



Conversational AI

Platforms to empower high value intelligent human interactions at machine scale

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

Conversational AI platforms simulate human conversation, enabling self-service and intelligent digital interactions between humans and machines. In early applications, rudimentary chatbots were the earliest use cases and limited to basic information delivery (e.g.: self-service FAQ responses) utilizing natural language processing (NLP) to understand and process human language. As Generative AI advances, these conversational copilots and assistants not only interact to solve problems but can engage with personality—and even empathy—to create dynamic bi-directional experiences between humans and machines.

Conversational AI uses a combination of AI technologies and techniques from machine learning (ML), natural language understanding (NLU), and NLP to establish robust sentiment and tone analysis, intent understanding, and cognitive analysis. Generative AI models continued to push the adoption and popularity of chatbots to better understand and respond to natural language, generate personalized responses and create content that is more resonant to a user's specific questions, situation or needs. The year ahead will see a similar explosion in conversational AI platforms as agentic AI brings new opportunity to advance virtual assistants beyond early use cases in contact centers and marketing applications.

Enterprise Conversational AI systems are used in many applications including chatbots, virtual personal assistants, Intelligent Virtual Agents (IVA), Interactive Voice Response (IVR) systems, voice assistants, virtual concierge, and intelligent copilots. Constellation Research continues to see more efficient and effective conversational AI systems being prototyped, beta tested and rolled out across the enterprise as “co-pilots” focused on both functional and industry specific tasks, especially in retail, healthcare, education, transportation, e-commerce, entertainment, hospitality, insurance, banking, and financial services.

Expect to see added pressure put on this space as enterprise technology leaders continue to voice concerns around training, access to proper data/systems, oversight, compliance, maintenance, accuracy of personalization and localization have been addressed. Also expect to see more vendors within functional segments (i.e. service, contact center, sales, IT service management, etc.) include conversational AI into their offerings, pushing customers to expect even more innovation from stand-alone platforms to push the needle and justify costs outside of existing stack environments.













LIKE WHAT YOU SEE?

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

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

13 SOLUTIONS TO KNOW

Constellation evaluates more than **20 solutions** categorized in the Conversational AI market. Of those solutions, the following 12 vendors are short-listed to be in our future market overview (MO) deep-dive Conversational AI report. We consider these vendors to offer a complete solution that might meet most of the enterprise conversational AI needs in addition to meeting the threshold criteria defined above. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

-  AISERA
-  AVAAMO
-  AWS
-  AZURE CHATGPT
-  BOOST.AI
-  COGNIGY
-  GOOGLE DIALOGFLOW
-  IBM watsonx Assistant
-  KORE.AI
-  OMILIA
-  SOUNDHOUND AI
-  VERINT
-  YELLOW.AI

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Context awareness
- Support for multiple most common human languages
- Automated reinforcement learning to improve outcomes
- Capacity to understand user intents and needs, personalizing conversations based on real time customer context
- Automated workflows including case escalation to smoothly transition service to an available human agent
- Customizable workflow management
- Natural Language Processing (NLP) capabilities
- Natural Language Understanding (NLU) capabilities
- Access to generative AI capabilities including integration with closed or open source LLMS
- Integrated with backend systems (ERP, HR, etc)
- Integrated with front end CX systems (CRM, Service, Knowledge and content management systems)
- Localization capabilities
- Security, Privacy, Authentication and Compliance
- Options to understand accents, pronunciation, emotions, sentiment, sarcasm, idioms, and colloquialism
- Robust conversational analytics and reporting
- Scalability
- Omnichannel capability
- Industry specific enhancements

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.

BUSINESS THEMES



Technology Optimization



Future of Work



Next Generation Customer Experience



Data to Decisions



Andy Thurai VP & Principal Analyst

Andy Thurai is an accomplished IT executive, strategist, advisor, enterprise architect and evangelist with more than 25 years of experience in executive, technical, and architectural leadership positions at companies such as IBM, Intel, BMC, Nortel, and Oracle. Andy has written more than 100 articles on emerging technology topics for publications such as Forbes, The New Stack, AI World, VentureBeat, DevOps.com, GigaOm and Wired.



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 pillars 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.

