Digital Customer Service and Support

Cloud solutions enabling comprehensive customer support across digital engagement channels

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Digital customer service and support solutions provide a common platform for an organization to deliver help and support across a broad range of digital engagement channels from social to chat, email, and messaging. Leading platforms and product suites centralize help desk operations by aggregating customer inquiries and requests into a single, easy to use workspace where agents may manage multiple streams of engagement in a simple space. These solutions also empower organizations to offer more self-service options ranging from branded knowledge centers to AI-powered chatbots for automated responses to common issues or frequently asked questions.

AI, especially in agentic and generative forms, is further explored in this growing category to better personalize responses and content delivered to aid customers while also aiding agents with recommendations, guided decisioning, intelligent routing, and ticket prioritization. Conversational AI continues to be a demand to deliver robust self-service experiences for customers while generative AI has opened the doors to more workflows, automations and opportunities for AI-driven content creation for engagement and knowledge exchange. In the coming year, expect to see the most dynamic change in the knowledge offerings from these support platforms as enterprise and service level knowledge repositories become data graphs powering new AI opportunities.

This category of Digital Customer Service and Support encompasses the tools and requirements of help desk software, evolved into a more comprehensive automated support operations system capable of engaging with both agent and customer to deliver the best possible outcome for lasting, durable, profitable customer relationships. But thanks to AI, these solutions are now data, content and knowledge generation hubs that will impact operations far beyond service and support.

12 SOLUTIONS TO KNOW

Constellation evaluates over 40 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- **3CLOGIC**
- **FRESHWORKS**
- **GLADLY**
- **HUBSPOT SERVICE HUB**
- **MICROSOFT DYNAMICS 365 CUSTOMER SERVICE**
- **NICE**
- **ORACLE CX SERVICE**
- **SALESFORCE SERVICE CLOUD (WITH AGENTFORCE FOR SERVICE)**
- **SERVICENOW CUSTOMER SERVICE MANAGEMENT**
- **VERINT**
- **ZENDESK**
- **ZOHO DESK**

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Communication management across multiple digital channels including SMS, messaging, and email
- Ticketing and ticket support for agents, ticket assigning, and smart ticket routing
- Self-service support help and content delivery
- Aligned and integrated engagements, inquiries, and communications with customers to create a comprehensive view of a support or help experience
- Prioritized actions and next steps for agents
- Automated actions and response triggered by customer events, sentiment, or behavior
- AI-powered engagements including chatbots, predictive support, and content recommendations
- AI-powered tools to aid and guide agents through best responses, ticket prioritization, and smart routing
- Tools and recommendations to aid and support the agent experience
- Collaboration tools to enable cross-functional teams to resolve issues, answer questions, or deliver value to customers
- Activity capture into CRM (native tools or integrated/connected solutions)
- Organized response to inquiries and requests across key communications channels
- Analytics and reporting into customer engagement and agent interactions across channels
- Workflows to automate engagements, follow-ups, and issue closures
- Leading solutions including AI/ML functionality around data analysis, talk-to-text transcription, automated actions based on conversational analytics, and advanced customer intelligence and insights
- Integrations across core experience delivery solutions including CRM, contact center communications, and operational systems
- GenerativeAI and AI powered copilots for agents, including recommendations and automated content generation to personalize responses to customers
- Knowledge creation, collaboration, personalization and distribution capabilities to extend knowledge repositories beyond simple Q&A or FAQ libraries

BUSINESS THEMES

- Marketing Transformation
- Next Generation Customer Experience
- New C-Suite

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Liz Miller
VP & Principal Analyst

Liz Miller is VP and Principal Analyst at Constellation focused on the org-wide team sport known as customer experience. While covering all core pilars of CX (Sales, Service, and Marketing), Miller spends time zeroing in on the business demands on today's Chief Marketing Officer, the evolution of customer engagement, and the rising requirement for a new security posture that accounts for the threat to brand trust. A 28-year marketing veteran, Miller offers strategic guidance on the leadership, business transformation, and technology requirements to deliver on today's CX strategies. She has worked with global marketing organizations on transforming everything from business models to messaging in order to stay competitive in the shifting digital landscape.