



VIEWPOINT ANALYSIS

CX Technology

Longlist Guide

November 2021

FOREWORD

Hello and welcome to the November 2021 Technology Longlist Guide. In this report, we focus on the exciting area of Customer Experience software (or CX as it is commonly known).

CX technology is very hot right now and the number of vendors occupying the space is testament to the need in the market. You will no doubt have some areas of customer experience covered, most businesses do, but our experience is that you will likely have some fundamental gaps, and those gaps will be damaging your reputation or sending your prospects to your competitors.

We explore some of the best technology from companies of all shapes and sizes. From start-ups to mega-vendors and everything in-between. We hope to give a taste and our 'viewpoint' on the vendors that are worthy of hitting your longlist in that next purchase process.

These are just a few of the great CX technology providers - we would encourage you to use the report as a springboard to discover how technology can change your team, your department, your business, and your industry.

If the options are overwhelming or if you just need an extra pair of hands, our [Viewpoint Analysis Guidance Services](#) might be useful:

Looking for ideas and inspiration? Try our Technology Carousel:

Tell us your challenge and let us introduce a carousel of different CX vendors that we believe can bring you fresh ideas and creative solutions.

Looking for a quick and efficient way to buy? Try our Meet My Need service:

Tell us what you need to buy? We will write up the requirement, recommend or select the vendors, brief the vendor sales teams and host the discovery call - just sit back and listen to how the very best vendors can meet your need in their proposals.

Chosen a vendor but just need that extra level of comfort? Try our Pre-Purchase Report:

Let Viewpoint Analysis perform a 360-degree investigation into your chosen vendor. We will provide all the facts that you need to have comfort in your initial selection, from customer references to a profile of the key executives that you need to know. Attach it to your board papers or funding request.

See more about our Guidance Services towards the end of the report.

Our next report (January 2022) features the **Finance Technology** area so look out for that in the coming weeks.

If you have any questions or comments, drop us a note at: contactus@viewpointanalysis.com.

Yours Sincerely,

Phil Turton
Managing Director - Viewpoint Analysis Ltd.



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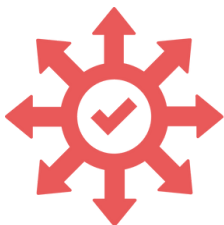
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The Longlist



VIEWPOINT ANALYSIS



LONGLIST VENDORS

Medallia	Experience Management
Genesys	Cloud Customer Experience & CCaaS
Zendesk	Service First CRM
eGain	Cloud Customer Engagement Hub
Five9	Cloud Contact Center
Qualtrics	Experience Management Software
NICE	Cloud Contact Center
Gainsight	Customer Success Software
Satmetrix	Voice of the Customer
LiveAgent	Helpdesk Software
Tealeaf	Data Analytics Software
Sprinklr	Unified Customer Experience Software
8x8	Customer Contact Center
Intercom	Unified Customer Communications
Content Guru	Cloud Communications Solution
LivePerson	Conversational Cloud Platform
UserZoom	Experience Insights
Podium	Interaction Management
Contentsquare	Digital Experience Analytics
Airkit	Low-Code CX Software
Odigo	Cloud Contact Center
Freshworks	Customer Experience Software
GetFeedback	Customer Feedback
Sitecore	Digital Customer Experience

MEDALLIA

Year Established: 2001

Technology Area: **Experience Management**

CEO: Leslie Stretch

Website: www.medallia.com

What do they do?

Medallia's strapline is "growth happens with experience". and the Medallia Experience Cloud helps customers to understand and manage the experience of their customers, employees, and citizens - capturing the voice of the customer, whomever that customer may be.

The technology captures 'experience signals' across a range of interactions - calls, digital, video, in-person, social media, and IoT. By understanding those signals, customers can 'reduce churn, turn detractors into promoters and buyers, create in-moment cross-sell and up-sell opportunities and drive revenue-impacting business decisions'.

The Medallia platform is used by over 1,000 businesses, including the likes of Shell, Paypal, and Hilton.

GENESYS

Year Established: 1990

Technology Area: **Cloud Customer Experience and Contact Centres**

CEO: Tony Bates

Website: www.genesys.com

What do they do?

'Experience as a Service' - Genesys believe it is crucial to make your customers feel 'remembered, heard and understood', such that every customer gets the experience they want, every time.

Genesys provides solutions that stretch across call center software, chat and voice bots, messaging, and AI. Their Genesys Cloud CX unifies customer and agent experiences across phone, email, chat, text, and social channels to improve response rates, increase first-call resolution and boost agent productivity.

Genesys work with customers of all shapes and sizes (large enterprise to SMB) - well-known brands include the likes of Sita, Siemens, and Microsoft. With thousands of customers, they are also installed in almost every major industry across 6 continents.

ZENDESK

Year Established: 2007

Technology Area: **Service-first CRM**

CEO: Mikkel Svane

Website: www.zendesk.com

What do they do?

They are the 'champions of customer service'. The Zendesk platform connects to customers over the telephone, chat, email, messaging, social, review sites, communities, and help centers - providing excellent service at the customer meeting point, and a seamless experience across each channel.

Working across 'service' and 'sales', Zendesk connects communication mechanisms together to provide a world-class customer experience. It also allows other applications and data sources to be brought into

the service or sales engagement to give a complete customer view.

Zendesk has over 160,000 paid customer accounts across 160 countries. Customer include Tesco, Uber and Mailchimp.

EGAIN

Year Established: 1997

Technology Area: **Cloud Customer Engagement Hub**

CEO: Ashutosh Roy

Website: www.egain.com

What do they do?

eGain is the customer engagement automation platform. Working across three product areas (Collaboration, Knowledge & AI, and Insight) they help some of the best-run businesses to improve how they engage and service their customers.

Their collaboration technology spans a range of areas, from dynamic call tracking and live chat, to virtual assistants and email management. eGain's knowledge & AI is all about helping customers get answers to their questions whether that be through the contact center or virtual assistant/chatbot technology.

The eGain technology is used by the likes of Barclays, AXA, Vodafone and BT.

FIVE9

Year Established: 2001

Technology Area: **Cloud Contact Center**

CEO: Rowan Trollope

Website: www.five9.com

What do they do?

Five9 is a leading provider of Intelligent Cloud Contact Center software for enterprises across the globe. The technology enables users to 'engage customers on their channel of choice, streamline your operations, and use the power of practical AI, automation, and the cloud to increase your business agility and exceed your customers' expectations'.

The cloud platform provides scalability and flexibility. Enabling agents to work anywhere. Five9 partners with leading technology businesses in the CRM, analytics, workforce management, and other complementary areas.

The platform is deployed across more than 2,000 customers and is responsible for more than 7 billion customer interactions each year. Customers include Lululemon, Citrix and Under Armour.

QUALTRICS

Year Established: 2002

Technology Area: **Experience Management Software**

CEO: Zig Serafin

Website: www.qualtrics.com

What do they do?

Qualtrics is a leader in the Experience Management (XM) category. They focus on designing and improving the experience of customers, employees, product, and brand. The platform has been deployed across more than 13,000 customers, including 85% of the Fortune 100.

Through 'experience design' and 'experience improvement', Qualtrics software aims to design breakthrough products, services, cultures, and brands - and then continuously improve customer, employee, product, and brand experiences.

Qualtrics recently purchased Clarabridge, to bring conversational analytics to the platform. Customers include the likes of Prudential, Samsung, Sony and Ferrari.

NICE INCONTACT

Year Established: 1986

Technology Area: **Cloud Contact Center Software**

CEO: Barak Eilam

Website: www.niceincontact.com

What do they do?

The NICE CXone platform aims to 'turn every interaction into a lasting, meaningful connection' across both customer and employee experiences. A leader in Cloud Contact Center software,

CXone combines Customer Experience Management, Omnichannel Customer Service, and Adaptive Workforce Engagement underpinned by AI, to provide a digital-first, hyper-personalized environment for both customers and company employees.

NICE provides Contact Center technology for more than 25,000 customers in more than 150 countries. Customer range from American Airlines to Unisys and from Visa to Accenture.

GAIN SIGHT

Year Established: 2009

Technology Area: **Customer Success Software**

CEO: Nick Mehta

Website: www.gainsight.com

What do they do?

Gainsight helps businesses to 'deliver the outcomes your customers expect at every stage of their journey'. What does that mean? They help companies to prevent churn by identifying at-risk customers, creating processes to mitigate concerns, and helping ramp engagement efforts.

The technology is focused upon four key areas; Customer Success, Product Experience, Revenue Optimization, and Customer Experience - all coming together in the Gainsight Customer Cloud, building a complete view of your customer.

The Gainsight platform is used by the likes of Workday, Zendesk, Seismic and Marketo.

SATMETRIX

Year Established: 1997

Technology Area: **Voice of the Customer**

CEO: N/A - owned by NICE

Website: www.satmetrix.com

What do they do?

NICE Satmetrix is a leading 'voice of the customer' technology platform, enabling users to bring together and analyze customer interactions, feedback, and operational data.

Customers now interact across multiple different technologies - from voice to chat and from SMS to Point of Sale. The Satmetrix platform is designed to allow users to understand what their customers 'think, feel, say and do' across the customer journey touchpoints, uncovering blind spots and improving the customer experience.

NICE Satmetrix work with the likes of Toyota Financial Services, Saint Gobain, and Experian to provide true omnichannel feedback.

LIVEAGENT

Year Established: 2006

Technology Area: **Helpdesk Software**

CEO: Viktor Zeman

Website: www.liveagent.com

What do they do?

LiveAgent is an all-in-one helpdesk software, providing over 130 ticketing features and over 200 integrations to customer tools, to provide an omnichannel ticketing platform.

The LiveAgent solutions operate across ticketing, live chat, call center, social media, knowledge base, and customer portal - with customers able to license the software for just ticketing; ticketing and chat; or an all-inclusive bundle of technology that spans the full spectrum.

The LiveAgent platform serves over 150 million users and 40,000 businesses across the world, including the likes of Forbes, BMW, Yamaha, and Airbus.

TEALEAF

Year Established: 1999

Technology Area: **Data Analytics for Customer Experience**

CEO: N/A - part of acoustic

Website: www.tealeaf.com

What do they do?

Tealeaf by Acoustic is the data analytics platform for customer experience teams. The technology captures every customer's view and actions and analyzes them in order to help understand the reason for the customers' behavior.

The Tealeaf software allows users to watch a replay of a customer's behavior or see a heatmap associated

with their actions on the website. Opening the customer experience to the development and sales/marketing teams so that they can improve platform performance and spot challenges quickly.

Tealeaf is used by the likes of RIU Hotels & Resorts, Paypal, and Roots.

SPRINKLR

Year Established: 2009

Technology Area: **Unified Customer Experience Management Platform**

CEO: Ragy Thomas

Website: www.sprinklr.com

What do they do?

Sprinklr is on a mission to enable every organization on the planet to make their customers happier! They are pioneering a new enterprise software category - Unified CXM, to help customers communicate across channels; harness experience data; and modernize customer-facing functions to enable them to work better together.

They believe that customers expect a brand experience that flows seamlessly from one channel to the next. The platform connects to over 30 different digital channels (e.g. Facebook, LinkedIn, CRM, Email) and uses AI to understand and create insight-driven strategies to improve the experience.

Sprinklr customers include Diageo, Honda, Samsung, and Prada, and they claim that 9 out of the top 10 most valuable global brands rely upon their software.

8 X 8

Year Established: 1987

Technology Area: **Integrated Contact Center**

CEO: David Sipes

Website: www.8x8.com

What do they do?

8x8 is a long-established leader in the communication technology arena. Founded in 1987, today the 8x8 eXperience Communications Platform offers an integrated voice, video, chat, contact center, and API solution to provide a unified, global communications environment.

By bringing the whole business onto one company-wide tool, customers are able to benefit from improved internal collaboration, improved customer experiences, and a more agile, productive workforce.

8x8 customers include Virgin Media, Regus, and Shimano and 8x8 caters to companies of all shapes and sizes with per user per month pricing options.

INTERCOM

Year Established: 2011

Technology Area: **All-In-One Customer Communications Platform**

CEO: Karen Peacock

Website: www.intercom.com

What do they do?

Intercom is a complete customer communications environment. The platform covers 'conversational' support, engagement, and marketing to address the key contact needs between customers and businesses.

The Intercom software allows users to address a number of areas. With 'Conversational Support' they provide an integrated messaging platform that covers the customer support area. With 'Conversational Engagement' they help to onboard, activate and re-engage customers. And with 'Conversational Marketing' the platform helps to convert more website visitors through their chatbot technology.

Customers of Intercom include over 25,000 businesses such as Facebook, Spendesk, Amazon, and Baremetrics.

CONTENT GURU

Year Established: 2005

Technology Area: **Cloud Communications Solution**

CEO: Sean Taylor

Website: www.contentguru.com

What do they do?

Content Guru is a UK-based Cloud Communication Solution provider and part of the Redwood Technologies Group.

The 'Storm Cloud Contact Center' provides a cloud-based multi-channel communications hub that connects customers through a variety of communication channels and integrates to internal application and data sources. Content Guru provides a range of solutions in the CX arena, including contact center, integration, knowledge management, and artificial intelligence.

Their technology is used by Sodexo, Rakuten, AXA, and the NHS. They claim to be Europe's largest Customer Experience and Experience solution.

LIVEPERSON

Year Established: 1995

Technology Area: **Conversational Cloud Platform**

CEO: Robert LoCascio

Website: www.liveperson.com

What do they do?

LivePerson has been at the forefront of modern customer interaction platforms for over 25 years. Starting in 1995 with the invention of Live Chat on websites, today they are also leading in the area of conversational AI.

Their AI-powered 'Conversational Cloud' has been behind more than 1 billion brand-to-consumer conversations through their AI chatbot technology. LivePerson allows customers to connect on the channel that is most appropriate for them, be it app, web, email, social, or elsewhere.

LivePerson is used by many of the world's best-known brands. They claim to have over 18,000 customers, including the likes of HSBC, Orange, IBM, and Virgin Atlantic.

USERZOOM

Year Established: 2007

Technology Area: **Experience Insights**

CEO: Alfonso de la Nuez and Dan Fishback

Website: www.userzoom.com

What do they do?

Customer Experience is so crucial to the success of the modern digital enterprise. Ensuring that a business can measure performance in this area, and track it over time, is where UserZoom works.

UserZoom's Experience Insights Management (XIM) 'is the combination of processes, strategies, and technologies that allow businesses to manage the gathering, analysis, and sharing of experience insights across all digital touchpoints'.

Customers include Google, Sky, Santander, and Kroger and the software is available in different license packages depending upon the needs and maturity of the purchasing business.

PODIUM

Year Established: 2014

Technology Area: **Interaction Management**

CEO: Eric Rea

Website: www.podium.com

What do they do?

Podium helps small and medium-sized businesses to stand out from their competitors and overachieve in their customer interactions. They believe that 'how you show up online determines who shows up at your door'.

The Podium technology starts with encouraging customers to capture more user reviews - building a reputation that then drives traffic. Once there, it's then about interacting with the potential customer in super-quick time via SMS and webchat. But Podium is so much more than that - including campaign management; online payments, video chat and more. All designed to 'convert conversations into customers'.

Podium claim that over 100,000 local businesses use their technology. Customers include the likes of Lazyboy, Vivint and Steward Health Care.

CONTENTSQUARE

Year Established: 2012


Technology Area: **Digital Experience Analytics**

CEO: Jonathan Cherki

Website: www.contentsquare.com

What do they do?

Contentsquare is 'on a mission to give every digital team the ability to measure how their actions affect user experience on their website, mobile sites and apps'.



Building a website or a new application is good - but it's vital to understand how users are interacting with it. Are they doing what you want them to? Are they looking at the key elements? Are they hitting issues that can be addressed by a design tweak? The Contentsquare technology aims to uncover and easily communicate how users interact with content and frame this information in an easy to visualize way.

They recently raised \$500m in a Series E funding round and acquired Hotjar to bring insights to the SMB space. Contentsquare has more than 12,000 users across more than 750 clients, including the likes of Dell, BMW, and NatWest.

AIRKIT

Year Established: 2020

Technology Area: **Low-Code Digital CX Platform**

CEO: Stephen Ehikian

Website: www.airkit.com

What do they do?

Airkit is aiming to 'build software to make customer interactions personalized, proactive and effortless' with their low-code Digital Customer Experience Automation Software.

The Airkit technology sits above the existing customer backend platforms (e.g. the contact center and others) to 'drive customer interaction in the last mile'. They help their users to quickly build hyper-personalized customer journeys across sales, service, and support, through a selection of pre-built technology building blocks for web, mobile, and voice applications.

Customers of Airkit include Open Table, First Republic, MefLife, and Royal Automotive Club.

ODIGO

Year Established: 1986

Technology Area: **Cloud Contact Center (CCaaS)**

CEO: Erwan Le Duff

Website: www.odigo.com

What do they do?

Previously featured in our social media channels, Odigo is a French-based provider of cloud contact centers. In 2021, they became a standalone business following their purchase by Apex Partners (from Cap Gemini).

Odigo provides an omnichannel customer experience through their Cloud Contact Centers as a Service (CCaaS). The platform links voice, chat, SMS, instant messaging, email, social media, and video to help create a seamless interaction between customer and agent.

Odigo claim to have over 250 customers across 100 countries. They include OUI.sncf, KparK, and Chronopost.

FRESHWORKS

Year Established: 2010

Technology Area: **Customer Experience Software**

CEO: Girish Mathrubootham

Website: www.freshworks.com

What do they do?

The Freshworks 'Freshdesk' platform provides a solution for customers to provide an omnichannel service. Their 'Omnichannel Suite' provides Support Desk, Messaging, Contact Center, and Customer Success solutions and can be licensed for either just the Support Desk or the full Omnichannel version.

The vendor aims to provide affordable software that is quick to implement and easy to use. Freshworks claim to have over 50,000 customers in over 120 countries, including the likes of Bridgestone, ITV, OfficeMax, and Vice Media. The business has grown quickly and now has offices in 13 countries across the globe.

GETFEEDBACK

Year Established: 2013

Technology Area: **Customer Feedback**

CEO: n/a - part of Momentive

Website: www.getfeedback.com

What do they do?

GetFeedback is used by companies across the world to collect, analyze, and act upon customer feedback in order to aid the customer experience.

Customers are able to license the package that is most appropriate to their needs - from just email and website feedback to a full multi-channel approach that also includes SMS, Chat, and Mobile Apps.

A part of Momentive.ai, Getfeedback is used by companies like Toyota, Carrefour, and KLM. They are a close partner of Salesforce and can integrate feedback data into any field, object, or record in the Salesforce environment.

SITECORE

Year Established: 2001

Technology Area: **Digital Customer Experience**

CEO: Steve Tzikakis

Website: www.sitecore.com

What do they do?

According to Sitecore, "Digital customer experience (DCX) is inseparable from the all-encompassing customer experience (CX), which includes in-store and other interactions in the physical world. If CX is about showing empathy, building trust, and human connection, DCX is the online expression of these efforts".

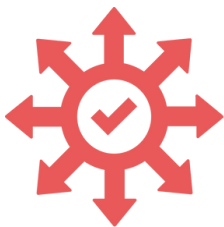
The Sitecore platform encompasses content (digital assets), experience (personalized content), and commerce (connecting the buying journey). Over 5,000 customer brands work with the software vendor including L'Oreal, Puma and Innogy

Viewpoint Analysis Guidance Services



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Ideas & Inspiration



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TECHNOLOGY CAROUSEL

FOR NEW TECHNOLOGY IDEAS

The CXO **Technology Carousel** is designed for Customer Experience leaders who know that they need new technology, but are not sure what is out there in the market and who might be able to help them.

The Viewpoint Analysis team will work with you to understand your business and your specific department. Our aim is to then determine where you believe your biggest technology weaknesses are such that we can use our experience to bring a selection of vendors to meet with you - the '**Carousel**'.

The IT vendors will all be fully prepared and will understand your issues - you can then sit back and listen to their ideas and opinions about how technology can help you and your team.

What Happens?

It all starts with our initial meeting or call. We just need a few short minutes to understand what you are trying to achieve and whether the CxO Technology Carousel is the right fit for both of us.

The next call or meeting is where we drill into the detail. We will be looking to really understand the challenges that you face and we will be documenting the key pieces of information such that we can fully prepare the right technology partners that we think can offer you some value.

As the term 'carousel' suggests - the fun begins when we bring a range of IT vendors and IT service partners to present their solutions and visions to you. We look to run these in individual 60-minute blocks over the course of a week or two - whatever your diary allows. Ideally, we would look to keep the carousel to a maximum of 5 partners - but this is often dictated by the breadth of your challenge.

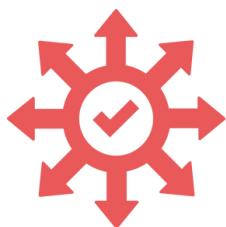
We think carefully about the carousel participants before we introduce them to you. Every carousel that we put together is different - the topics may be similar but the vendor/service provider list is never the same. They have to offer real value to the given situation - they need to inspire and demonstrate a unique potential solution to the customer issue.

By the end of the Carousel, we hope to have inspired you and introduced you to technology vendors that can drive your department and business forward.

Find out more at www.viewpointanalysis.com/cxo-carousel



Technology Procurement



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MEET MY NEED

PROCUREMENT SERVICE

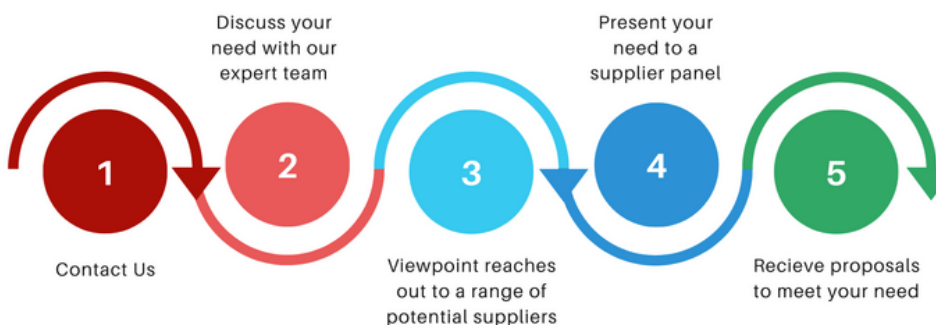
The **Meet My Need** service cuts down the time to select an IT vendor for a particular project by an average of 84%. We do this by acting as the match-maker between your 'need' and the vendors and service providers that can fulfill it.

Where the Technology Carousel is about bringing new ideas and vendors to your door, the Meet My Need service is the step beyond. It is for customers that know what they want but need help to do the market assessment. Our aim is to understand your challenge and what you are looking to achieve - and to take the burden of the early stages of the procurement process off your shoulders.

What Happens?

The Meet My Need service is all about shortcutting the procurement process. The Viewpoint Analysis team will:

- **Take time to scope out your needs.**
- **Create a briefing document for potential suppliers.**
- **Approach IT vendors and field the initial pre-engagement calls.**
- **Arrange and host a Supplier Briefing Panel.**
- **Collate supplier proposals to your need.**



In just two simple steps (initial discussion with Viewpoint Analysis and then the presentation at our fully hosted virtual Supplier Panel) you will have full access to the key vendors in your marketplace and they will have had the opportunity to understand your needs sufficiently in order to submit a proposal. It's then over to you to choose your preferred vendor(s) and discuss how you purchase and contract for the chosen platform - simple.

Find out more at www.viewpointanalysis.com/meet-my-need

Pre-Purchase Due Diligence



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PRE-PURCHASE REPORT

Have you selected your preferred technology vendor but just need that extra level of comfort? Perhaps you need to demonstrate that you have performed the independent due diligence needed before approaching the investment committee or the board?

The Viewpoint Analysis 'Pre-Purchase Report' is just that. It is the final investigation into a vendor before signing the contract and submitting the purchase order.

What Happens?

Simply tell us your choice of technology vendor and a short outline of the project, and we will do the rest. In a few short days, we will have a report on your table which covers the following areas:

- **Customer feedback** - we will interview existing users to give you a truly independent view of the vendor.
- **Executive Team Overview** - we will tell you the executives that you need to form a relationship with or have on your project plan for any customer support needs.
- **Opportunities and Cautions** - what do you need to be aware of and how might you improve the construct of purchase decision.
- **Key Financial Data** - we will look at the financial aspects of the business and report back on any concerns or areas to highlight.
- **Ad-hoc Questions** - if there are any particular challenges or concerns, we will do our best to research and to come back with an appropriate perspective.

What then?

The report is designed to be used to support your business case and investment request. We understand that you will be under pressure to move quickly and we will do our level best to conduct the relevant investigations in a timely manner. Our aim is to have the report back within the week.

Find out more about the Pre-Purchase Report at:

www.viewpointanalysis.com/pre-purchase-report



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Who are we?

Our role is to help end-user businesses to find and procure the very best technology to meet their needs. We offer support across the full IT procurement cycle - from awareness to purchase. Our services cover:

- **Vendor Showcase Services** - where we write reports and offer commentary to differentiate and showcase technology vendors across the world. Key reports include our 'Vendor Viewpoint' and 'One to Watch'. Each month we publish a technology 'Longlist' report detailing the key vendors that a customer really should know about in a given solution area.
- **End-User Guidance** - where we use our deep knowledge of the vendor community to help businesses to discover new technology partners to give them an unfair advantage. Our **CxO Technology Carousel**, **Meet My Need** service and **Pre-Purchase Report** cover all the key aspects of finding, selecting, and validating a new technology purchase

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