



# Customer Service and Contact Center Software

Providing the best capabilities to drive leading customer service

November 2016

## CUSTOMER EXPERIENCE & CONTACT CENTER SOFTWARE

ASPECT  
AVAYA  
CISCO  
GENESYS  
INCONTACT

CONSTELLATION  
ShortList™

9  
solutions  
to know

INTERACTIVE INTELLIGENCE  
ORACLE  
SALESFORCE  
VERINT

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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 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.

### About This Constellation ShortList™

Customer service and contact center software helps solve customer challenges faster by offering the right tools and support, regardless of channel or device (e.g., phone, tablet, email, chat, text, website, Facebook, other social networks).

These offerings can effectively manage inbound communication for increased first-contact resolution, in addition to providing co-browse capabilities to allow visual communication for quicker query resolution. Additionally, they can support the reduction of cart abandonment and increase customer satisfaction with in-cart assistance.

This type of software provides personalized care through the use of analytics, offering insight into customers' behaviors for relevant, contextualized service that can predict future needs. Companies can identify new opportunities by integrating these customer insights into their companies' innovation processes. The software also creates seamless, online experiences with a knowledge base that learns from every interaction, enabling them to match content to consumer intent, which results in higher conversion rates.

The top solutions also provide smart customer self-service, allowing customers to help themselves by fostering peer-to-peer support communities and eliminating the need to reach out to the contact center.

## Threshold Criteria

Constellation considers the following criteria for these solutions:

- Self-service capabilities
- Case management
- Natural language processing for knowledge management and search
- Omnichannel and device customer journeys
- Mobile customer service and self service
- Queuing and routing
- Workforce optimization
- Predictive and prescriptive rules and advice, next-best action, natural scripting
- Customer feedback collection capabilities
- IVR, visual IVR
- Inventory optimization
- Mobile enablement
- Social and digital engagement
- Simplified user design (UX/UI)
- Reporting and customer analytics
- Integration to IoT (Internet of Things) platforms and devices
- Data dashboard and data visualization

## The Constellation ShortList™

Constellation evaluates over 25 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.

- Aspect
- Avaya
- Cisco
- Genesys
- inContact
- Interactive Intelligence
- Oracle
- Salesforce
- Verint

## Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 90 days as needed.

## Evaluation Services

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

## Business Themes



Next-Generation Customer Experience



Consumerization of IT & The New C-Suite

To learn more:

Visit [www.constellationnr.com/ShortList](http://www.constellationnr.com/ShortList)  
or email [shortlist@constellationnr.com](mailto:shortlist@constellationnr.com)



### Dr. Natalie Petouhoff Vice President and Principal Analyst

Dr. Natalie Petouhoff focuses on the integration of traditional business strategy and operations with social and digital business transformation

at scale. Her research dives into the latest trends in software that result in increased customer and employee engagement with major shifts in revenue and costs. She was previously a management consultant and systems integrator, a Forrester Research analyst and a digital and social media strategist – all roles that helped thousands of clients provide better customer experiences.

