Telia ACE is Leader in SPARK Matrix: Contact Center as a Service, 2021

Quadrant
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2021
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Contact Center as a
Service

Telia ACE is Leader in SPARK Matrix: Contact Center as a Service (CCaaS), 2021

Contact center as a service (CCaaS) enables companies to enlist a pay-as-you-go model to get the resources as per their requirement, so that the companies can fulfill the need for a multi-channel approach designed for both employee experience and customer service purposes. These approaches mainly hold various features such as automatic call distribution (ACD), interactive voice response (IVR), email, text, chats, social media channels, computer telephony integration, and quality management - all these features are delivered and maintained by a single cloud provider. CCaaS primarily helps to improve both employee experience and customer experience by providing preferred communication channels, including live chats, emails, voice calls, and social media. It also allows seamless integration into a unified platform that promotes information tracking from various channels. Additionally, the CCaaS offers various critical customer information such as previous purchases, billing history, behavioral, demographic, and location data on a single interface for agents or employees, which helps to save time while improving the customer experience.

CCaaS also provides significant cost savings as it holds low upfront investments, low power costs and provides reduced IT staffing, streamlined billing, and reduced downtime. CCaaS allows organizations to meet their business needs and customer demands regarding reliability, scalability, and flexibility. Additionally, an improved business intelligence tool is also provided by CCaaS, which enables tracking the number of abandoned calls, record and review calls, monitor, and automatically adjust caller queues and voice responses on popups. The collection and analysis of contact center data thus play   an integral role in improving the interaction between customers and agents. The major CCaaS functionalities include inbound and outbound capabilities, omnichannel support, customer engagement, interactive voice response (IVR) and automatic call distribution (ACD), workforce management and optimization, reporting and analytics, automation, and artificial intelligence (AI).

CCaaS helps organizations deliver effective employees and customers experience with robust features like automation and embedded emerging

technologies. The automated customer experience offers out-of-the-box templates for agents to establish key performance indicators, define measurable goals, promote best practices, and track performance to guide the customer, from one stage to another. The integration with emerging technologies like AI and big data analytics enables organizations to collect and analyze large amounts of contextual data to automate the overall organization's business intelligence capability. The CCaaS also detects risk to reduce customer churn and enables customer retention with the help of AI by automating the detection of disappearance and risk warning signs. It also allows attaining visibility into the customer signal and critical events that detect a customer churn with CCaaS detection tools. The digital environment is continuously transforming, requiring vendors to expand their R&D budget and constantly enhance their platform's value proposition to ensure future market needs.

Users should partner with CCaaS vendors with robust technology strategy and roadmap for improving their platform features & functionalities, product strategy, and alignment with emerging transformational trends. The vendor's ability to accommodate emerging technology trends, include efficient remote workforce, democratization, evaluation, analysis & scoring, unified customer view, and complaint management tools, as they are rapidly increasing and are becoming key differentiators for selecting CCaaS. Additionally, CCaaS vendors focus on a high collaborative work environment with the integrated employee (EX) and customer experience (CX) solutions. Moreover, these platforms enable contact center agents to rapidly shift to the hybrid working environment, increasing flexibility with expanding the workforce, better resource access, and increased customer engagement with analytics. The companies also benefit from cost reduction by leveraging the cloud option, while remote working support and self-service options eliminate agents' engagement time and bring sales and services together.

The vendors also focus on implementing new innovative technologies into CCaaS to meet business and customers' requirements. It mainly includes transforming from multichannel support to omnichannel solutions, automation with artificial intelligence, machine learning, and natural language processing capabilities. Additionally, the companies continue to deliver more video telephony experiences through expanding user experience with other

touchpoints such as AR/VR. It also offers a business phone feature that allows cloud PBX for businesses. Lastly, the companies are moving towards providing cloud-based contact centers, system monitoring, security, automatic data collection, and recording in CCaaS.

Quadrant Knowledge Solutions' SPARK Matrix: Contact Center as a Service, 2021 research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. The study provides a comprehensive market forecast analysis of the global market in various geographical regions and the overall market adoption rate. It aims to provide strategic information for technology vendors to enhance their understanding of the market and support their growth strategies by evaluating different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes ranking and positioning of leading Contact Center as a Service vendors with a global impact. The SPARK Matrix includes analysis of vendors, including 8x8, Alvaria, Amazon Web Service, Avaya, Bright Pattern, CloudTalk, Content Guru, C-Zentrix, Dialpad, Enghouse Interactive, Evolve IP, Five9, Genesys, Lifesize, NICE, Odigo, Puzzel, Talkdesk, Telia ACE, Vocalcom, Vonage, and Worldline Contact.

Figure: Transformation of the Contact Center as a Service

Figure : Transformation of Contact Center as a Service
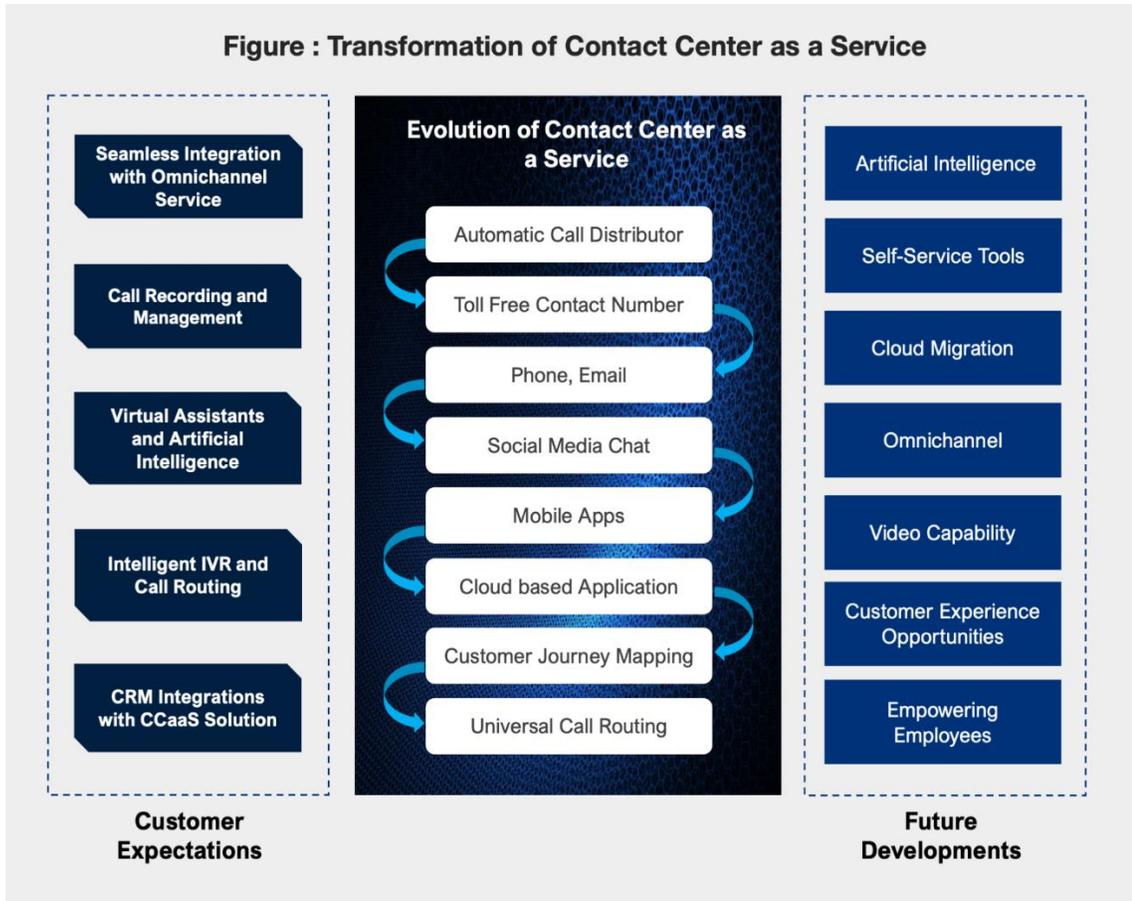
SPARK Matrix Analysis of the Contact Center a Service Market

Quadrant Knowledge Solutions conducted an in-depth analysis of the major Contact Center as a Service vendors by evaluating their product portfolio, market presence, and customer value proposition. The contact center as service market research provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall contact center as service market.

Technology Excellence	Weightage
Sophistication of Technology	20%
Competitive Differentiation Strategy	20%
Application Diversity	15%
Scalability	15%
Integration & Interoperability	15%
Vision & Roadmap	15%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global contact center as service market, "Telia ACE, with a robust functional capability of its contact center as a service platform has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned amongst the technology leaders in the 2021 SPARK Matrix of the Contact Center as a Service market."

Figure: 2021 SPARK Matrix: Contact Center as a Service Market
(Strategic Performance Assessment and Ranking)
Contact Center as a Service Market

SPARK Matrix™: Contact Center as a Service (CCaaS), 2021
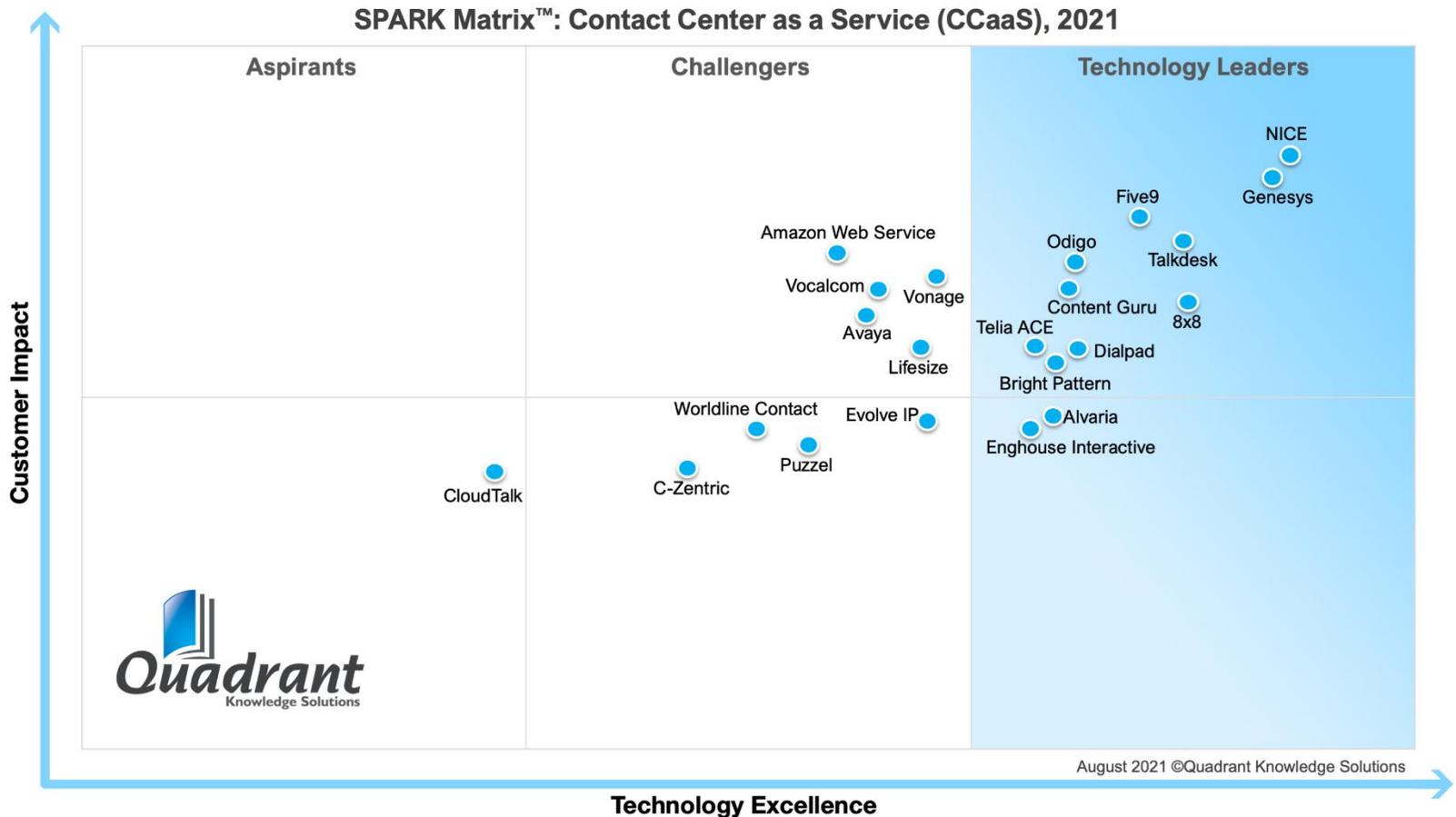
Telia ACE in the Global Contact Center as a Service Market

[Telia Company](#), founded in 1853 and headquartered in Stockholm, Europe, develops and delivers Telia ACE, a Contact Center as a Service platform based on extensive knowledge and a solid understanding of customer experience.

Telia ACE offers a comprehensive feature set and functionality for true omni-channel interactions. Functionalities include AI-powered conversational agents, central knowledgebase, AI-powered analytics and insights, a multitude of visual engagement features and agent assist capabilities. All features are configurable to suit unique customer needs and are backed by a Google CCAI partnership, Telia ACE allows business to purchase contact center functionality on an a-la carte basis. Telia's own expert staff and ACE marketplace, that provides a library of open APIs, ready-made addons and 3rd-party integrations.

Security and compliance are at the heart of the ACE development process. Telia ACE is ISO 9000, 14000 and 27000 certified. The platform has a robust authorization system that allows easy and correct access to functionality for all users, including administrators, customer service managers, and agents across multiple devices.

Key to Telia ACE versatility is one common routing engine for all channels. Routing is based on a multitude of inputs such as customer intent, customer id, customer engagement, historical contacts, agent skill and more. Versatility is further enhanced by ACE Conversational Hub that have APIs and readymade integrations to many 3rd party applications and services. It lets customers build powerful self-service solutions for text and voice with a modular approach to combine live service and AI-powered conversational agents including ACE Chatbot, ACE Conversational IVR and ACE Virtual Agent as well as support for BYO bots. The self-learning knowledge management platform ACE Knowledge makes it easy to create and maintain content to be used as the central source of information for the chatbot, smart FAQ, and internal agent support. Conversational IVR uses natural language capabilities to understand the intent to route calls to the right agent or self-service solution.

ACE E-sign is a versatile and secure digital signing feature that enables and automates document signing digitally.

Taken together this enables organizations to serve their customers across all channels and devices from telephony to digital and social media by automatic and assisted service. The agent tool offers one interface for all channels and all reporting and statistics is collected and presented in one interface.

Core functionality is accompanied by supporting features to follow up, analyze, fine tune and plan work in the contact center. With statistical reports, staff can easily identify at what time of the day the customers get in touch or when service goals are reached. Additionally, business intelligence tools make it possible to derive insights from large amounts of data and drill into complex queries for developing the business. The recording capability can record calls to document interactions with customers, whether for the purpose of coaching employees, documenting business deals, analyzing sentiment or securing evidence of threat calls.

Analyst Perspective

Following is the analysis of Telia ACE's capabilities in the Contact Center as a Service solution market:

♦ Telia ACE contact center as a service solution delivers seamless customer meetings and smart conversations. Telia ACE offers all the features necessary for an effective online and offline customer meeting, from smart FAQ and chatbot to live video. Customer conversations, regardless of channel, are routed with the common routing engine to the right service, either live or digital. Agents can work with a variety of different skillsets in combination with work levels to ensure a perfect match between customer intent and agent skill. Telia ACE offers various APIs that enable smooth client-side and back-end integrations, as well as adapters for out-of-the-box quick integration. Also, Telia ACE has already made adapters for the market's largest PBXs and CRM systems, such as Salesforce, MS Dynamics, Cisco, Avaya, and Mitel.

♦ Some of the key differentiators for Telia ACE contact center as service solution offerings mainly include AI & Automation capabilities as a fully integrated part of the platform. Telia ACE also offers commercial speech recognition and conversational solutions with a longstanding and persistent focus on AI with market-leading breadth of offerings such as conversational agents, analytics and insights, knowledge retrieval, agent assist. Additionally, Conversational Hub as a unique offering of the Telia ACE. The Conversational Hub is an AI middleware and conversations orchestration platform with ready-made deep integrations between ACE and 3rd party APIs and conversational platforms. Moreover, it also offers true omni-channel platform with all channels in one common routing engine, outbound and inbound, uniform statistics, administration and one agent interface. Lastly, the company also offers smart knowledge feeding for all channels and users with contextual and relevant answers based on natural language.

♦ Telia ACE contact center also holds a strong customer base, including some of the leading brands across industry verticals, such as banking, finance and insurance, government & public sector, energy & utilities, healthcare & life sciences, and logistics & transportation amongst others. In terms of geographical presence, Telia ACE has a strong presence in the European Union region. Some of the top use cases of Telia ACE mainly include a utility company where Telia reduce the number of agents from 800 to 225, reduce number of CCaaS platforms from 3 to 1 and reduce number of sites from 11 to 3. Another example is a public customer, Telia Ace enabled the operation to scale up their operation during the pandemic with both agents and an influx of interactions with 100 %. For one of the biggest healthcare regions in the Nordics Telia Ace has +4000 users spanning all the way from agents, doctors, nurses, physios too dentist using key functionalities from the Telia Ace stack. Additionally, it also provides chatbot and conversational IVR for agents and web visitors. Telia ACE also offers interaction analytics that combines data and insight analytics from voice and text engagements, and also offers complete AI and automation journey with Telia as AI advisor.

- Telia ACE faces competition from well-established and emerging players in the contact center as a service market. The company may also face a challenge in expanding across the North American, APAC, and MEA region due to the highly competitive landscape. However, with its comprehensive range of contact center as a service solutions offerings coupled with Google CCAI partnership and a strong focus on the large-size market, Telia ACE will expand its footprint across the other regions too.

- The major highlights of product roadmaps for Telia ACE mainly include focusing on improving Conversational Hub and provides enhanced integration with MS Teams. The company is also focusing on new mobile apps for iOS and Android and AI enhanced agent assist features in multiple channels. Additionally, the company is also focusing on offering new management tool for IVR and collaboration with virtual agents and also provide deep security and privacy capability.