customer experience, understand the voice of the customer (VoC) and customer preferences, provide agents with contextual real-time guidance/next-best-action recommendations, predict/anticipate customer behaviors (intent, propensity to buy, churn, etc.), and identify relevant and actionable data (time to insight)

5. Open-ended questions – top 3 strengths of the IA solution, the top 3 - 5 things you would have wanted to know prior to implementing an IA solution, product enhancements/additional capabilities that users would like to see, and an open invitation for participants to express general thoughts about their experience with the vendor and/or solution

A total of 21 customer responses (3 from each IA 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 3. Customer verbatims, which are a compilation of the open-ended responses from all of the survey participants, 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 38: 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, June 2020

1.1 Summary of Survey Findings and Analysis: Vendor Categories

The figures and analyses that follow represent the results of DMG Consulting's 2020 - 2021 interaction analytics customer satisfaction survey. This section of the analysis examines customer satisfaction ratings across 10 major vendor categories, including: current product, implementation, training/workshops, ongoing service and support, professional services, product innovation, responsiveness to product enhancement requests, vendor communication, pricing, and the customer's overall level of satisfaction with the vendor.

As seen in Figure 4, most (68.6%) of the satisfaction scores for all vendors in the 10 major categories surveyed fell into the highly satisfied range (4.0 to 4.66). 27.1% of the average ratings were completely satisfied (5.0); 2.9% were satisfied (3.0 to 3.66); and 1.4% were somewhat satisfied (2.0 to 2.66). Overall, the IA references were highly satisfied (4.14 to 4.71) in all 10 vendor categories they were asked to rate. In terms of vendor satisfaction, Verint achieved a perfect score, 5.0, across all 10 categories. Sestek was in second place, with perfect scores in 7 categories. Clarabridge was in third place, earning a perfect score in 2 areas.

Survey participants were most satisfied with the product innovation from their IA vendor. This category had the highest average rating, 4.71. Clarabridge, Sestek and Verint tied in first place with perfect scores, 5.0. NICE and OnviSource tied in second with 4.66. Professional services was the second-highest-ranked category, earning an average score of 4.61. Verint was in first place with 5.0, followed by Calabrio, OnviSource and Sestek, each with 4.66.

Three categories – ongoing service and support, vendor communication and overall vendor satisfaction – were tied in third place at 4.57. At 5.0, Sestek and Verint tied in top spot for all three categories. Clarabridge and OnviSource, each with scores of 4.66, were tied in second for ongoing service and support. Clarabridge took second place for vendor communication with an average score of 4.66. Clarabridge and Xdroid were tied in second place for overall vendor satisfaction, each earning a score of 4.66.

Two categories – training/workshops and responsiveness to product enhancement requests – tied in fourth place, both with an average score of 4.47. Sestek and Verint achieved a perfect score for responsiveness to product enhancement requests; Xdroid was in second with 4.66.

Implementation was the fifth-highest-ranked category, earning an average score of 4.43. Sestek and Verint took the lead with 5.0; Xdroid was in second with 4.66. With an average score of 4.38, current product ranked in sixth place. Verint led

with 5.0, followed by Clarabridge and Sestek at 4.66. At 4.14, pricing was the lowest-ranked category in terms of customer satisfaction. Sestek and Verint earned perfect scores, followed by OnviSource with 4.33. Figure 4 provides the average satisfaction ratings by vendor for each of the 10 vendor categories surveyed.

Figure 4: Average Vendor Satisfaction Ratings, by Category

	Calabrio	Clarabridge	NICE	OnviSource	Sestek	Verint	Xdroid	Category Average	Range
Current product	3.33	4.66	4.33	4.33	4.66	5.0	4.33	4.38	1.67
Implementation	3.66	4.33	4.33	4.0	5.0	5.0	4.66	4.43	1.34
Training/workshops	4.0	5.0	4.33	4.33	4.66	5.0	4.0	4.47	1.0
Ongoing service and support	4.33	4.66	4.33	4.66	5.0	5.0	4.0	4.57	0.67
Professional services	4.66	4.33	4.33	4.66	4.66	5.0	4.66	4.61	0.67
Product innovation	4.33	5.0	4.66	4.66	5.0	5.0	4.33	4.71	0.67
Responsiveness to product enhancement requests	4.0	4.33	4.0	4.33	5.0	5.0	4.66	4.47	1.0
Vendor communication	4.0	4.66	4.33	4.33	5.0	5.0	4.66	4.57	1.0
Pricing	2.66	4.0	4.0	4.33	5.0	5.0	4.0	4.14	2.34
Overall vendor satisfaction [1]	4.0	4.66	4.33	4.33	5.0	5.0	4.66	4.57	1.0

Note:

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, June 2020

About Sestek

Sestek is a global technology provider helping companies with conversational AI and Analytics solutions, to be data-driven, work efficiently and deliver better experiences for their customers. Sestek's AI-powered solutions depend on text-to-speech, speech recognition, natural language processing and voice biometrics technologies. For more information, please visit www.sestek.com or email to info@sestek.com.

About DMG Consulting LLC

DMG Consulting LLC advises enterprises, vendors and the financial community on all aspects of acquiring, operating, optimizing, developing and investing in the customer experience (CX) and its enabling technologies. A leader in vendor-agnostic research and consulting, DMG is the only firm whose expertise spans operations and technology. Its annual in-depth reports on contact center and back-office industry sectors, including contact center as a service (CCaaS), digital customer service, intelligent virtual agents, interaction analytics, robotic process automation (RPA), workforce optimization (WFO) and more, yield the accurate market sizing, trend identification, growth predictions, functional capabilities and pricing that DMG's global clients rely on to make critical business decisions.

This reprint is excerpted from the *2020 – 2021 Interaction Analytics Product and Market Report,* which was released in June 2020 with the permission of DMG Consulting LLC. More information about this Report and DMG Consulting is available at www.dmgconsult.com.

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