Contact Center as a Service (CCaaS)

Cloud-based solutions for flexible contact center communications infrastructure and tools to optimize a customer's service and support experiences

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

Contact center solutions have largely stayed the course in function: enabling organizations to route, address, and resolve inbound customer interactions and engagements. Contact center as a service (CCaaS) shifted this critical front line of customer experience (CX) to the cloud with the promise of a scalable infrastructure and a flexible tool set to modernize the contact center that has become more complex. Looking ahead, experience teams are expecting more convergence across these segmented communications tools as a new breed of CCaaS tools offer these traditional inbound engagement interactions with fully integrated outbound dialing, predictive dialers, proactive cross-channel messaging and engagement, and more robust collaboration and workforce management tools.

CCaaS solutions have also undergone a massive shift thanks to the introduction of generative AI tools bolstering experiences for agents, supervisors and customers with superior, intuitive and easy-to-use interactive and intelligent tools including real-time content generation and data analysis. Agents and supervisors now expect smart co-pilots at the ready to help guide customers to positive outcomes. AI-powered tools including smart routing, intelligent workforce planning, agent assist, sentiment analysis, chatbots, Interactive Virtual Agents (IVA), data management, conversational intelligence and process automation have become core considerations in provider selection.

2025 will bring more AI-driven change with more robust analytics, experience augmentation through real-time personalized content creation and the reality of cross-functional CX operations come into view. But the AI proof of concept experiments initiated in 2023 and 2024 are struggling to become fully blown operationalized projects, adding pressure onto COO and Chief Experience Officers to push their AI intentions and budgets forward in the contact center. This is especially true of buyers still pushing their cloud shift agendas who are now being asked by the Board to showcase how AI will be deployed as a business transformation and differentiation tool. The pressure to perform will be intense and will increase scrutiny on value being delivered thanks to AI.

10 SOLUTIONS TO KNOW

Constellation evaluates more than 21 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.

- **8X8**
- **AVAYA EXPERIENCE PLATFORM™**
- **AMAZON CONNECT**
- **FIVE9**
- **GENESYS**
- **MICROSOFT DYNAMICS CONTACT CENTER**
- **NICE**
- **RINGCENTRAL**
- **TALKDESK**
- **ZOOM CONTACT CENTER**

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:

- Comprehensive communications capabilities including call management, call provisioning and routing and omnichannel communications across phone, email, live chat, social media, messaging and SMS
- Workflow management for process and engagement orchestration
- Flexible delivery models for private, public, and multicloud environments
- Cross-channel workflow and architected journeys to deliver comprehensive service, including always-on self-service content, chatbots, and interactive voice response (IVR) experiences
- Rich library of resources and agent engagement and support tools to boost performance
- Global infrastructure and network footprint for global reach and coverage
- Deep knowledge base and community resource center for users
- Application of AI and ML models for data analytics, smart routing, next-best agent action, virtual agents (text and voice), and chatbot engagement
- Advanced AI application for voice and sentiment scanning via natural-language processing
- Scalable pricing and service models
- Drag & drop designer and studios for self-service tools including chatbots and intelligent virtual agent (IVA)
- Collaboration workspaces for agent resources and problem solving across internal experts
- Security and privacy controls and rule-based/role-based data and account governance
- Documented uptime and network reliability for large-scale remote agent deployments
- Robust analytics and reporting on agent and platform performance
- Capacity to integrate video engagement and cross channel handoff in communications
- Outbound dialing systems
- Advanced AI and conversational intelligence capabilities to use LLMs and natural language understanding (NLU) to better understand, summarize and generate relevant, personalized and contextual conversations
- App marketplace or libraries to extend platform capabilities
- Integrations and connectors to business tools such as CRM, customer data platforms (CDPs), and core customer service operations and help desk solutions

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.

New C-Suite

Next Generation Customer Experience

Future of Work

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.