**Publication date:**
06 Feb 2026

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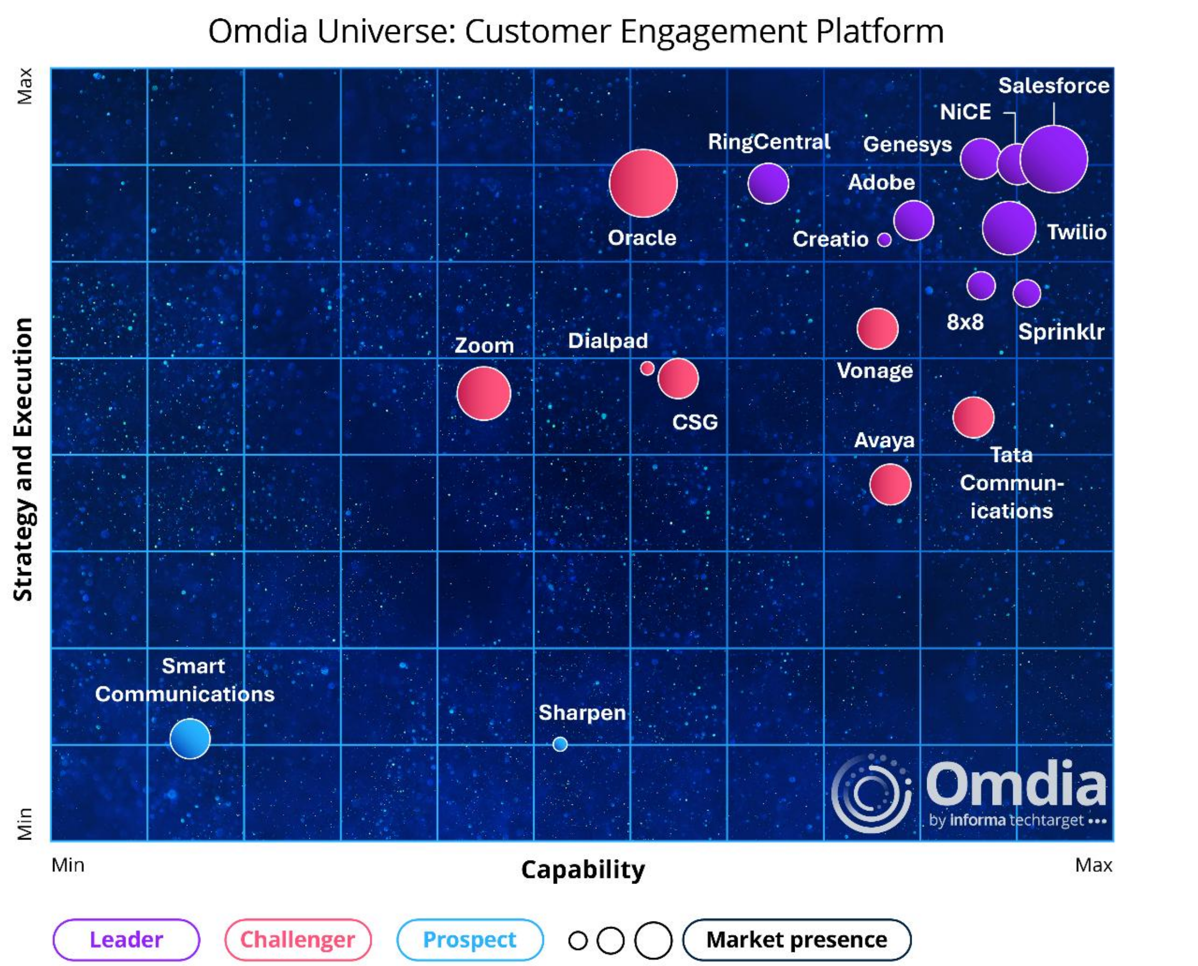
# Omdia Universe: Customer Engagement Platforms, 2026

# Summary

## Catalyst

The *Omdia Universe: Customer Engagement Platforms, 2026* provides invaluable insights into a rapidly evolving market where the urgency to adapt to dynamic customer expectations is higher than ever. With intense competition driving innovation, this Universe is critical for understanding how vendors are reshaping their offerings to deliver greater value and customer-centric solutions in the digital transformation era. This intelligence is essential for businesses to stay competitive and capitalize on emerging opportunities. Understanding these shifts helps technology leaders choose platforms that lower complexity while delivering meaningful customer outcomes.

**Figure 1: The Omdia Universe for customer engagement platforms**






Source: Omdia

## Omdia view

The customer engagement platform (CEP) market is entering one of the most transformative periods we have seen in more than a decade. What used to be a fairly predictable space—dominated by contact center upgrades, incremental digital channel adoption, and traditional workforce tools—has become a fast-moving battleground shaped by artificial intelligence (AI), data unification, architectural convergence, and rising pressure on enterprises to simplify their customer experience (CX) ecosystems. When we talk with technology buyers today, the theme is almost universal: they know customer engagement is evolving faster than their tech stack, and they want to know which engagement platforms can actually take them into the future rather than bolting new features onto old foundations. The purpose of this research is to answer exactly that.

One of the defining trends reshaping this market is platform convergence. Enterprises are actively rejecting the multi-vendor, multi-interface, multi-database approach that has historically defined customer engagement. Instead of running separate systems for UCaaS, CCaaS, digital engagement, workforce management, marketing automation, and analytics, organizations are gravitating toward platforms that unify as many of these functions as possible—or at least orchestrate them in real time. Vendors such as Genesys, NiCE, Sprinklr, 8x8, Dialpad, RingCentral, Vonage, and Sharpen are leaning into convergence from the communications and contact center side, while Salesforce, Oracle, Adobe, and Creatio approach it from the CRM and data orchestration angle. The trend is clear: the winning platforms will be those that reduce complexity, cost, and integration overhead while delivering richer context and more consistent experiences.

The second major trend reshaping the market is the shift from AI-assisted engagement to AI-orchestrated engagement. Only a year ago, AI in CX largely focused on summarization, transcription, sentiment, and maybe a chatbot or two. Today, organizations are evaluating AI agents capable of performing multi-step tasks, making decisions based on customer history and intent, and autonomously optimizing journeys. CSG, Sprinklr, Genesys, and NiCE are pushing aggressively into this space, while Avaya, Salesforce, and Adobe emphasize AI governance and flexibility—critical for regulated industries. What makes this trend so important is that buyers are asking whether it can scale accurately, safely, and predictably across the enterprise. That means the real differentiators now include governance, explainability, data quality, data privacy, model choice, and integration with existing business logic.

Third, the market is being shaped by a renewed focus on unified, real-time customer data. Nearly every vendor claims to offer some version of a unified profile, but the depth, latency, and completeness of these profiles vary widely. Platforms such as Adobe Experience Platform, Oracle Unity CDP, Salesforce Customer 360, NiCE CXone Mpower, CSG Xponent, Sprinklr Unified-CX, and Genesys Event Data Platform are redefining what "real time" actually means—shifting from nightly batch updates to live streaming data that continuously syncs across touchpoints. This trend matters because real-time, identity-resolved profiles power AI-driven next-best-action, personalized service, proactive outreach, and omnichannel continuity. Without this foundation, platforms cannot deliver on the promise of modern engagement.

Finally, the CEP market is being reshaped by industry-specific needs and deployment flexibility. Highly regulated sectors—financial services, healthcare, insurance, government—are accelerating modernization efforts but cannot compromise on data sovereignty, uptime, auditability, or governance. Vendors such as Avaya, Smart Communications, NiCE, Oracle, and CSG are thriving here because they offer hybrid deployment, sovereign cloud options, strict data controls, and domain-specific compliance frameworks. This matters because regulation is no longer a barrier to cloud adoption—it is a manageable hurdle that requires enterprises to choose platforms built with compliance at the core and, if needed, consider hybrid environments.

Together, these trends signal a market shifting from channel-centric tools to intelligent, orchestrated, AI-first engagement platforms. Understanding these dynamics is essential for buyers to select technology that will not only meet today's needs but remain relevant—and competitive—through the next decade of CX transformation.

# Analyzing the CEP Universe

## Market definition

The CEP market includes unified, data-driven systems that help organizations manage, orchestrate, and optimize every customer interaction across channels, from voice and chat to social, email, web, and in-app experiences. Unlike traditional contact center tools or standalone marketing systems, CEPs bring together communications, real-time customer data, AI, analytics, and workflow automation into a single platform that understands who the customer is, what they are trying to do, and what should happen next. It acts as the connective tissue across the customer journey, coordinating both human and AI-driven interactions, personalizing engagement in real time, and ensuring continuity as customers move between channels or devices. In practical terms, the CEP market serves organizations looking to replace siloed point solutions with an integrated platform that can improve service efficiency, increase personalization, reduce operational complexity, and proactively deliver better customer outcomes at scale. Omdia considered several functionalities when analyzing vendors' CEP capabilities.

### CEP functionality

- **UCaaS/CpaaS:** In today's rapidly evolving CEP market, two important segments—UCaaS and CPaaS—play distinct but complementary roles. Unified communications as a service (UCaaS) bundles core communication tools such as voice, video meetings, messaging, and collaboration into a single cloud-based solution, giving businesses an all-in-one workspace for internal and external communication. Communications platform as a service (CPaaS), on the other hand, provides developers with APIs to embed communication capabilities (e.g., SMS, voice, WhatsApp, or video) directly into customer-facing applications and workflows. Together, UCaaS and CPaaS play a critical role in the modern customer engagement ecosystem: UCaaS supports seamless team and customer interactions out of the box, while CPaaS enables companies to build tailored, automated, and scalable engagement experiences wherever their customers are.

- **Unified data:** Unified customer data brings together every interaction, preference, and profile detail from across channels into one consistent, accessible view. Instead of customer information living in disconnected systems—like CRM, support tools, marketing platforms, and commerce apps—a unified data layer stitches it all together so teams and automated systems can understand who customers are and what they need in real time. This capability becomes the foundation for personalized journeys, smarter routing, and more meaningful conversations, because every message or action is informed by the same complete, up-to-date customer information.

- **Campaign orchestration:** Campaign orchestration is all about navigating systems across the enterprise to find the right information to coordinate the right messages, at the right time, across the right channels—automatically and intelligently. Instead of running isolated email blasts, text campaigns, or app notifications, orchestration brings everything together into a single, connected workflow that adapts to each customer's behavior and preferences. It lets teams design journeys that react in real time, sending a follow-up when someone opens a message, switching channels if they do not respond, or personalizing content based on their profile or past actions. In short, campaign orchestration turns scattered outreach into cohesive, personalized experiences that feel seamless to customers and scalable to the business.
- **Workforce engagement management (WEM):** This refers to the tools and intelligence that help companies optimize, support, and empower the teams that deliver customer experiences within the CEPs. It brings together capabilities such as forecasting and scheduling, quality and performance management, coaching, and employee feedback into one integrated system. Instead of juggling disconnected tools to staff contact centers, monitor interactions, or develop agents, WEM unifies these processes so leaders can match resources to demand, improve service quality, and boost employee satisfaction. In essence, it ensures the people behind the customer experience are present, equipped, motivated, and aligned, making the entire engagement ecosystem more effective.
- **Customer journey orchestration:** Customer journey orchestration capabilities enable brands to understand and actively shape customers' end-to-end experiences across channels. Instead of treating each interaction as a one-off touchpoint, journey orchestration connects signals from every step of the customer lifecycle and uses real-time data to decide what should happen next. Whether it is triggering a personalized message, guiding a customer to the right support resource, or adjusting an offer based on behavior, the system continuously adapts to create smoother, more relevant experiences. At its core, customer journey orchestration helps businesses move from reactive communication to proactive, context-aware engagement that feels natural to customers and drives better outcomes.

## AI and automation

- **AI-powered CCaaS and engagement:** AI and automation in CCaaS platforms and the broader contact center market have become core capabilities within modern CEPs, and their role has expanded far beyond the old idea of chatbots or basic IVR. Today, AI and automation in this context are a set of intelligent systems that help organizations handle interactions more efficiently, personalize service at scale, and free human agents to focus on the moments that require empathy.

At a practical level, AI in the contact center includes capabilities such as real-time transcription, automated summaries, sentiment analysis, predictive routing, and knowledge surfacing. These features make every interaction smarter by giving agents the context they need at the exact moment they need it. Automation adds another layer by streamlining repetitive tasks, such as updating records, scheduling follow-ups, or pulling data from multiple systems, saving valuable time and reducing tedious work for customer-facing employees.

But as part of a CEP, AI and automation go even further. They become orchestration tools that can anticipate customer needs, trigger proactive outreach, or even complete multi-step workflows without human intervention. This is where concepts like AI agents and agentic automation come into play—they do not just assist agents but rather take on work traditionally handled by humans, such as processing refunds, verifying identity, or guiding customers through structured, multi-channel journeys.

The reason this capability is so important is that it connects the dots between channels, data, and business logic. Companies can respond instantly, reacting to customer problems and, in some cases, prevent the issue altogether. Because these AI capabilities sit within a broader engagement platform, they benefit from shared data and profiles and consistent governance. In other words, AI becomes smarter, safer, and more impactful because it operates within a unified ecosystem rather than in isolation. Together, AI and automation serve as the engine powering modern customer engagement, helping companies scale great experiences while reducing cost and complexity.

# Market dynamics

## Three forces reshaping the CEP market

The CEP market is being reshaped by three big forces: convergence of stacks, AI moving from add-on to infrastructure, and unified, real-time data becoming the real battleground. The vendors included in this Omdia Universe sit at different points on that spectrum, but they are all reacting to the same underlying enterprise pressures to simplify the CX estate, modernize away from legacy systems, and make AI safe and economically viable at scale.

First, convergence and simplification are driving a lot of buying decisions. 8x8, Dialpad, RingCentral, Vonage, Zoom, Genesys, NiCE, Sharpen, and Tata Communications all lean into the UCaaS+CCaaS or CCaaS+WEM story, promising a single platform instead of a patchwork of telephony, routing, workforce, and analytics tools. Zoom's expansion from meetings into telephony, contact center, and AI-powered CX reflects this convergence trend, while Vonage positions its API-first communications platform as a way to embed voice, messaging, and video directly into customer journeys. Tata Communications, meanwhile, brings a global communications and network fabric that unifies voice, messaging, contact center, and connectivity for large, distributed enterprises.

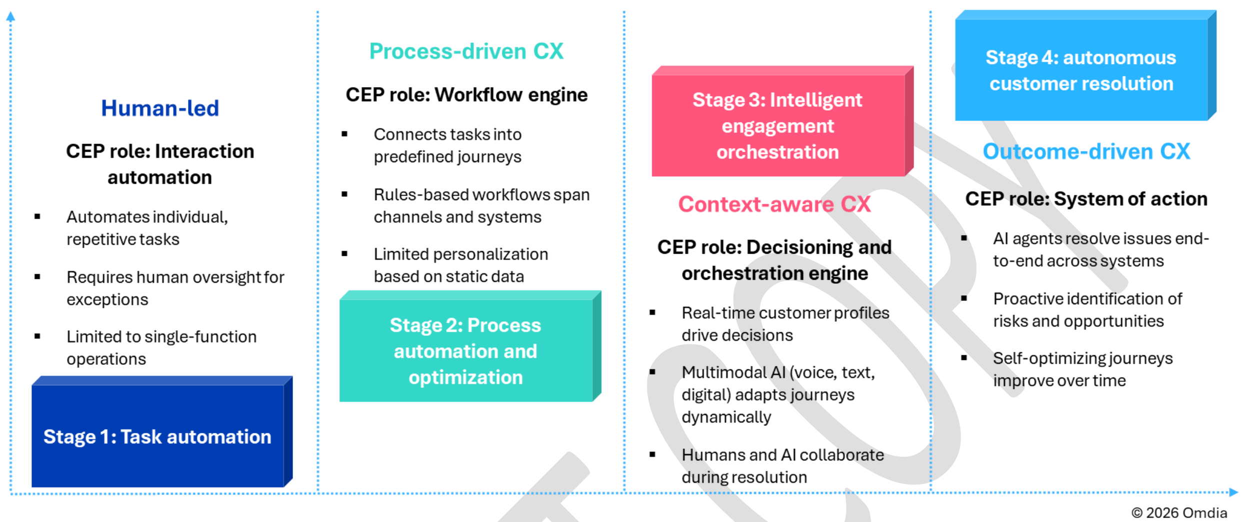
At the other end of the spectrum, Adobe, Salesforce, Oracle, Sprinklr, and CSG act more as experience and data "brains" that sit above CRM, billing, service, and marketing systems, orchestrating journeys rather than just handling contacts. Creatio, Smart Communications, and Avaya position themselves as flexible engagement platforms that can live alongside existing investments rather than forcing rip-and-replace efforts.

AI is the second structural driver, and it is no longer credible to show up with AI as a bolt-on. Dialpad's real-time transcription and coaching, NiCE's Enlighten models for CX, Genesys' experience orchestration, Sprinklr's native AI agents, Zoom's AI Companion, Vonage's AI-accelerated communications APIs, and Sharpen's pragmatic summaries and sentiment exemplify how AI is being embedded directly into live operations. At the same time, players such as Avaya, Genesys, Tata Communications, and Zoom emphasize AI choice and deployment flexibility across cloud, hybrid, and sovereign environments, while Smart Communications, Oracle, Salesforce, and Adobe stress governance, consent, and data lineage for regulated use cases. The pattern is clear: AI is shifting from an interesting feature in the demo to being the operating system for routing, personalization, and automation.

That leads directly to the third driver: unified, real-time customer data. Adobe Experience Platform, Oracle Unity, Salesforce Customer 360, CSG Xponent, NiCE Experience Memory, Genesys' Event Data

Platform, and Vonage's communications data layer all promise a continuously updated profile that spans channels and systems. 8x8, RingCentral, Zoom, Creatio, Avaya, Tata Communications, and Sprinklr push similar stories, even if the underlying data architecture differs. The goal is the same: provide a single customer memory that every channel and AI agent can tap into, so orchestration and next-best-action are grounded in reality rather than static CRM records.

**Figure 2: CEP maturity indicators – Increasing intelligence, autonomy, and business impact**

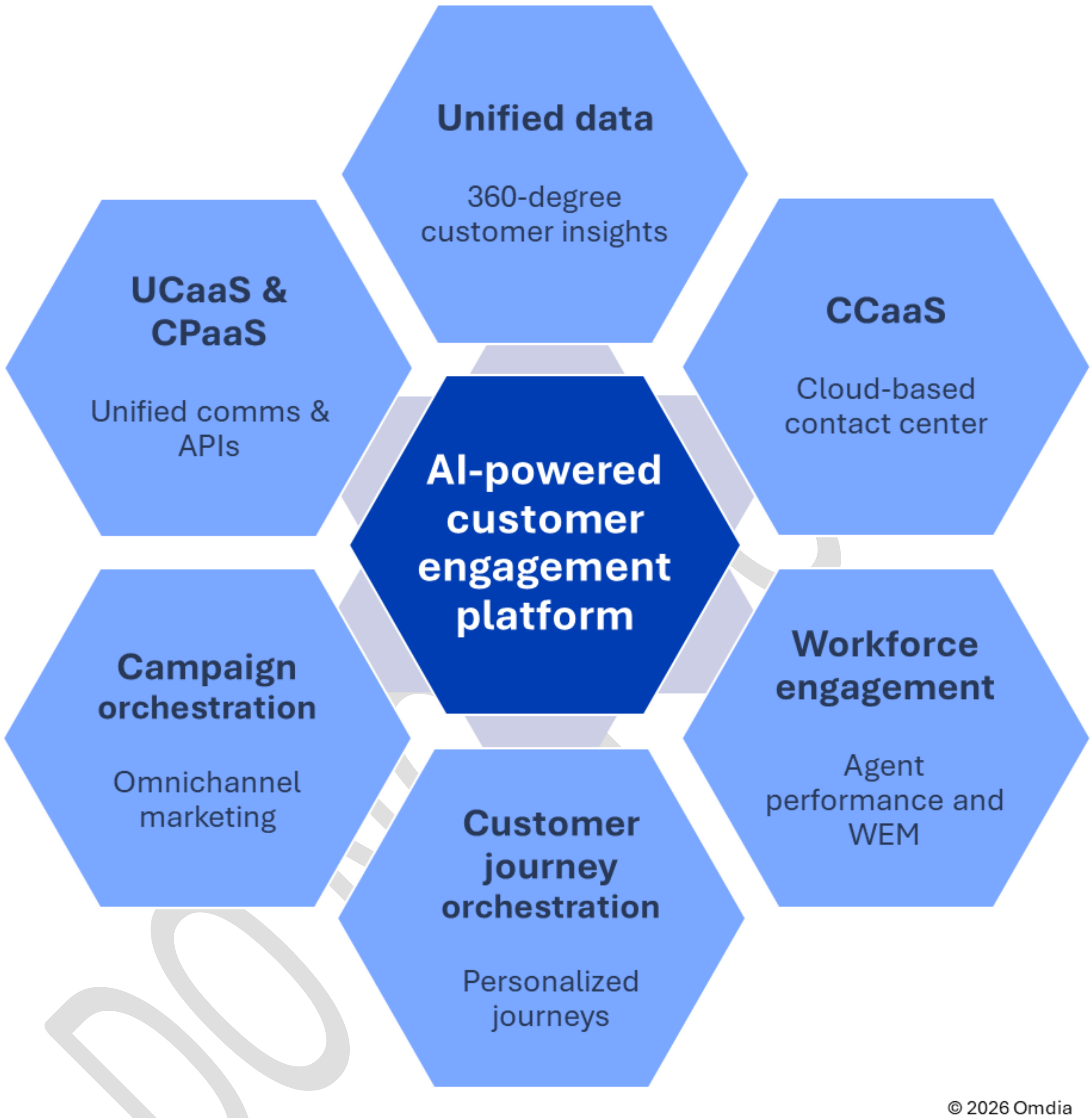



Source: Omdia

## How 2025 M&A is building the AI native engagement stack

M&A activity in 2025 reinforced a clear direction in the CEP market: vendors are piecing together the missing layers required for AI native engagement—identity, data management, conversational and agentic AI, and workforce optimization—so they can orchestrate end-to-end experiences rather than deliver point features (**Figure 3**).

**Figure 3: The AI powered CEP market continues to converge along several domains**




Source: Omdia

Several of the year's most consequential transactions were explicitly about strengthening the data and AI foundation for engagement. Adobe's announced acquisition of Semrush (reported at approximately $1.9 billion) extends Adobe Experience Cloud from owned-channel execution into broader digital visibility intelligence across search and AI-driven discovery, capabilities that increasingly determine how customers find and evaluate brands. Salesforce completed its acquisition of Informatica, signaling that data management, governance, and integration are now treated as core CEP capabilities—not adjacent infrastructure—because AI-driven engagement depends on trusted, unified customer data. Twilio's acquisition of Stytch similarly elevates identity to a first-class layer in customer engagement, positioning authentication, fraud resistance, and agent access controls as prerequisites for scalable AI-mediated journeys.

Contact center and employee experience adjacencies also experienced targeted consolidation. NiCE closed its acquisition of Cognigy, bringing enterprise-grade conversational and agentic AI deeper into the CX stack and accelerating the shift from scripted automation to autonomous resolution and workflow execution. RingCentral acquired CommunityWFM to add native, AI-first workforce management to RingCX, underscoring that performance management (forecasting, scheduling, and adherence) is becoming inseparable from CCaaS value propositions.

Beyond classic acquisitions, capital moves and ownership changes also shaped competitive dynamics. Genesys announced $1.5 billion in investment commitments from Salesforce and ServiceNow, an alignment that tightens ecosystem gravity around shared orchestration and data/process platforms rather than standalone CCaaS deployments. Private equity repositioning continued as Cinven agreed to acquire Smart Communications (CCM/ICM), reflecting investor conviction that regulated-industry communications and document-centric engagement will converge with broader CEP workflows and AI.

Notably, some vendors (e.g., Oracle, Zoom, Sprinklr, Avaya, 8x8, Dialpad, Sharpen, Tata Communications, Vonage/Ericsson) showed comparatively limited CEP-centric M&A in 2025 compared with product-led expansion and partnerships. However, the deals that did occur set the market's tone: CEP differentiation is increasingly defined by who owns the orchestration layers—data, identity, agentic AI, and workforce optimization—that make AI native engagement operational at enterprise scale.

# Redefining customer engagement via platform convergence

## From infrastructure to intelligence: The CPaaS-CEP convergence

CPaaS vendors and customer engagement platforms are increasingly converging around a common goal: enabling seamless, end-to-end customer conversations across every channel. What once were clearly separated layers of the stack are now moving toward a shared mandate centered on unified data, intelligent decisioning, and consistent governance. As customer interactions happen more in real time and become more conversational, enterprises are demanding platforms that can manage not just message delivery but the full lifecycle of engagement across marketing, service, and commerce.

This shift is driving CPaaS providers "northbound" into higher-value capabilities such as journey orchestration, agent assistance, AI-driven routing, and prebuilt engagement applications. At the same time, traditional CEPs are moving "southbound," embedding native communication channels, enhancing messaging depth, and taking tighter control over deliverability, compliance, and performance. These parallel moves reflect a recognition that communication infrastructure and engagement logic can no longer be treated as separate concerns.

As a result, the competitive battleground is forming at the convergence layer, where communications, customer context, and AI-powered automation come together. This layer is becoming critical for managing bidirectional, real-time interactions consistently across the enterprise, regardless of channel or use case. Vendors that can successfully integrate orchestration, intelligence, and communications at this layer are likely to define the next phase of the customer engagement platform market.

## UCaaS moves down the stack toward the customer, extending collaboration into customer engagement

UCaaS vendors are undergoing a similar convergence, expanding beyond internal collaboration to play a more direct role in external customer engagement. Historically focused on employee-to-employee communications, UCaaS platforms are now extending their capabilities into contact center, customer calling, messaging, and video-enabled service interactions. This shift reflects growing enterprise demand for continuity between how employees collaborate internally and how they engage customers externally, particularly as hybrid work and digital-first service models become the norm.

As a result, UCaaS providers are embedding customer context, analytics, and AI-driven features such as real-time transcription, sentiment analysis, and agent assistance into live interactions. Many are also integrating more tightly with CPaaS and customer engagement platforms to support omnichannel workflows spanning voice, messaging, and digital channels. Rather than simply enabling conversations, UCaaS platforms are increasingly positioned as systems of action, participating directly in customer journeys and feeding interaction data back into broader engagement and orchestration layers.

Across the overall market, this convergence further blurs traditional platform boundaries and intensifies competition around who owns the real-time interaction layer. With CPaaS, CEPs, and UCaaS vendors all moving toward shared territory, differentiation is shifting away from standalone features and toward how well platforms interoperate, orchestrate intelligence, and scale across use cases. Ultimately, the vendors that can unify internal collaboration, external engagement, and AI-driven decisioning will be best positioned as enterprises look to simplify their stacks and deliver more consistent, high quality customer experiences.

## Conversational AI and the new customer engagement stack

CEPs are undergoing a fundamental shift from passive orchestration layers to operational intelligence engines capable of reasoning, acting, and resolving customer needs end to end. Historically, CEPs, CCaaS, and conversational AI occupied distinct roles in the customer service stack: CEPs coordinated multi-channel journeys, CCaaS platforms handled telephony and routing, and conversational AI tools automated narrow tasks through bots. Generative AI (GenAI) has effectively collapsed these boundaries. Enterprises are no longer satisfied with tools that merely route interactions or deflect volume; they are demanding unified systems of action that combine intelligence, context, automation, and governance to deliver outcomes.

This convergence is reshaping buyer expectations and competitive dynamics. Traditional CCaaS vendors are rapidly adding AI features, but many remain constrained by legacy architectures designed for routing efficiency rather than real-time reasoning and execution. CEP vendors are embedding automation and analytics, but they often lack the depth of operational intelligence needed to orchestrate complex, multi-step resolutions across systems. At the same time, conversational AI providers are racing to evolve beyond intent recognition and scripted flows, pushing toward agentic capabilities that can safely execute actions within enterprise environments. As these markets collide, differentiation is shifting away from “who has the best bot” toward vendors that can deliver a cohesive resolution engine that unifies data, systems, policies, and actions.

In this emerging landscape, the most competitive platforms treat AI not as an add-on but as the core execution layer. A growing number of conversational AI vendors illustrate this direction by building LLM native, multi-agent architectures where reasoning and execution are foundational capabilities. This approach directly addresses the structural challenges enterprises face today: rising contact volumes, brittle workflows, and the economic limits of scaling human labor. Rather than automating isolated steps, these platforms aim to operationalize intelligence, connecting customer context, enterprise systems, and governed AI agents into a single environment capable of resolving issues autonomously or collaboratively with humans.

Looking ahead, CEPs, CCaaS, and conversational AI are effectively collapsing into a single category centered on intelligent systems of action. To compete, existing players will need to demonstrate meaningful automation depth (beyond scripted flows), enterprise-grade governance and trust, and speed to value that allows organizations to deploy AI without years of replatforming. Vendors that remain anchored to legacy routing models or surface-level AI will struggle, while those that can combine data unification, agentic execution, and operational control will define the next generation of CEPs in an AI-first era.

## Market leaders

Looking at the vendors that consistently rank as leaders in the CEP Universe, a clear pattern emerges (**Figure 4**). Even though these companies come from very different backgrounds—contact center, CRM, unified communications and collaboration, CX, or WEM—they are all building toward the same end state.

### Figure 4: Vendor rankings in the customer engagement platform Universe

| Vendor | Product evaluated |
|---|---|
| **Leaders** | |
| 8x8 | 8x8 platform for CX |
| Adobe | Adobe Experience Platform |
| Creatio | AI native customer engagement platform |
| Genesys | Genesys Cloud CX |
| NiCE | CXone Mpower |
| RingCentral | RingCX |
| Salesforce | Salesforce Service Cloud |
| Sprinklr | Unified-CXM Platform |
| Twilio | Customer Engagement Platform |
| **Challengers** | |
| Avaya | Avaya Infinity |
| CSG | CSG Xponent |
| Dialpad | AI-powered customer communications platform |
| Oracle | Oracle B2C Service |
| Tata Communications | Kaleyra.ai |
| Vonage | Vonage Fusion |
| Zoom | Zoom Contact Center (CX) |
| **Prospects** | |
| Sharpen | Sharpen Contact Center |
| Smart Communications | The Conversation Cloud |

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Source: Omdia



First, the market leaders think like *platform* companies, not feature vendors. Instead of stitching together tools over time, they focus on creating unified, cloud native foundations that can scale globally and adapt without adding complexity. This architectural discipline matters because enterprises are tired of managing fragmented stacks that do not share data, context, or workflows.

Second, these leaders share a common view of engagement. They no longer see it as a series of isolated interactions, but as a continuous journey that spans marketing, sales, service, operations, and the back office. The goal is not just to handle conversations efficiently but to decide what should happen next and orchestrate outcomes across systems and teams.

Data and AI sit at the center of this approach. Every leading platform prioritizes real-time data unification and embeds AI directly into routing, decisioning, automation, and guidance. In these platforms, AI is not treated as an add-on or a chatbot layer; it is the intelligence that connects insights to action in the moment. Increasingly, this includes agentic AI that can reason, act, and collaborate with human teams under enterprise guardrails.

Finally, their roadmaps point in the same direction. All are moving beyond basic automation toward intelligent orchestration and, ultimately, more autonomous operations. Importantly, automation is framed as augmentation, not replacement, freeing humans to focus on higher-value work while AI handles routine and predictive tasks.

Together, these traits explain why these vendors lead: they deliver consistency, intelligence, and measurable outcomes at enterprise scale.

## Market challengers

Although these companies differ widely in heritage and go-to-market focus, they share several defining characteristics that explain why they are grouped as challengers in the CEP market rather than clear leaders. Most importantly, they are all credible, enterprise-grade platforms in transition, with each bringing meaningful strengths in infrastructure, data, AI, or orchestration but still working to unify those strengths into a fully coherent, market-leading CEP narrative.

At the solution level, they consistently emphasize unification and orchestration over point functionality. Rather than attempting to replace existing enterprise environments wholesale, these platforms focus on reducing complexity by connecting data, channels, and workflows across hybrid ecosystems. This approach acknowledges the reality that large organizations operate across multiple systems and transformation timelines.

From an infrastructure perspective, these challengers are built on serious operational foundations. They prioritize reliability, global scale, compliance, and deployment flexibility, often supporting hybrid cloud models, sovereign environments, hyperscaler partnerships, and carrier-grade networks. This makes them especially relevant for regulated, mission-critical, or multinational organizations where theoretical “cloud simplicity” frequently breaks down in practice.

From a vision standpoint, they are aligned around AI as a core capability rather than a bolt-on feature, though maturity levels vary. All emphasize governed, enterprise-safe AI focused on real-time assistance, orchestration, and execution—not unchecked autonomy. What ultimately holds them back from leader status is not ambition but cohesion of execution, as these vendors must overcome gaps in breadth, emerging market perception, or incomplete convergence across data, AI, and engagement layers. Collectively, they represent where the CEP market is heading—but not yet its final destination.

## Market prospects

Although these companies come from different starting points, they share several important characteristics that explain why they appear as prospects in this Universe report rather than fully realized leaders. Most fundamentally, they are purpose-built to solve specific, high value engagement problems rather than dominate the broader, horizontal customer experience market. Each prioritizes deep expertise in a clearly defined domain, choosing to focus on effectiveness over platform breadth.

A second commonality is their pragmatic approach to AI. Rather than pursuing unconstrained generative automation, both vendors in this category emphasize controlled, purpose-driven AI. Their strategies center on enhancing quality, compliance, and usability, using AI to support and augment human decision-making instead of replacing it outright. This reflects a shared belief that trust, governance, and adoption are more important than complete automation, especially in regulated or operationally sensitive environments.

Both companies also deliver strong time-to-value for their target customers. They favor business-friendly tools and lightweight, cloud native architectures that avoid the long implementation cycles typical of larger, legacy platforms. As a result, they resonate with organizations seeking meaningful improvements without the risk and disruption of large-scale transformation.

Finally, their positioning as prospects is driven more by scope than by credibility. While neither company offers full end-to-end orchestration or broad engagement coverage today, both demonstrate clear product-market fit, measurable customer outcomes, and logical paths for expansion. Their inclusion as prospects reflects a market that is increasingly open to specialized, execution-focused platforms—so long as those platforms can evolve without losing the focus that makes them effective.

## Opportunities

The CEP market has momentum right now because organizations are finally ready to simplify their fragmented CX ecosystems. The biggest opportunity for vendors lies in platform consolidation. Enterprises are tired of juggling separate tools for routing, messaging, analytics, workforce management, AI, ticketing, and data collection and management. Vendors that can credibly replace between three and seven point solutions with one unified platform are immediately attractive, especially as budgets tighten but expectations for digital experiences keep rising.

Another significant opportunity is the shift toward AI-driven automation and agentic workflows. Companies are looking well beyond chatbots—what they want now are AI agents that can complete multi-step tasks across systems, reduce manual work, and improve cost-to-serve and customer satisfaction. Vendors that can deliver measurable ROI with safe, governable AI stand to gain the most.

Modernizing legacy estates is another massive growth area. Any vendor that can help enterprises modernize without ripping out everything at once—especially those offering hybrid, sovereign cloud, or "bring your own AI" flexibility—has a clear competitive advantage.

Finally, regulated industries represent a significant long-term opportunity. Sectors such as healthcare, government, insurance, and financial services need airtight compliance, auditability, and data governance. Vendors that go to market with a trust layer via strong identity resolution, consent management, secure orchestration, and explainable AI can differentiate themselves quickly in these high value markets.

## Threats

Despite strong demand, the CEP market faces real pressures that affect every vendor, regardless of position or architecture. The first major threat is the intensification of platform overlap. CCaaS vendors are moving into data and AI. CRM players are pushing deeper into omnichannel service. Marketing technology clouds are claiming journey orchestration. And orchestration specialists are positioning themselves as experience "brains" above the stack. This blurring makes differentiation harder and elongates deal cycles as buyers navigate conflicting narratives.

Another significant threat is AI commoditization. Capabilities such as transcription, summarization, sentiment scoring, and basic agent assistance are quickly becoming table stakes. As these features become indistinguishable across vendors, the risk grows that AI no longer drives premium pricing, forcing vendors to show differentiation through outcomes, vertical depth, or proprietary data advantages.

Hyperscaler pressure is also a real risk. As AWS, Google Cloud, and Microsoft advance their industry clouds, organizations may opt to assemble their own engagement stack using cloud native AI, orchestration tools, and communication APIs. This could squeeze traditional platform vendors unless they deliver value that cloud primitives cannot replicate—especially around governance, real-time decisioning, security, and industry-specific tuning.

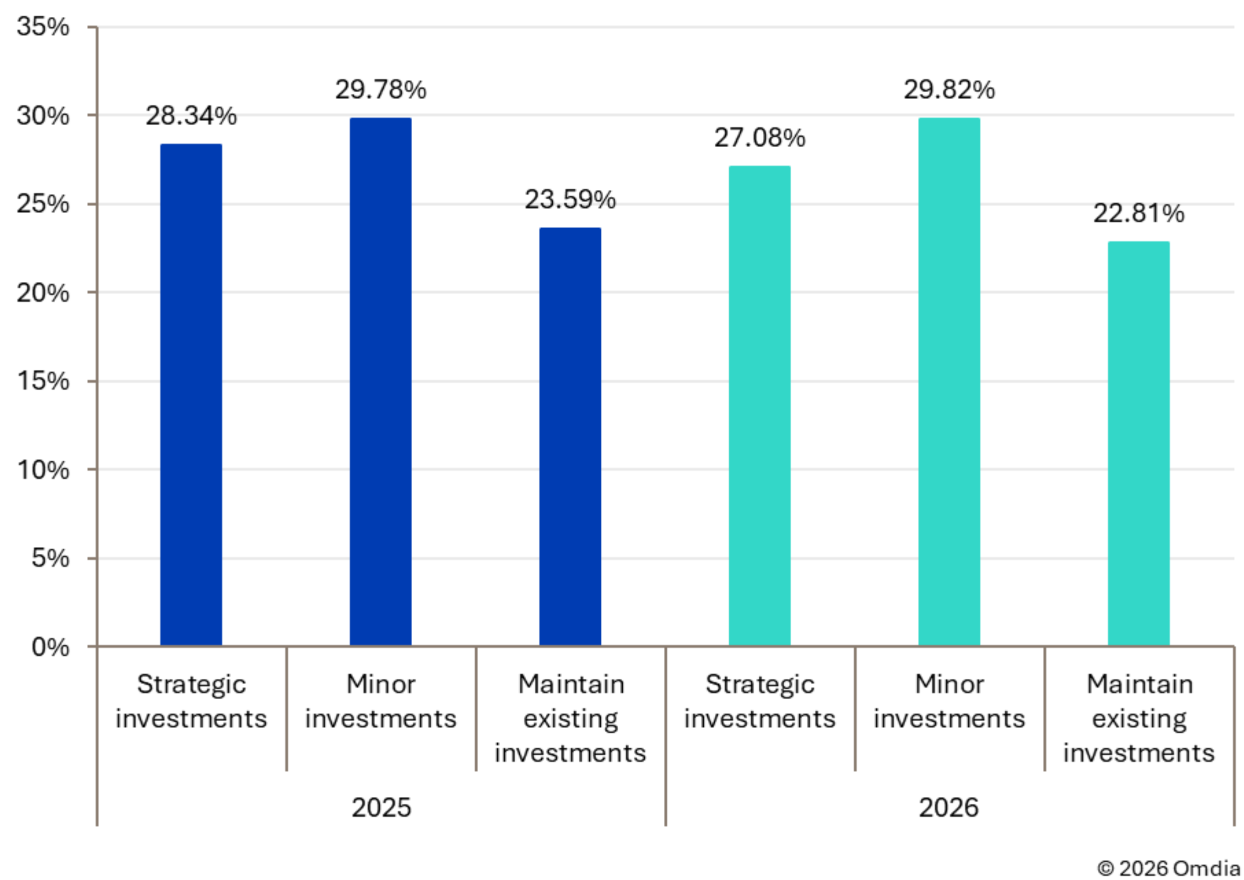
Complexity and adoption risk are equally serious threats. Many enterprises struggle to fully implement or operationalize the advanced capabilities they purchase. When customers are not able to realize value quickly, churn increases and vendor credibility erodes. Add to that tightening privacy and AI safety regulation, and the operating environment becomes even more challenging. In short, vendors must innovate quickly—but also responsibly—to stay ahead in a crowded, rapidly evolving market.

# Market outlook

## CEPs become core infrastructure

Companies are consistently committing real dollars to CEPs. Omdia's 2026 IT Enterprise Insights survey shows that investment percentages shift slightly year over year, with the mix of strategic and minor investments remaining strong across both 2025 and 2026 (**Figure 5**). That kind of stability typically happens only when a technology moves from "nice to have" into the category of operational backbone—the systems that get funded because the business cannot function competitively without them.

**Figure 5: Year-over-year investment plans for CEPs**




Source: Omdia

The share of respondents planning strategic investments—not just incremental upgrades—shows that organizations view CEPs as levers for competitive differentiation. When about 27-28% of companies are aiming for strategic spend across consecutive years, it is a sign that these platforms are becoming core infrastructure that drives lifecycle growth, retention, and personalization at scale.

Interestingly, even the cohort planning to maintain existing investments (about 23% signals that companies have already embedded these platforms deeply enough that they now must sustain them like any other mission-critical system. That level of ongoing commitment suggests customer engagement solutions now sit alongside CRM, data platforms, and cloud infrastructure as fundamental layers in modern digital operations.

Another important signal that CEPs are becoming core infrastructure is how many companies are putting strategic dollars behind these platforms. Roughly a quarter to almost a third of organizations are planning real, forward-looking investments, not just upgrades or maintenance. That highlights how enterprises now see CEPs as growth levers, not cost centers, and they expect these platforms to help drive higher retention and personalization at scale. In other words, CEPs are becoming tools that directly influence revenue and long-term customer value.

Just as interesting is the group that says they are simply going to maintain current investments. At first glance, that can sound conservative, but maintenance spending at this level usually means the platform is already deeply embedded. These companies are not questioning the value; they are budgeting for CEPs the same way they budget for cloud infrastructure or core data systems. This is a big milestone for any technology category, but for the CEP market, it means these platforms have become long-term infrastructure. This shift favors platforms that can grow with the enterprise, expand across use cases, and show measurable business impact over time.

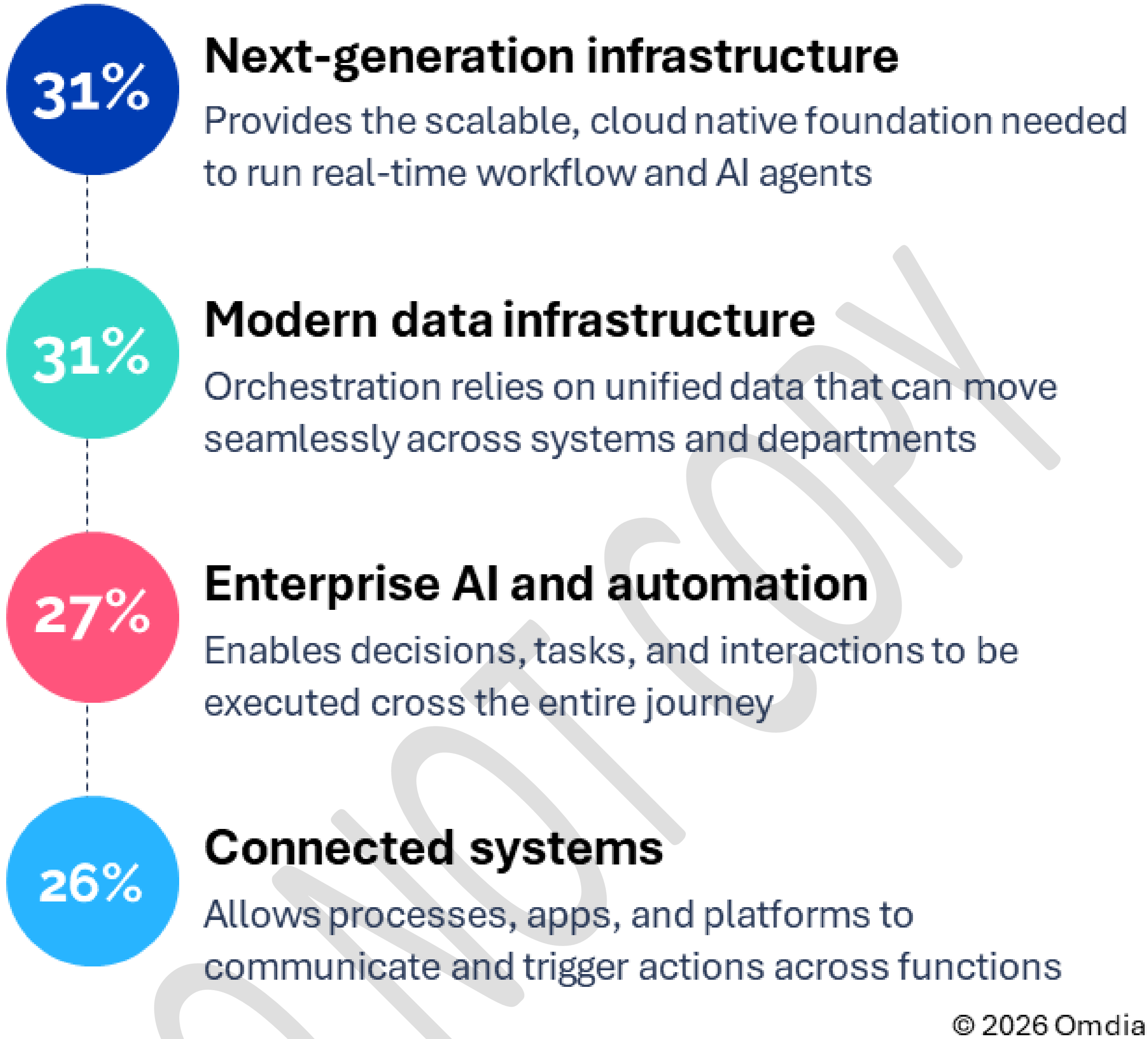
## Enterprise orchestration across functions is a priority

As customer expectations continue to rise and digital engagement becomes more complex, enterprises are rethinking the foundations of how they operate. The challenge is no longer simply delivering better experiences via individual channels. It is coordinating every interaction, decision, and workflow across the entire organization in real time. That shift is driving a fundamental change in technology strategy from deploying point solutions toward building unified, intelligent platforms that can orchestrate engagement across functions.

This transition is clearly reflected in enterprise investment priorities. Rather than chasing incremental feature upgrades, organizations are concentrating their resources on the core infrastructure required to operate as a connected, AI-enabled business. Data architecture, systems integration, automation, and enterprise AI are now viewed as strategic enablers rather than back-office utilities. These capabilities form the connective tissue among marketing, sales, service, commerce, IT, and operations, enabling a single, coordinated operating model for customer and employee engagement.

**Figure 6**, which features the percentage of respondents to Omdia's 2026 IT Enterprise Insights survey who were asked to prioritize the top digital enabling technologies, illustrates how deliberate this shift has become. Enterprises are signaling that the next phase of digital transformation will be built on shared data, common platforms, and orchestration layers that span the organization. In this model, a single team or system no longer owns engagement. Instead, it is a continuous, cross-functional process that requires real-time intelligence, automated decisioning, and seamless execution across people, systems, and AI.

**Figure 6: Top technology priorities for enabling digital strategies over the next 18 months**




Source: Omdia



What emerges is a clear picture of where the market is heading: toward enterprise-wide orchestration as a core capability. The priorities highlighted in the data are not about optimizing isolated touchpoints. They are about building the operational backbone for end-to-end journey orchestration for customers and employees alike.

## The top plans for enabling digital strategies point to AI native orchestration

According to Omdia's 2026 IT Enterprise Insights 2026 survey, 31% of respondents said next-generation infrastructure is a top priority, and another 31% cite modern data architecture. This signals that organizations are aligning around foundational capabilities rather than isolated upgrades (**Figure 6**). Add to that the 26% prioritizing connected systems, and it becomes clear that companies are building the unified foundations needed to orchestrate employee and customer experiences across functions, systems, and workflows, as well as support AI natively, not as an afterthought.

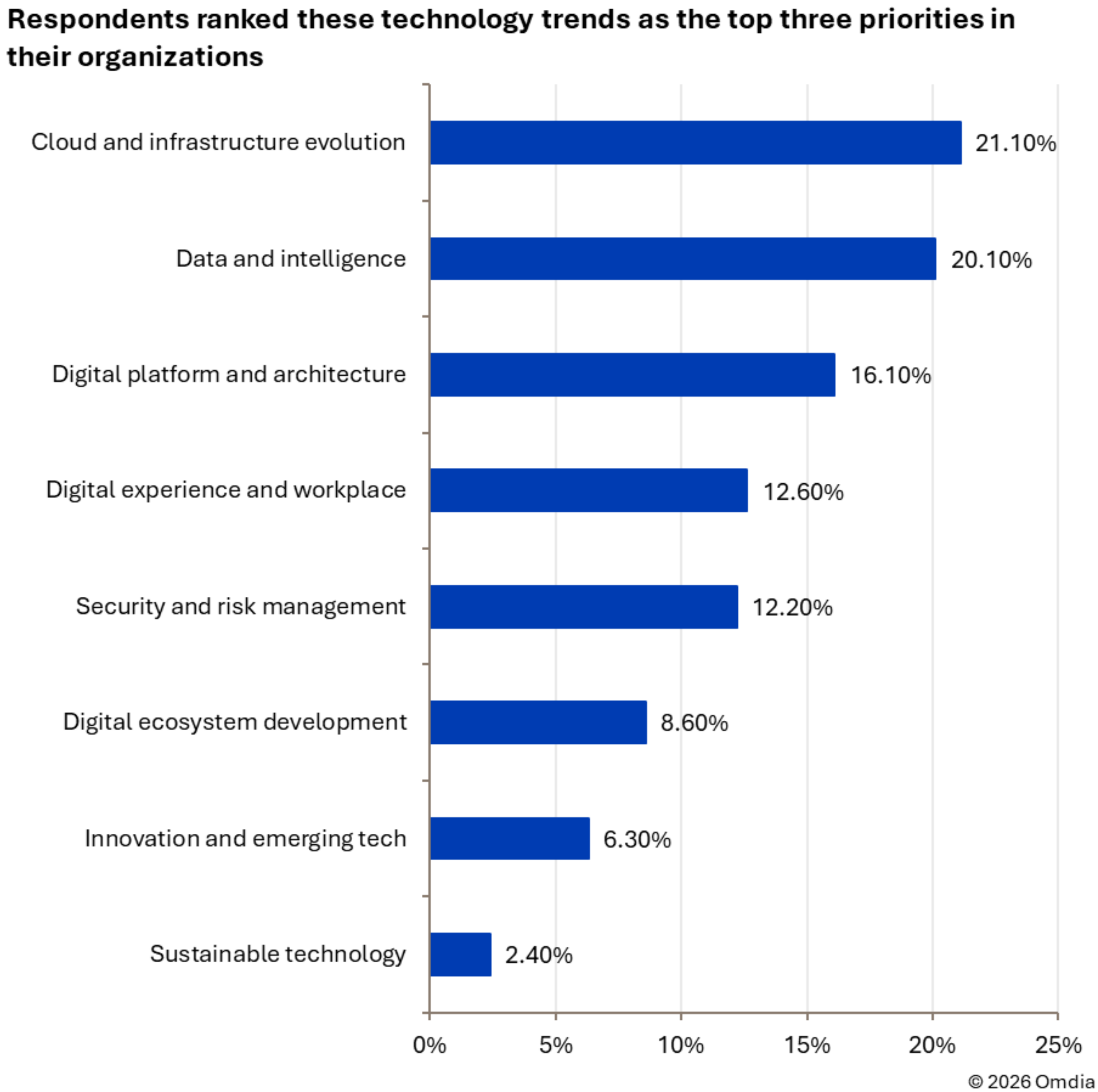
The technologies rated as *very important* reflect the backbone of experience orchestration. With modern data architecture (31%), connected systems (26%), and enterprise AI and automation (27%) ranking among the highest-priority enablers for the next 18 months, these investments signal a shift toward platforms that support real-time, shared data, scalable automation, and integrated digital environments—essential ingredients for orchestrating end-to-end experiences.

The growing strategic importance of AI highlights the urgency of orchestration. AI cannot deliver meaningful impact when deployed in isolated pockets. It requires unified data, consistent processes, and cross-functional workflows to generate enterprise value. As companies push toward AI native platforms, they are also accelerating the move toward coordinated, end-to-end experience orchestration across the business.

## CX differentiation will come down to memory and context

Organizations are prioritizing the technologies that make context-rich customer experiences possible. According to Omdia's research, data and intelligence ranks as a top priority for nearly 20% of respondents (**Figure 7**). When data capabilities rise this high in the strategic stack, it signals that companies now see context as a competitive differentiator.

**Figure 7: Data and intelligence rank as a top priority in 2026**




Source: Omdia

The fact that cloud and infrastructure evolution is the single most prioritized category, with roughly 21% respondents ranking it as their top, with digital platform and architecture close behind at roughly 16% signals that enterprises are not just making technical upgrades; they are enabling long-term memory across customer journeys. Companies increasingly recognize that high performing CX depends on the ability to bring data together across channels and systems.

## CEPs will move beyond service and into commerce and sales

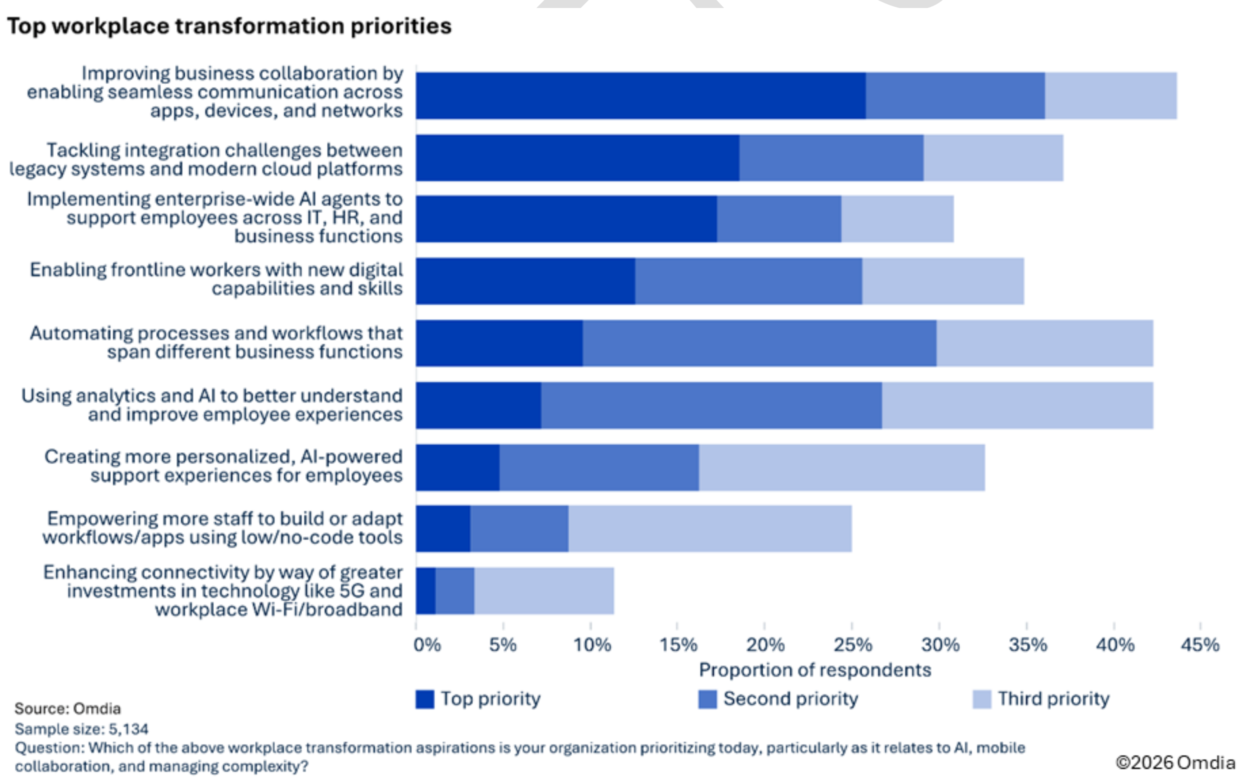
CX is no longer a service-only conversation. According to Omdia's research, top priorities for 2026 include improving employee support, orchestrating AI across all workflows, and automating cross-functional tasks. These priorities show that organizations are thinking far beyond the contact center. They are not service department goals—they are enterprise productivity and experience goals. And when enterprises start investing in these areas, CEPs naturally expand to support those broader needs.

A trend is emerging in which CX and conversational AI platforms serve as the connective layer among marketing, service, commerce, and operations. In recent months, some vendors have announced upcoming releases in the conversational commerce market. Such a strong emphasis on unified AI orchestration signals that companies want a single platform that can power journeys across the entire lifecycle, not separate systems for each department. The same intelligence that routes a customer issue or automates a support workflow is now expected to personalize marketing interactions, predict commerce behavior, and drive operational efficiency. This shift is pushing CX platforms beyond being interaction tools and into the role of enterprise experience engines.

## Enterprise-wide AI agents signal a new operating model for CX

The data is clear: enterprises are ranking enterprise-wide AI agents as a top strategic priority (**Figure 8**). They do not want single-use bots or isolated copilots but AI agents designed to operate across IT, HR, operations, and business functions. This shift is more than a technology upgrade. It represents a fundamental change in how organizations are re-architecting the enterprise for the AI era.

**Figure 8: Enabling enterprise-wide agents is a top priority in 2026**




Source: Omdia

When companies prioritize enterprise-wide agents, they are implicitly acknowledging that AI can no longer live at the edge of the stack as an add-on feature. These agents require unified data, shared context, and deep integration across systems and workflows. They must reason across functions, automate complex processes, and deliver personalized, real-time experiences for employees and customers. That is only possible on AI native orchestration platforms built from the ground up to coordinate data, processes, and intelligence across the entire organization.

This is why the rise of enterprise-wide agents is such a powerful signal for the future of CX. The highest-priority initiatives—cross-functional workflows, analytics-driven employee experiences, and personalized, AI-powered support at scale—all demand a common architectural foundation. They require platforms that can unify data, standardize processes, and orchestrate activity across people, systems, and AI.

The data points to a clear inflection point for CEPs. The next era of CX is not about deploying more point solutions or layering AI onto legacy stacks. It is about AI native, unified, and extensible orchestration platforms that become the intelligent backbone of the enterprise, connecting customers, employees, systems, and AI into a single operating model.

# Vendor analysis

## Vendor accolades

Within the vendor analysis section there are two types of accolades that can be awarded to vendors:

- The **Best in class** accolade is awarded to the vendor(s) with the highest score (highest outright, tied highest, or within <1% of the highest score) for each of the scoring categories that make up this Universe topic:
  - CEP Functionality
  - AI/Automation
  - Solution Breadth
  - Strategy & Innovation
  - Market Momentum
  - Vendor Execution
  - The **Top-tier** accolade is given to vendors falling within the upper tercile (top third) of the scores within the comparison group, for each of these same scoring categories.

## 8x8 (Omdia recommendation: Leader)

**8x8 should appear on your shortlist if:**

- You want fewer platforms. 8x8's unified UCaaS + CCaaS platform reduces operational complexity, integration risk, and total cost of ownership compared to multi-vendor stacks.
- AI matters to you. Embedded and extensible AI enables enterprises to adopt advanced automation and intelligence without losing control of data governance or model strategy.

- Global reliability and compliance are non-negotiable for your organization. For distributed, regulated, or security-conscious organizations, 8x8 delivers enterprise-grade performance without the architectural sprawl of multi-vendor stacks.

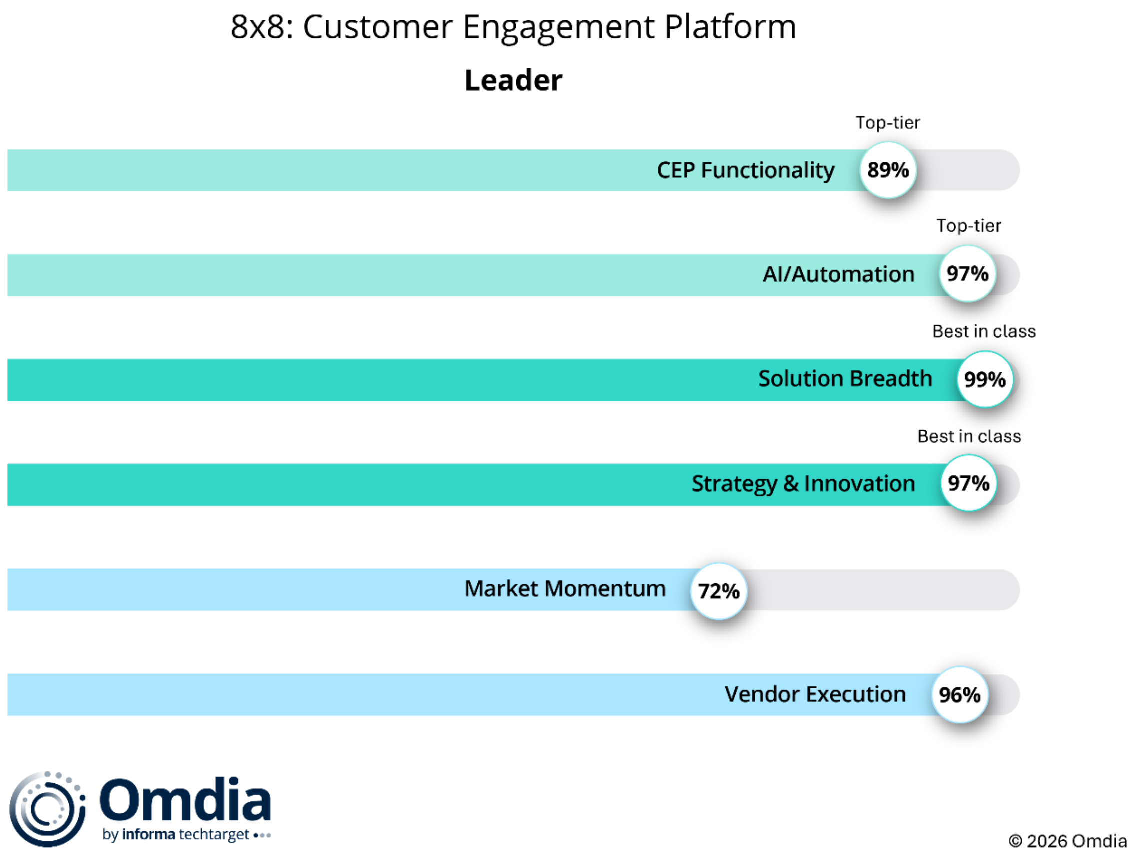
## Overview

8x8 approaches customer engagement with a clear point of view: customer and employee experience should be built on the same native platform, not stitched together over time. Its architecture unifies CCaaS, UCaaS, and CPaaS into a single, cloud native environment with shared routing, shared data, and globally distributed infrastructure. This matters because it removes much of the operational friction enterprises face when juggling separate systems for agents, knowledge workers, and frontline workers outside the contact center, as well as analytics and workflows. Instead of relying on acquisitions or loosely coupled integrations, 8x8 delivers a genuinely unified foundation that supports consistent experiences across channels, roles, and geographies.

What elevates 8x8 beyond a solid platform provider—and into leader territory—is how deliberately it has aligned its roadmap around embedded AI, real-time analytics, and journey orchestration. It does not treat AI as an add-on but as a core capability that informs routing, agent assistance, quality management, and performance insights. Combined with a shared data lake and strong compliance posture, this makes 8x8 especially attractive to enterprises modernizing from legacy, on-premises contact centers to cloud platforms that must scale globally without increasing complexity. The result is a platform that supports transformation while simplifying operations, which is exactly what many enterprise buyers are prioritizing right now.

In the competitive landscape, 8x8 stands out as a leader because it executes consistently on unification at scale. While vendors such as Genesys or NiCE may still dominate mindshare in the very largest contact centers, 8x8 has earned recognition as a high momentum innovator, particularly for globally distributed organizations that need deep telephony control, regulatory compliance, and shared workflows across customer and employee engagement. The vendor’s platform-first strategy resonates with buyers tired of “bolted-together” stacks, and that architectural clarity, combined with accelerating AI innovation, is why 8x8 scores as a leader in this analysis.

**Figure 9: Omdia Universe ratings—8x8**




Source: Omdia

## Strengths

- Voice, messaging, meetings, and contact center all run on a single platform and data model, enabling seamless handoffs, shared analytics, and consistent security without stitching together separate systems.
- Agents, back-office staff, and knowledge and frontline workers operate from the same conversation context, eliminating customer re-explanations and reducing operational friction.
- Fewer vendors, integrations, and contracts translate into simpler global management, reduced failure points, and lower long-term cost of ownership.
- A globally distributed infrastructure with strong SLAs, low latency, and built-in regional compliance makes 8x8 especially strong for multinational and regulated organizations.
- Native AI capabilities (transcription, sentiment, summaries, and routing) are available without forcing lock-in to a single AI model, aligning well with enterprises that care about data residency, control, and governance.

## Limitations

- Features such as predictive journey intelligence and more autonomous, agentic workflows are promising but not yet as battle-tested at massive enterprise scale.
- The roadmap direction is strong, yet some buyers want more large-scale reference deployments for the most advanced AI-driven use cases.
- Moving from fragmented legacy environments to a unified platform can require organizational alignment, not just a technical migration.

# Adobe (Omdia recommendation: Leader)

## Adobe should appear on your shortlist if:

- You need a highly mature real-time customer data and identity layer that enables organizations to build a reliable, governance-ready foundation for advanced CX initiatives.
- You value advanced journey orchestration and AI-driven decisioning that supports highly personalized, cross-channel customer engagement at scale.
- You require enterprise-grade governance, compliance, and extensibility in a solution that is well suited to complex, regulated, and global business environments.

## Overview

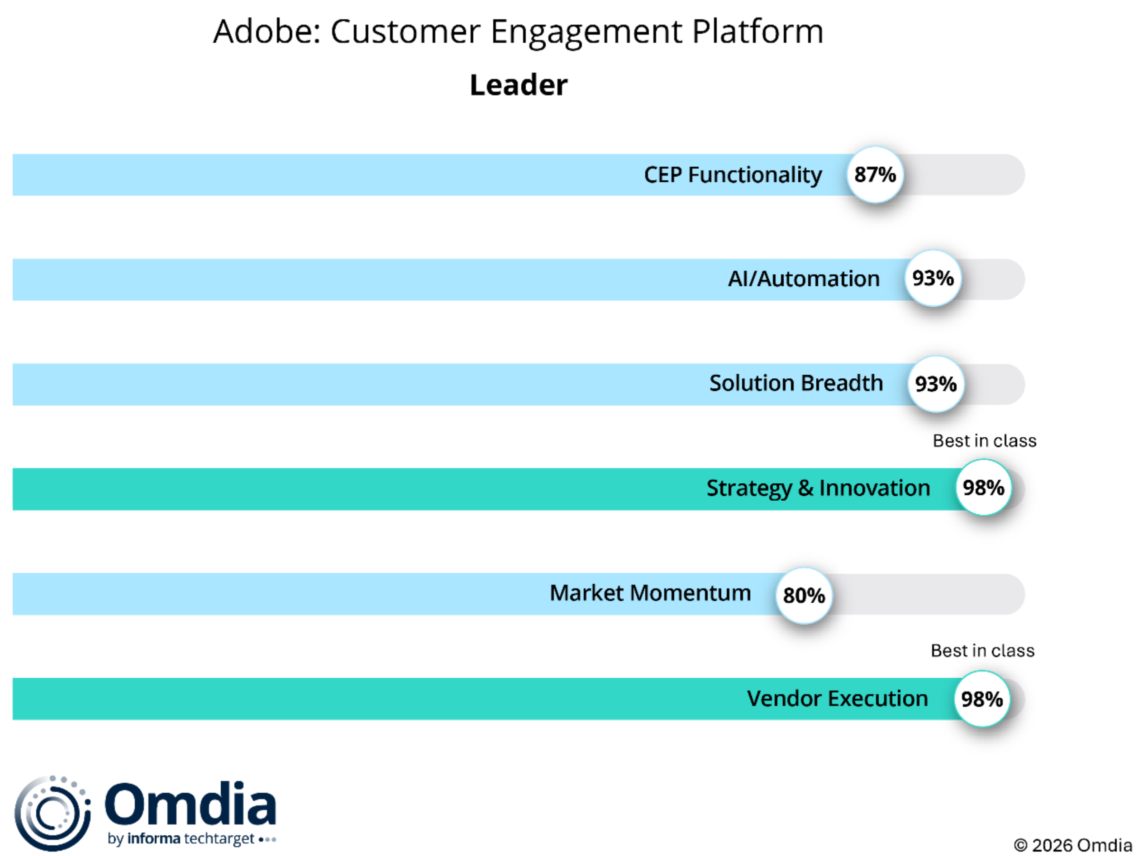
Even without offering a traditional CCaaS or UCaaS, Adobe Experience Platform (AEP) stands out as a leader in the CEP market because it focuses on something many engagement stacks struggle with: true data unification and intelligence. Rather than trying to own the contact center or communications layer, AEP is designed to be the brain of the enterprise, bringing together customer identities, behaviors, and preferences from across systems in real time. This gives organizations a single, actionable view of the customer that can inform interactions, no matter where they happen.

What really sets AEP apart is its ability to orchestrate and optimize journeys across channels using data and AI. As the foundation for Adobe Real-Time CDP, Adobe Journey Optimizer, and Customer Journey Analytics, the platform enables real-time segmentation, next-best-action decisioning, and personalized content delivery at scale. Instead of reacting after the fact, teams can anticipate customer needs and adjust experiences dynamically, whether those interactions occur in marketing, commerce, sales, or service environments.

In large enterprise environments, AEP is most effective as a system of intelligence and orchestration rather than a system of record for contact handling. It sits above existing engagement tools, such as contact centers, messaging platforms, and commerce systems, and coordinates them using shared data, business rules, and insights. This allows organizations to modernize customer engagement without ripping and replacing their operational platforms. Additionally, the new AEP Agent Orchestrator acts as a foundational layer supporting new agentic workflows within customer engagement environments.

Ultimately, AEP earns its leader position by enabling consistency and optimization across the entire customer lifecycle. Even without native CCaaS or UCaaS capabilities, it excels at unifying data-driven systems and empowering teams to orchestrate more relevant, connected, and measurable customer interactions across the enterprise.

**Figure 10: Omdia Universe ratings—Adobe**




Source: Omdia

## Strengths

- AEP delivers a best-in-class, real-time customer data foundation with mature identity resolution, unified profiles, and streaming ingestion across online and offline channels.
- It provides sophisticated journey orchestration through AI-assisted design, real-time triggers, contextual decisioning, and predictive next-best-action capabilities.
- The platform offers strong enterprise-grade data governance, including consent management, data lineage, policy enforcement, access controls, and auditing for regulated environments.
- It supports deep ecosystem integration through extensive APIs, connectors, and partner integrations that fit complex enterprise architectures.
- It embeds AI broadly, enabling GenAI, agentic AI, predictive insights, intelligent segmentation, anomaly detection, and content intelligence without heavy data science requirements.

## Limitations

- AEP does not offer native contact center capabilities such as agent desktops, workforce management, telephony, or end-to-end service execution, requiring third-party platforms.
- It can be cost-prohibitive for mid-market organizations or enterprises with less mature data and engagement strategies.
- It relies heavily on downstream engagement and service platforms to achieve real-time operational agility despite strong orchestration and intelligence layers.

# Avaya (Omdia recommendation: Challenger)

## Avaya should appear on your shortlist if:

- Your enterprise works in regulated, high risk environments such as healthcare, government, and financial services.
- Being AI-agnostic is important, and you do not want to be locked into one AI vendor or model.
- An enterprise wants to scale operational complexity by orchestrating systems, data, and workflows instead of creating more silos.
- Reliability, control, and long-term architectural flexibility matter.

## Overview

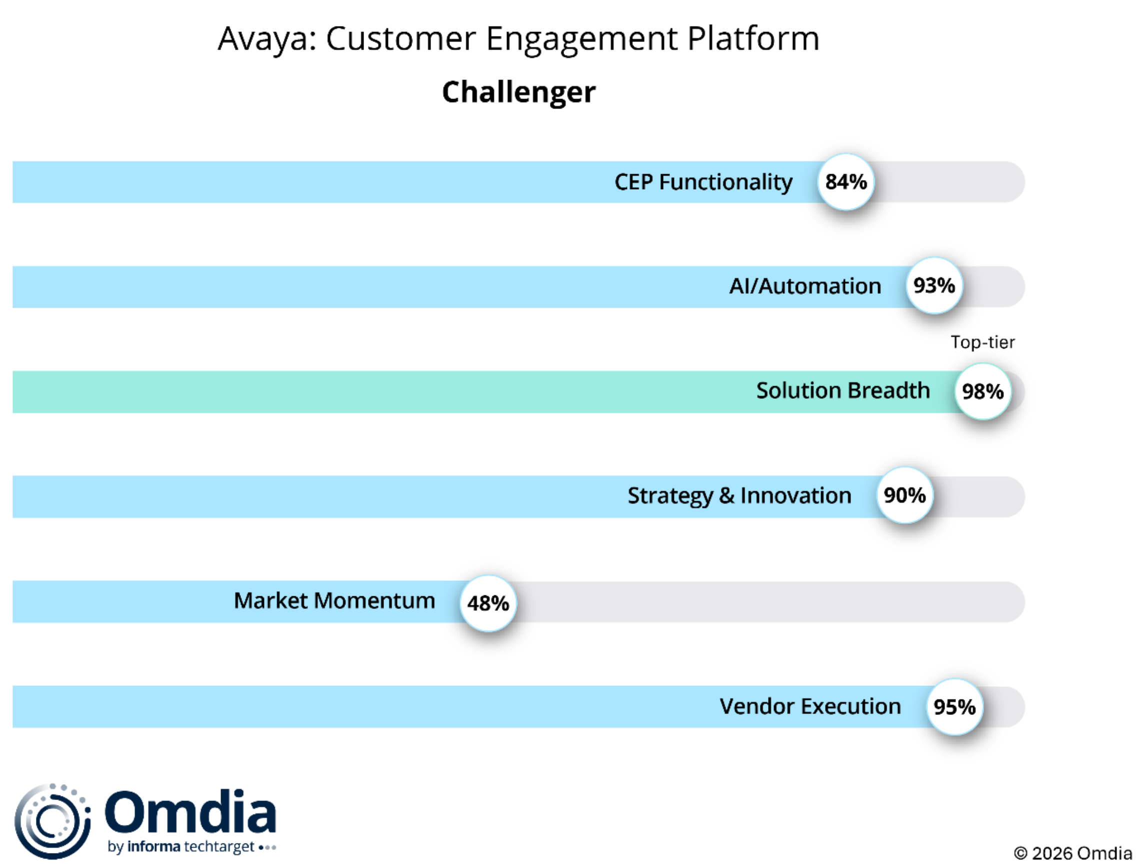
Despite a well-documented history of financial challenges, Avaya remains a viable—and increasingly relevant—CEP provider because of where it plays and how it is evolving. Avaya has served organizations that cannot tolerate downtime, data exposure, or generic solutions, including hospitals, emergency services, financial institutions, governments, and global enterprises. That legacy still matters. Today, Avaya positions itself as a challenger by modernizing that mission through the Avaya Infinity platform, which is best understood not as a traditional CCaaS offering but as a broader customer experience platform designed to unify fragmented experiences and transform the contact center into a connection center.

One reason Avaya continues to compete effectively is its commitment to flexibility and customer choice. Rather than forcing enterprises into a single public-cloud-only model, Avaya supports on-premises, private or sovereign cloud, hybrid deployments, and edge implementations using hyperscalers such as AWS, Microsoft Azure, and Google Cloud. By supporting multiple models from a single architectural foundation, Avaya differentiates itself as a practical option for enterprises navigating real-world constraints.

Avaya is rebuilding after restructuring by investing in deliberate market expansion strategies, reinforcing its position as a challenger in this analysis. The company has invested heavily in strategic partnerships, particularly with hyperscalers, AI providers, and data governance leaders, such as Databricks, to extend its reach without abandoning its enterprise roots. At the same time, it has leaned into vertical-specific solutions tailored for industries such as healthcare, public sector, and financial services—areas where Avaya already has credibility and deep domain knowledge. These focused solutions, combined with continued innovation and product development, allow Avaya to compete on outcomes rather than scale alone.

What truly strengthens Avaya's platform story is how it approaches data and AI. The vendor is intentionally AI-agnostic, allowing enterprises to use the models they trust today and swap them out as better options emerge. Through its support of Model Context Protocol (MCP), Avaya acts as a connective layer between AI, enterprise data, and real-time customer interactions. Coupled with a native Customer Data Platform that builds unified, real-time customer profiles, Avaya enables personalization based on live data rather than stale snapshots. Taken together, these capabilities show why Avaya remains a credible CEP provider—not as a market leader but as a resilient challenger—by executing a disciplined transformation from legacy communications vendor to modern CEP provider without sacrificing enterprise-grade reliability.

**Figure 11: Omdia Universe ratings—Avaya**




Source: Omdia

## Strengths

- Avaya's platform is ideal if an enterprise wants hybrid flexibility, as it can run on-premises, in a private cloud, or in the cloud without changing platforms.
- Avaya avoids AI vendor lock-in because it supports multiple AI models and lets enterprises bring their own.
- It works well with complex IT environments because it integrates with systems including Salesforce, ServiceNow, Epic, Microsoft, and Zendesk.

- Enterprise customers benefit from a mature support ecosystem, with 24/7 global support, dedicated success managers, and strong professional and managed services.
- Avaya stands out when security and compliance are critical, especially in highly regulated industries such as healthcare, finance, and the public sector.

### Limitations

- Some buyers still associate Avaya with legacy systems, so it can take a bit more conversation to explain how modern the Avaya Infinity platform really is.
- The investment can be higher than with lightweight competitors, making it better suited for strategic, long-term enterprise programs rather than short-term cost savings.
- Avaya may feel complex if customers are looking for a simple, plug-and-play cloud solution because it is designed for enterprise-level architectures.

## Creatio (Omdia recommendation: Leader)

### Creatio should appear on your shortlist if:

- You want control over customer processes. No-code design lets business teams change workflows without waiting on IT.
- You want CRM, workflow automation, omnichannel engagement, and AI in a single unified platform instead of stitching together multiple tools.
- You want predictive, generative, and agentic AI built in from day one with predictable pricing rather than usage-based AI costs.
- You want deployment flexibility and fast scalability, supporting on-premises, private cloud, or public cloud while starting small and expanding across functions.

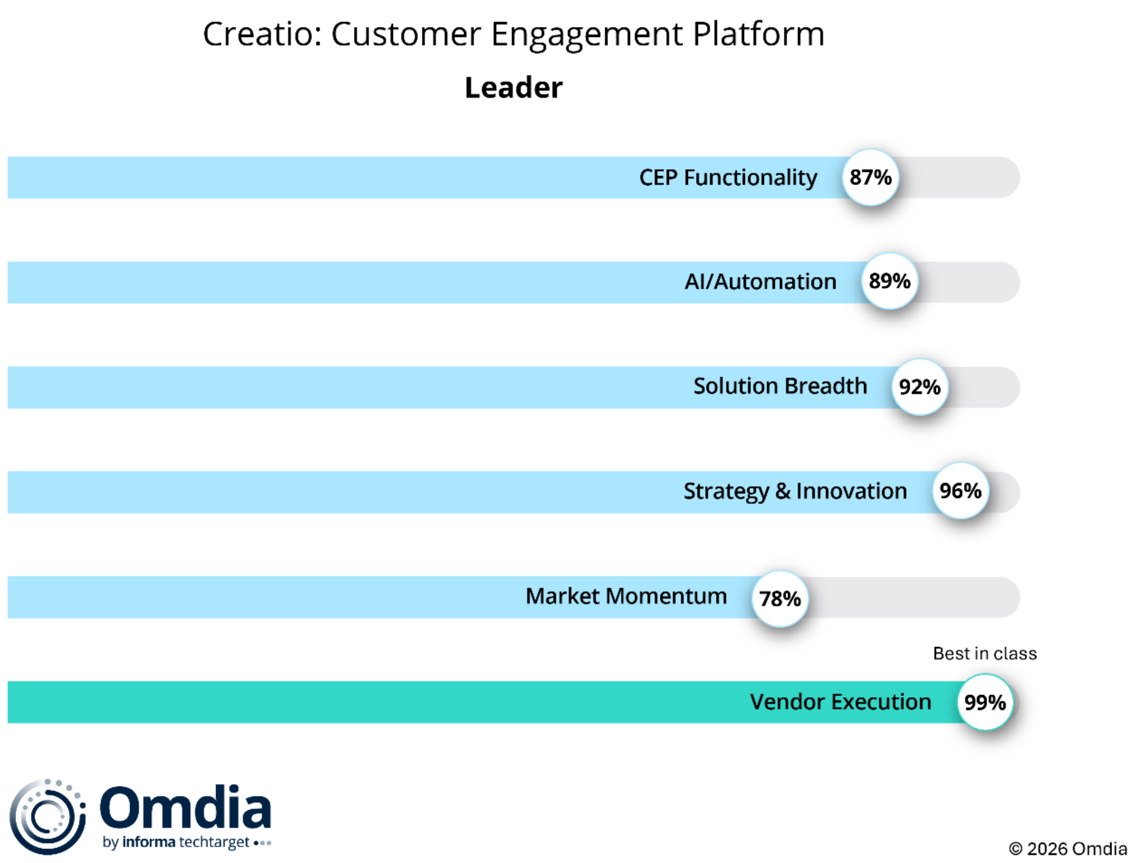
### Overview

Creatio is emerging as a leader in the CEP market precisely because it understands a fundamental shift already underway: traditional CCaaS platforms are no longer strictly necessary. While CCaaS once centralized everything—voice, routing, agent tools, reporting—those capabilities are now distributed across modern cloud infrastructure, AI services, and SaaS applications. Customer service today is less about routing calls and more about orchestrating intelligent, connected experiences across channels. Creatio leans into that reality, embracing the strengths of CCaaS where they still matter while shedding the weight of a monolithic, voice-first model that no longer reflects how customers really engage.

This is where platforms like Creatio illustrate the broader market evolution. Creatio started as a traditional CRM but has transformed into a no-code, AI native customer engagement platform built for speed and flexibility. Instead of forcing organizations to adapt to rigid systems, it empowers business users to design workflows, automate processes, and shape customer journeys themselves. By unifying CRM, workflow automation, real-time customer data, and predictive, generative, and agentic AI on a single data model, Creatio ensures customer context remains consistent across email, chat, voice, social, and web, without requiring a classic contact center stack to hold it all together.

Creatio's leader position comes from aligning with these same shifts, while recognizing that CCaaS is now optional rather than foundational. The rise of AI agents, the move away from expensive and complex legacy CRMs, and the growth of citizen development all point toward a more modular, composable future. Creatio positions itself for organizations that want to move fast, experiment freely, and continuously improve engagement without being constrained by heavy development cycles or outdated contact-center assumptions. In that sense, Creatio is not abandoning CCaaS; it is redefining what matters beyond it.

**Figure 12: Omdia Universe ratings—Creatio**




Source: Omdia

## Strengths

- Creatio enables rapid change by allowing business users to build and modify workflows without heavy reliance on developers.
- It provides unified experiences across sales, marketing, and service through a shared data model and process engine.
- It reduces CRM complexity and integration overhead, making it attractive for organizations modernizing and moving away from legacy platforms.
- Creatio's platform embeds practical predictive, generative, and agentic AI directly into day-to-day processes, with more predictable cost structures.
- It scales naturally over time, supporting incremental adoption while integrating well with modern ecosystems and partners.

## Limitations

- Creatio may not be ideal for organizations that prefer heavy custom coding because it is optimized around no-code and low-code patterns.
- Some highly regulated organizations may require additional design and governance efforts to meet strict compliance and data sovereignty requirements.
- It can require strong internal governance because high flexibility in no-code platforms can lead to process sprawl if not managed well.

# CSG (Omdia recommendation: Challenger)

## CSG should appear on your shortlist if:

- Creating continuously updated customer profiles across CRM, billing, usage, and support data with strong identity resolution is a priority.
- You want agentic AI that can autonomously execute multi-step workflows across multiple systems.
- You want a modular, composable architecture designed for mission-critical, Fortune 100 use cases and high volume performance.
- You need a platform that integrates cleanly into existing enterprise environments and has been proven in complex, regulated industries such as telecom, financial services, healthcare, and retail.
- You want a platform that is purpose-built for real-time, individual-level journey orchestration rather than basic campaigns or contact center routing.

## Overview

Strategically, CSG Systems International positions Xponent as a connective layer rather than a replacement platform. The message is clear that this is not about ripping out existing systems or forcing a wholesale rebuild of the technology stack. Instead, the company frames Xponent as a way to bring order to what already exists by orchestrating systems into coherent, end-to-end journeys.

That distinction matters to enterprises that have gone through multiple waves of transformation and are wary of high risk, disruptive change. By emphasizing orchestration over replacement, this positioning lowers the perceived risk of transformation and signals evolution rather than upheaval. It reassures leaders that progress does not require destabilizing core operations or writing off years of prior investment.

It also reflects the practical reality of large organizations. Most enterprises cannot, and will not, standardize on a single platform. Their environments are inherently complex, built from layers of legacy systems, modern applications, and partner technologies. A connective approach acknowledges that complexity instead of pretending it can be eliminated.

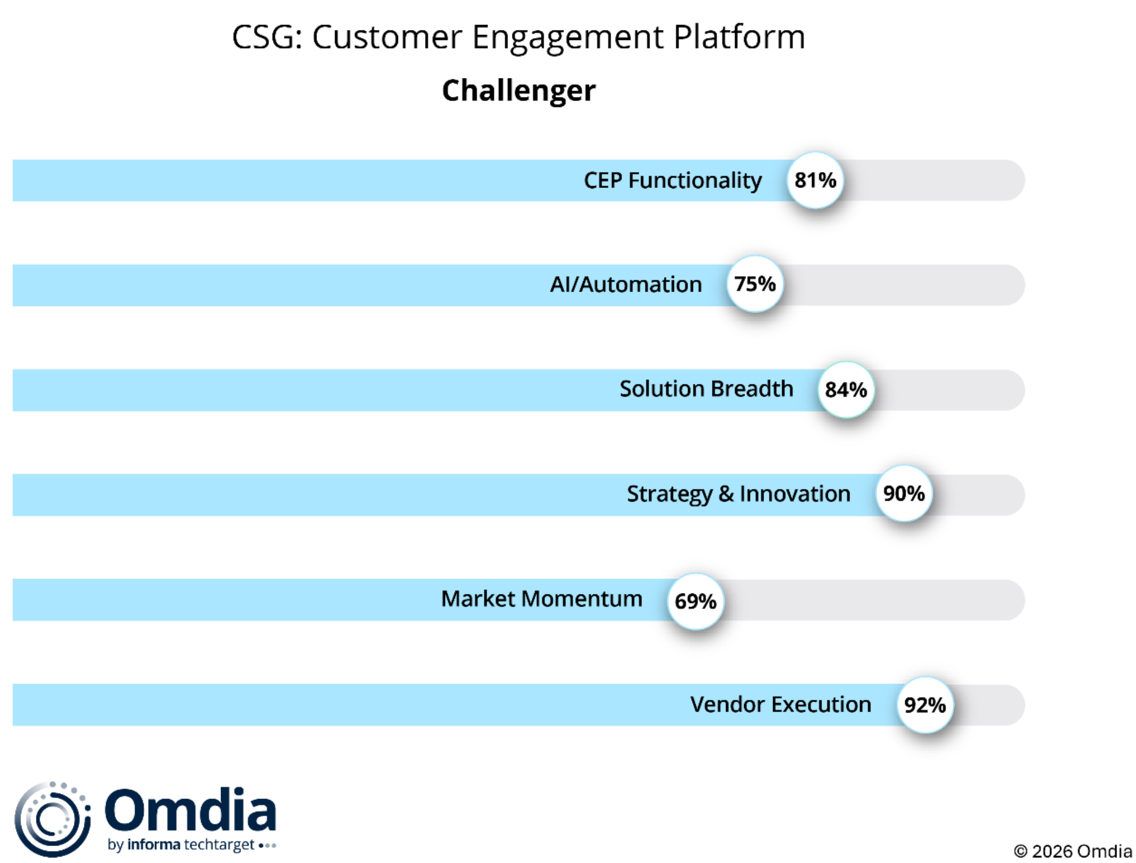
Ultimately, this framing shifts the conversation away from tools and modules and toward outcomes. By focusing on journeys and experiences, Xponent appeals to organizations that are tired of fragmentation but understand their constraints. It offers a path forward that feels achievable, pragmatic, and aligned with how enterprises really operate.

CSG is positioned as a challenger largely because, although its AI capabilities are strong and thoughtfully engineered, they are not yet perceived as fully AI native or deeply embedded across the core platform.

Much of CSG's GenAI functionality today lives in premium experience applications such as Bill Explainer and Payment Reminder, rather than being a standard, horizontally available platform capability, and several of the most advanced features—such as dynamic generative personalization, conversation-level summarization, autonomous resolution, and voice-based GenAI—are still on the near-term roadmap.

The platform's architecture is fundamentally orchestration- and rules-driven, with AI layered in to enhance decisioning, summarize content, and guide next-best actions, rather than serving as the primary control plane for journeys and engagement. While its agentic AI strategy, governance framework, and cross-channel orchestration are enterprise-grade and well suited for regulated, high complexity environments, the overall market perception is that CSG is a powerful CEP that uses AI, rather than providing an AI native engagement platform.

**Figure 13: Omdia Universe ratings—CSG**




Source: Omdia

## Strengths

- CSG excels at real-time orchestration, listening and reacting instantly across systems and channels to coordinate complex customer journeys.

- It is built for highly complex, regulated businesses, handling large data volumes and demanding compliance requirements with ease.
- CSG effectively unifies fragmented data, using strong identity resolution and profile enrichment to create a coherent customer view.
- The platform fits and scales within existing tech stacks, allowing organizations to start small, expand modularly, and rely on mature enterprise support.

### Limitations

- The offering may be more than smaller organizations need, especially those looking for basic contact center functionality.
- It is less oriented toward pure no-code citizen development, as much of its value sits in architecture and data orchestration.
- Some organizations may find the modular approach requires stronger upfront design to avoid creating journey sprawl or operational complexity.

## Dialpad (Omdia recommendation: Challenger)

### Dialpad should appear on your shortlist if:

- You want a single platform that unifies UCaaS and CCaaS, reducing complexity across employee and customer communications.
- Natively built AI is a priority, enabling live transcription, real-time coaching, automated recaps, and sentiment insights during interactions.
- You need persistent, searchable conversation histories across every channel, including voice, chat, video, SMS, and email, with deep integrations into tools including Salesforce, Microsoft 365, Google Workspace, Zendesk, and HubSpot.
- You support global operations, requiring multilingual AI, international scalability, and a strong partner ecosystem.

### Overview

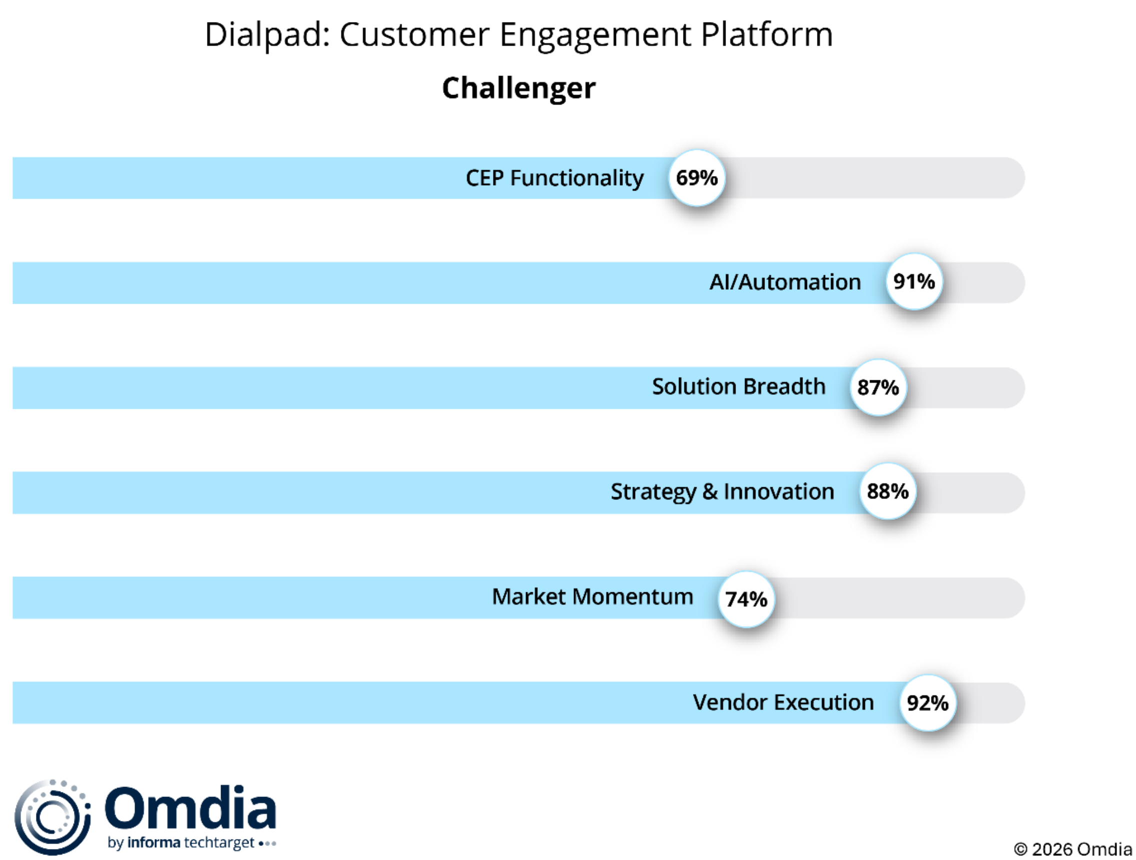
Dialpad has quietly but steadily evolved into one of the most interesting challengers because its customer engagement story is not about bolting on AI—it is about building around it. Over the past five years, Dialpad has transformed its contact center into an AI-powered, all-in-one platform, starting in 2018, when AI was embedded directly into the product roadmap, well before most competitors took it seriously. That early foundation paid off in 2023 with the launch of DialpadGPT, its proprietary language model designed for fast, accurate transcription and real-time understanding, followed by a steady rollout of practical AI features such as live agent coaching, AI CSAT, automated scorecards, recaps, and Agent Assist.

Today, that evolution shows up in a platform that feels cohesive. Dialpad brings inbound and outbound contact center, workforce management, and UCaaS into a single, cloud native application, with AI powering every interaction, including transcription, insights, coaching, and quality management. With support for eight languages for its AI-powered features, omnichannel engagement across voice, messaging, social, and email, and more than 70 integrations with tools such as Salesforce, Google Workspace, and Microsoft Teams, the value proposition becomes clear.

What really differentiates Dialpad as a challenger is that AI is not optional—it is foundational. Across Dialpad Connect, Dialpad Support, and Dialpad Sell, every conversation is captured in a persistent history that gives agents full context across any channel. Dialpad's proprietary ASR, NLP, and DialpadGPT work together to deliver real-time transcription, live coaching, AI-generated summaries, CSAT predictions, and quality playbooks that fit into daily workflows.

Still, Dialpad stops short of being named a leader because it does not yet match the global scale, vertical depth, and enterprise footprint of the largest CCaaS and CRM incumbents. While its AI-first architecture and unified platform vision are ahead of the market, Dialpad is competing against vendors with far broader partner ecosystems and regional coverage.

**Figure 14: Omdia Universe ratings—Dialpad**




Source: Omdia

## Strengths

- Dialpad excels at real-time AI, delivering live transcription, coaching, sentiment, and insights during active interactions.
- It simplifies vendor sprawl, combining UCaaS and CCaaS into a single, unified platform.
- The platform is easy to adopt, enabling fast-moving teams to be productive with minimal training.

- It significantly boosts agent productivity, using live coaching, AI recaps, and automated CRM updates to reduce after-call work.
- Dialpad scales well globally, supported by multilingual AI and strong partnerships with Google, Microsoft, and regional providers.

### Limitations

- Dialpad's workflow orchestration lacks the depth of enterprise-first CX orchestration solutions.
- Some advanced agentic AI capabilities are still emerging, with key features remaining on the product roadmap.
- Organizations with complex backend systems may need additional integration layers beyond Dialpad's native connectors.

## Genesys (Omdia recommendation: Leader)

### Genesys should appear on your shortlist if:

- You want a single, cloud native platform that unifies voice, digital channels, WEM, AI, and Journey Management without stitching together multiple products.
- Experience orchestration is the goal, using conversational, predictive, generative, and agentic AI to manage customer journeys end-to-end, not just for route interactions.
- Scale, data, and intelligence matter, with unified, continuously updated customer profiles and a platform proven to handle billions of conversations and trillions of events globally.
- You need enterprise depth and future readiness, including native WEM, AI agents that execute multi-step tasks, a deep ecosystem of integrations, and a fast-moving roadmap toward advanced agentic orchestration.

### Overview

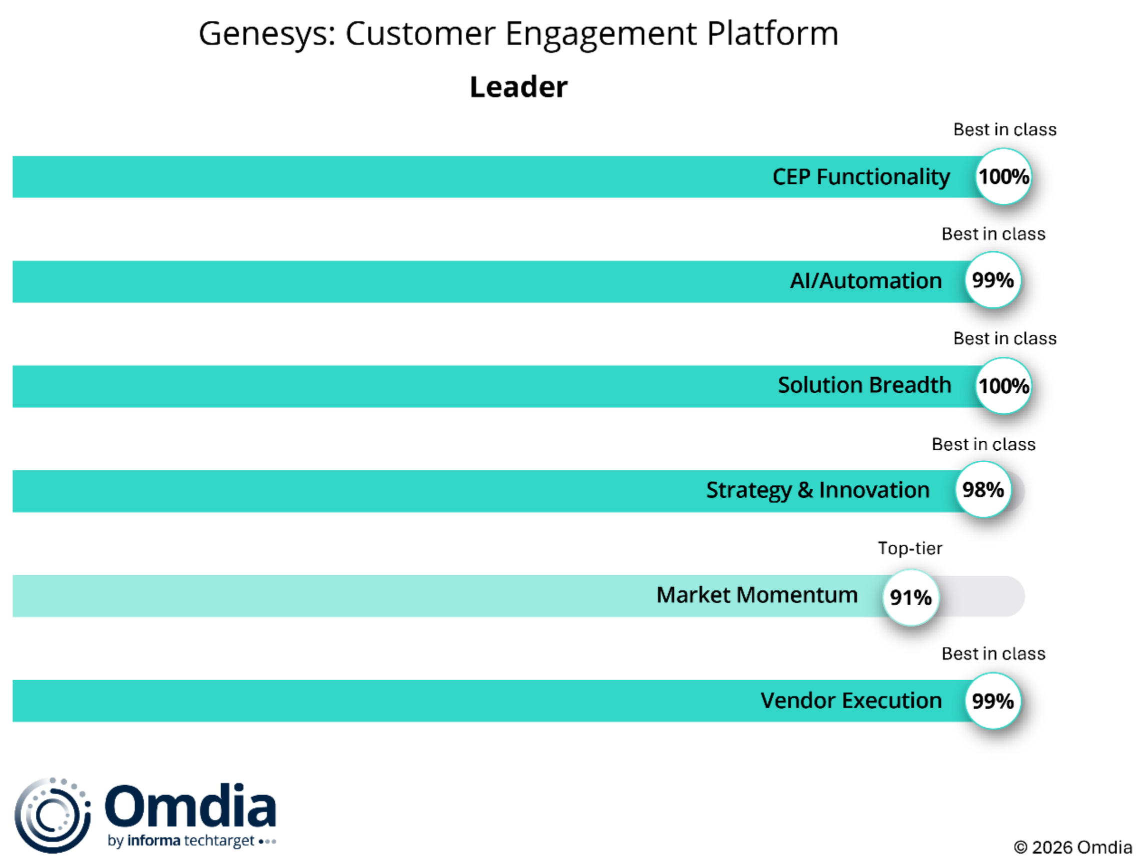
Genesys has quietly but decisively outgrown the label of "contact center vendor." The company has intentionally engineered Genesys Cloud CX as a full AI-powered experience orchestration platform, not a collection of channels or point AI features. Instead of optimizing isolated interactions, the platform ingests signals across voice, digital, messaging, CRM, and backend systems, unifies them through its Event Data Platform, and uses AI to determine what should happen next, whether that is automation, a human handoff, or a back-office workflow. This shift from interaction handling to outcome orchestration is what enterprises need as CX becomes more continuous, contextual, and lifecycle-driven.

The technical foundation reinforces why Genesys continues to stand out in the field. Built cloud native on AWS with a microservices architecture, a unified code base, and more than 2,500 open APIs, Genesys Cloud CX provides enterprise-grade scale, resilience, and extensibility that legacy platforms can't match. Handling more than 2.2 billion conversations per month, ingesting nearly one trillion events per day, and supporting more than 35,000 production AI models, the platform operates at a level of real-world scale that validates its architecture—not just its vision. More than 500 new features shipped in fiscal-year 2025 without breaking integrations, underscoring how innovation velocity is embedded into the platform itself.

AI is where Genesys' leadership becomes most tangible. Rather than betting everything on off-the-shelf generative models, Genesys runs a hybrid AI strategy across proprietary, open source, and frontier models, using the right tool for each job. This enables advanced orchestration, powering virtual agents, copilots, predictive routing, journey optimization, and increasingly agentic AI that can reason, decide, and act within enterprise guardrails. Models are continuously auto-trained, tested, and deployed without customer reintegration, lowering cost and accelerating adoption. Just as important, customers retain the flexibility to bring their own models, telephony, or tools without losing orchestration control.

What sustains Genesys' leadership, though, is how closely innovation is tied to customer outcomes. A significant percentage of features were influenced directly by customer feedback, reinforced through advisory councils, beta programs, and AI-guided product analytics. At Genesys Xperience 2025, this philosophy was underscored by a clear message: AI should act as a teammate, not a bolt-on tool. By advancing agentic AI, embracing open standards such as A2A and MCP, and deepening partnerships with Salesforce and ServiceNow, Genesys is positioning itself as the orchestration layer that unifies data, systems, and people across the enterprise. In a market moving beyond efficiency and toward trust, scale, and outcome-driven experiences, Genesys is not just keeping pace—it is setting the direction.

**Figure 15: Omdia Universe ratings—Genesys**




Source: Omdia

## Strengths

- Genesys Cloud CX offers a single, cloud native platform, unifying voice, digital channels, workforce engagement, and journey management instead of relying on disconnected point solutions.
- It is especially compelling for large enterprises, as it has proven its ability to operate reliably at massive scale with very high interaction and event volumes, while supporting global operations across multiple languages and regions and adhering to local regulatory, compliance, and data residency requirements.
- The platform enables true experience orchestration, using real-time data, unified customer profiles, and built-in conversational, predictive, and generative AI to drive next-best actions rather than simple routing.
- Genesys Cloud CX is well suited for modernization efforts, supporting transitions from legacy on-premises environments through open APIs, hybrid telephony, and a strong partner ecosystem.
- It aligns customer and employee experience while fitting complex enterprise stacks, combining CX and WEM in a single system and integrating deeply with platforms such as Salesforce, ServiceNow, and AWS, with flexible options for adopting AI at your own pace.

## Limitations

- It may require a more involved implementation compared to lighter CCaaS tools, especially when you are unifying multiple regions, channels, and legacy systems.
- The richness of configuration options can introduce governance and complexity overhead if an organization does not have clear ownership and design standards.
- Some advanced orchestration and AI capabilities may require specialized skills or partner support to exploit fully, which can increase time-to-value for very complex deployments.

# NiCE (Omdia recommendation: Leader)

## NiCE should appear on your shortlist if:

- You want domain-specific AI purpose-built for customer experience, rather than generic AI layered onto a platform.
- Personalization at scale matters, enabled by rich, continuously evolving customer memory profiles (Experience Memory).
- You need a truly unified CX platform that tightly connects WEM, analytics, routing, and AI in a single cloud native architecture.
- You prioritize enterprise-grade automation and self-service proven to operate reliably at real production scale.
- You operate globally or in regulated environments, requiring sovereign and regional cloud support, backed by strong customer advocacy, retention, and recommendation metrics.

## Overview

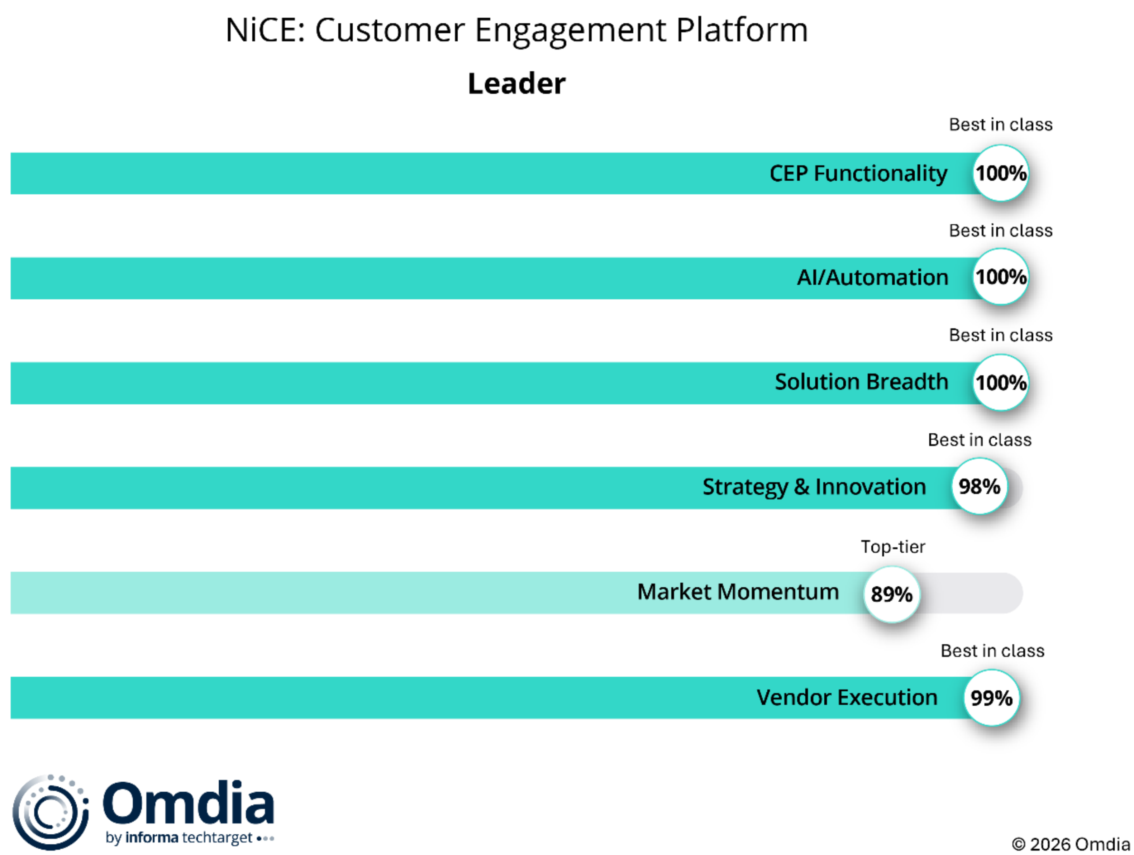
NiCE has earned its reputation as a consistent leader in the CEP market by evolving ahead of customer needs and market expectations. As a longstanding innovator in contact center, analytics, and workforce engagement, NiCE has steadily expanded beyond traditional CCaaS capabilities into a broader, intelligence-driven CEP. Instead of chasing trends, NiCE has systematically built toward a model where every customer interaction becomes usable intelligence that improves experiences, operations, and outcomes over time.

What differentiates NiCE is how deeply intelligence is embedded into the platform itself. Rather than analyzing small samples of interactions, NiCE captures and analyzes 100% of conversations across voice and digital channels, turning them into real-time guidance, automation, and next-best actions. This “conversations into intelligence” approach, anchored by Experience Memory and AI-driven insights, demonstrates the maturity associated with market leaders. NiCE’s leadership position shows up not just in feature breadth, but in how seamlessly insights flow from analytics into live agent assistance, workforce optimization, and proactive engagement.

NiCE has also advanced its leadership position by broadening its AI portfolio through the acquisition of Cognigy, which significantly strengthened its agentic and conversational AI capabilities. This move expanded the company’s reach beyond assisted service into autonomous and hybrid engagement, enabling enterprises to deploy AI agents that can reason, act, and orchestrate workflows across the customer journey. This acquisition is a strategic accelerator that allows NiCE to unify conversational AI, orchestration, and human engagement within a single, enterprise-grade platform rather than rely on loosely connected point solutions.

Furthermore, NiCE’s CXone platform reflects not just incremental improvement but a clear shift toward an AI native customer engagement model—one that anticipates customer needs, connects front- and back-office workflows, and scales intelligence across AI and human agents. By combining deep CX data, advanced AI from Cognigy, and a proven workforce engagement foundation, NiCE has strengthened its leadership standing and set a higher bar for what enterprise CEPs are expected to deliver.

**Figure 16: Omdia Universe ratings—NiCE**




Source: Omdia

## Strengths

- NiCE delivers deep, CX-specific AI, with purpose-built models for contact center and experience use cases rather than generic AI.
- It excels in quality management and coaching, automatically analyzing and scoring 100% of interactions instead of relying on limited sampling.
- The platform enables hyper-personalized engagement, using Experience Memory to preserve customer context across channels and over time.
- NiCE is well suited for global and regulated enterprises, offering sovereign cloud options and strong compliance capabilities.
- It tightly integrates CX and WEM, making it a strong choice where workforce performance, coaching, and gamification are critical.

## Limitations

- It is better aligned to mid-market and large enterprises, rather than small teams with basic contact center requirements.

- Realizing full value from AI and analytics takes time, requiring operational maturity and thoughtful configuration.
- The platform may feel less open or developer-centric compared to solutions that emphasize API-first extensibility.

# Oracle (Omdia recommendation: Challenger)

## Oracle should appear on your shortlist if:

- You want tight alignment between front-office CX and back-office systems, creating a single source of truth across engagement, data, and operations.
- Customer data depth and governance matter, and a native CDP with real-time identity resolution that supports complex B2C and B2B models.
- You need enterprise-grade AI and infrastructure that combines built-in GenAI with the security, performance, and governance of Oracle Cloud Infrastructure.
- You operate in global or regulated industries and would benefit from deep compliance capabilities and seamless integration across its broader ERP, HCM, finance, and industry ecosystems.

## Overview

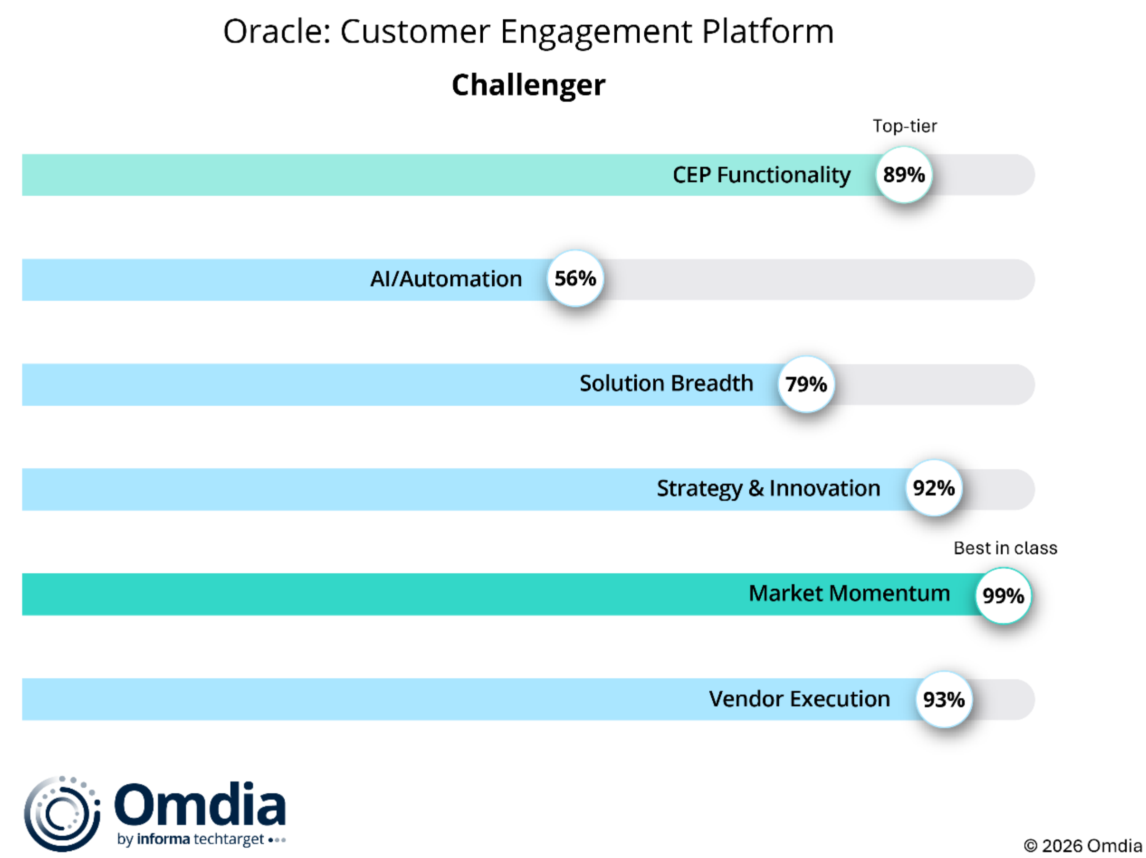
Oracle approaches customer engagement from a broad enterprise systems perspective rather than treating it as a standalone contact center solution. Its strategy is built around Oracle CX Cloud and the Oracle Unity Customer Data Platform, which run on Oracle Cloud Infrastructure, with the belief that meaningful engagement starts with a strong data foundation. Instead of leading with interaction tools, Oracle emphasizes unifying customer data across the enterprise, so every engagement is informed, consistent, and context rich.

At the core of this approach is data unification. Oracle pulls information from CRM, billing, order management, and service systems, then stitches identities together across devices and channels to form a single, reliable view of the customer. These profiles are continuously updated in real time and enriched with AI-driven insights and predictive attributes, giving organizations a deeper understanding of customer behavior, intent, and future needs before any interaction even begins.

Once that foundation is in place, Oracle layers on omnichannel engagement, GenAI for content creation and responses, AI agents that automate workflows, and real-time assistance for human agents. Strategically, this positions Oracle for enterprises that need strong AI governance, tight integration between front-office CX and back-office operations, vertical-specific capabilities in industries such as healthcare, finance, and retail, and global-scale compliance. In simple terms, Oracle is aiming to connect the entire enterprise around the customer.

Oracle, however, is currently a challenger because, despite its unmatched strength in data, infrastructure, and enterprise applications, its customer engagement portfolio is not as turnkey or customer service–centric as the market's pure-play CCaaS and CX leaders. Oracle's engagement capabilities are powerful, but they are often implemented as part of broader digital transformation programs rather than as an out-of-the-box engagement platform. As a result, Oracle competes more on enterprise architecture, data gravity, and vertical depth than on customer-facing innovation.

**Figure 17: Omdia Universe ratings—Oracle**




Source: Omdia



## Strengths

- Oracle tightly connects CX with core enterprise systems, natively linking front-office engagement and back-office data into a single operational view.
- It excels at data unification and identity resolution, using Unity CDP to maintain real-time, stitched customer and account profiles.
- The platform is strong in governance, security, and compliance, running on Oracle Cloud Infrastructure with enterprise-grade controls.
- Oracle performs well in complex B2B and global environments, supporting account hierarchies, advanced data models, and large-scale deployments.
- It offers built-in GenAI and automation, enabling content creation, agent assistance, and expansion into additional channels and AI capabilities without heavy reliance on third-party tools.

## Limitations

- Oracle can feel heavyweight, especially when compared to lighter, CX-only platforms designed for simpler deployments.

- It may be more platform than necessary for organizations only seeking basic contact center functionality.
- Implementations can be more involved, particularly when deep integration with enterprise systems is required.

# RingCentral (Omdia recommendation: Leader)

## RingCentral should appear on your shortlist if:

- You want a converged UCaaS and CCaaS platform that reduces silos between employee collaboration and customer engagement.
- Fast adoption and time-to-value matter, combining enterprise-grade reliability with consumer-like simplicity for rapid deployment in cloud-first, distributed environments.
- Real-time intelligence is important, offering unified customer profiles and AI-powered agent assist for live guidance and knowledge surfacing during interactions.
- You prioritize platform convergence and ecosystem flexibility, supported by a broad partner network and a growing roadmap toward agentic and autonomous AI capabilities.

## Overview

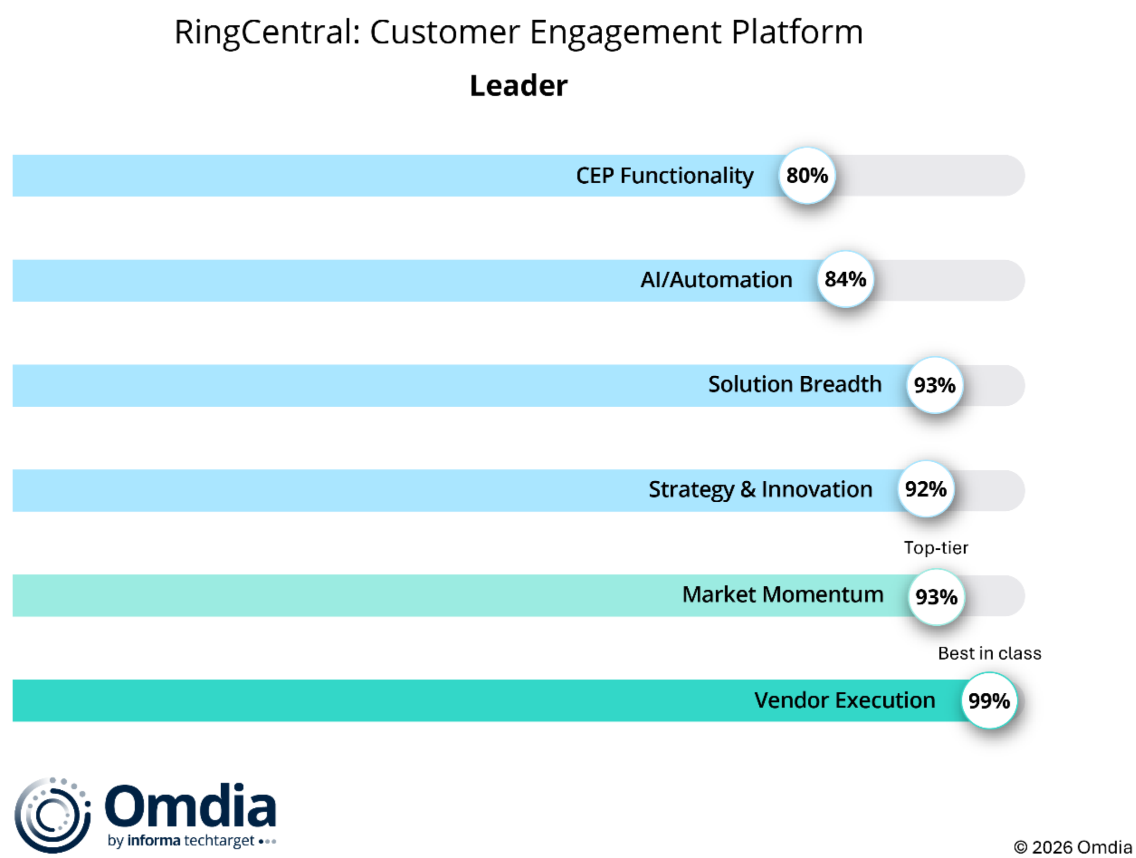
RingCentral began as a cloud voice and UCaaS provider, but over the past several years, it has deliberately expanded into a broader CEP. Today, the company brings together unified communications—voice, video, and messaging—with its RingCX contact center and a growing layer of AI-powered assistance and automation. This evolution reflects a shift from point solutions toward an integrated platform designed to support internal collaboration and external customer interactions in a single environment.

At the heart of this strategy is convergence. Rather than treating employee communications and customer engagement as separate systems, RingCentral runs both on a single, cloud native stack. This architectural choice allows contact center agents to collaborate with internal experts in real time, share conversation context seamlessly, and resolve customer issues more efficiently. In addition, many of these features are also available through developer APIs, adding CPaaS and automation capabilities to round out RingCentral's platform. The result is a more connected experience for customers and a simpler, more productive workflow for employees.

The engagement platform itself emphasizes real-time customer context, AI-driven agent support, and unified analytics across channels. By giving agents immediate insight into who the customer is, what they have experienced before, and what is happening across touchpoints, RingCentral helps reduce friction and improve outcomes. AI augments this by handling routine tasks, surfacing recommendations, and supporting agents during live interactions, while unified analytics provide visibility across voice, digital, and messaging channels.

Several factors contributed to RingCentral's move from a challenger position in *Omdia Universe: Customer Engagement Platform, 2025* to a leader in this year's research. These include the successful execution of its convergence strategy, clearer differentiation through AI-powered capabilities, and tangible progress in predictive and proactive engagement. Investments in agentic AI, digital workforce platforms, and deeper industry-specific use cases have strengthened the company's vision and credibility. Together, these advances signal a more mature platform and a clearer roadmap toward a future where AI manages routine work and where human agents focus on higher-value, relationship-driven interactions.

**Figure 18: Omdia Universe ratings—RingCentral**




Source: Omdia

## Strengths

- RingCentral delivers a unified UCaaS and CCaaS platform, reducing friction between internal collaboration and customer engagement.
- It excels in fast deployment and ease of use, combining enterprise-grade reliability with an intuitive, cloud-first design.
- The platform boosts agent productivity by using AI Agent Assist to surface real-time guidance and knowledge during live interactions and AI Quality Management to automate performance feedback, scoring, and coaching. It is well suited for organizations pursuing platform consolidation, thanks to its converged EX plus CX architecture.
- RingCentral scales reliably across regions and teams, making it a strong fit for modern, distributed, cloud-first environments that want to adopt AI progressively.

## Limitations

- Advanced agentic AI capabilities are still maturing, with some of the most ambitious features remaining on the roadmap.
- Organizations with legacy-heavy or highly customized environments may require additional integration layers beyond native connectors.
- Very large enterprises may need third-party add-ons for advanced quality management and workforce optimization features.

# Salesforce (Omdia recommendation: Leader)

## Salesforce should appear on your shortlist if:

- You want a truly unified Customer 360 platform that connects sales, service, marketing, analytics, and commerce on a single, shared data foundation.
- You prioritize customer data and AI that offers real-time identity resolution and natively embedded AI.
- You value orchestration and automation with powerful cross-channel workflows enabled by Flow and deep system integration via MuleSoft.
- You need enterprise-scale flexibility and longevity, combining global compliance, a massive partner ecosystem, and a proven land-and-expand growth model.

## Overview

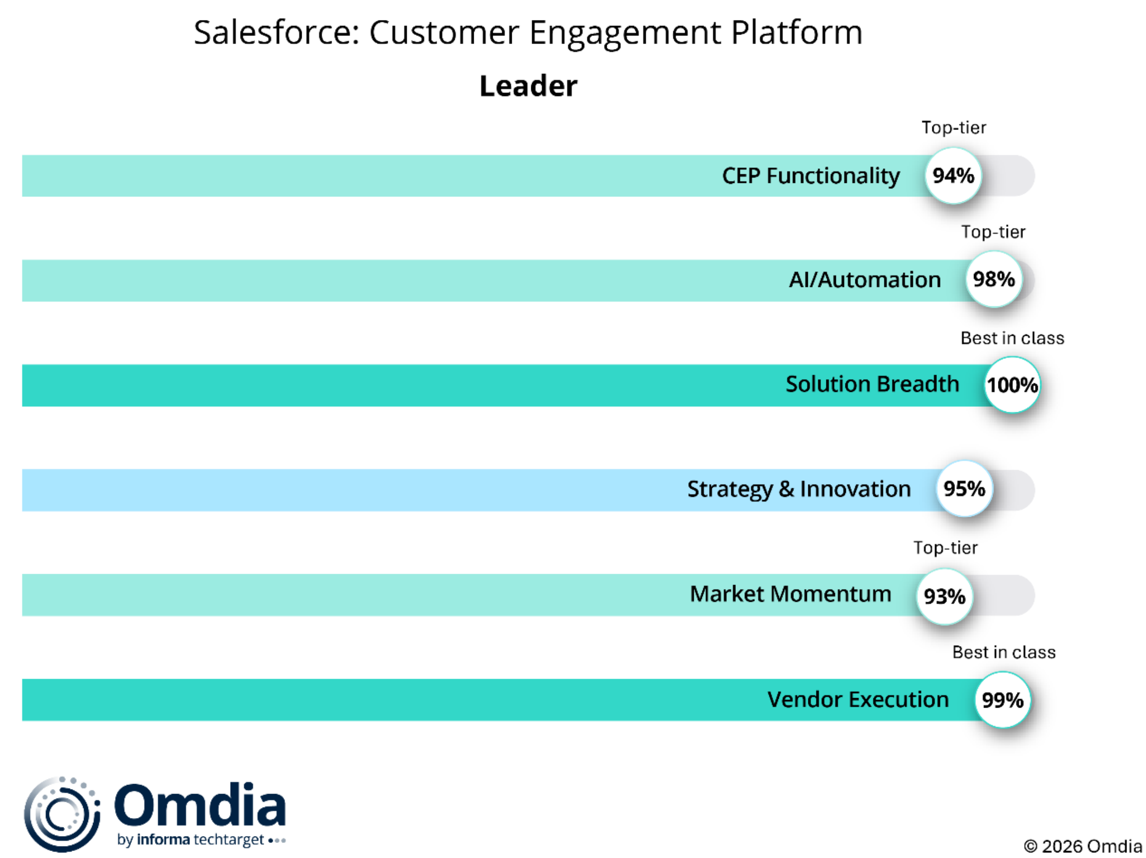
Salesforce stands out in the CEP market because it treats engagement as a platform-first strategy, not a collection of disconnected tools. Rather than focusing narrowly on CRM or contact center functionality, Salesforce organizes everything around Customer 360—a shared data foundation that brings together sales, service, marketing, commerce, analytics, and Agentforce. This unified approach creates a single, real-time customer profile that every team and every agent can rely on, eliminating silos and enabling consistent, personalized interactions across every touchpoint.

What reinforces this leadership is how Salesforce builds intelligence, automation, and agent operations directly on top of that data layer. Agentforce 360 provides a unified AI platform with conventional, generative, and agentic AI solutions. Agentforce admins can configure, govern, and scale AI-powered agents using the same low-code tools and security model as the rest of the platform—ensuring consistent behavior, compliance, and performance across channels. Flow Orchestration ensures that work moves smoothly across departments and between humans and AI agents, while MuleSoft connects Salesforce to the broader enterprise technology stack. Together, these capabilities allow organizations to design engagement journeys that span systems, teams, and moments in the customer lifecycle without breaking context.

Salesforce also differentiates itself through its ecosystem-first mindset. Tools such as Slack, Agentforce for Industries, AppExchange partners, and Agentforce extensions all plug into the same data and process layer, extending the platform without fragmenting it. This means customers can tailor Salesforce to their industry and operating model while preserving a consistent engagement foundation and a unified agent experience. Competitors often offer integrations, but Salesforce offers a shared operating environment for people and AI, with Slack serving as the AI-powered front end of the platform. This was enabled after Salesforce expanded Slack from a collaboration tool into a portal and command center.

Because of its combination of unified data, embedded AI, agent administration, orchestration, and ecosystem depth, Salesforce consistently leads the CEP market. It enables organizations to move from reactive service to predictive and proactive engagement, empowers non-technical users with low-code tools to manage workflows and agents, and embeds AI as a core capability rather than an add-on. In practice, Salesforce functions less like a standalone product and more like a customer engagement operating system for humans and AI working together.

**Figure 19: Omdia Universe ratings—Salesforce**




Source: Omdia

## Strengths

- Salesforce provides a truly unified platform that brings marketing, sales, commerce, service, and analytics together without relying on loosely stitched tools.
- AI is embedded directly into everyday workflows, making intelligence actionable through native capabilities like Agentforce rather than separate add-ons.
- It offers flexibility and extensibility, powered by one of the largest partner and ISV ecosystems in enterprise software.

- The platform supports a strong land-and-expand model, allowing organizations to start with a focused use case and grow adoption over time.
- Salesforce scales well for complex, global enterprises and offers mature compliance, security, and collaboration capabilities, including deep Slack integration.

### Limitations

- Salesforce's breadth and flexibility can introduce platform complexity. This requires skilled administrators and architects to design, govern, and maintain the system at scale.
- The total cost of ownership can be high, with licensing, add-ons, integrations, and customization often driving expenses well beyond the base subscription.
- Performance and usability can suffer if data models, automation, and integrations are not carefully designed, making strong governance and optimization essential.

## Sharpen (Omdia recommendation: Prospect)

### Sharpen should appear on your shortlist if:

- You prioritize agent experience and productivity and want a clean, real-time unified desktop that surfaces CRM and interaction context without heavy complexity.
- You want fast time-to-value, using low-code automation and Action Bots to connect systems without large integration projects.
- You want modern cloud and AI without enterprise bloat, combining a reliable microservices architecture with embedded AI for summaries, sentiment, and agent assist.

### Overview

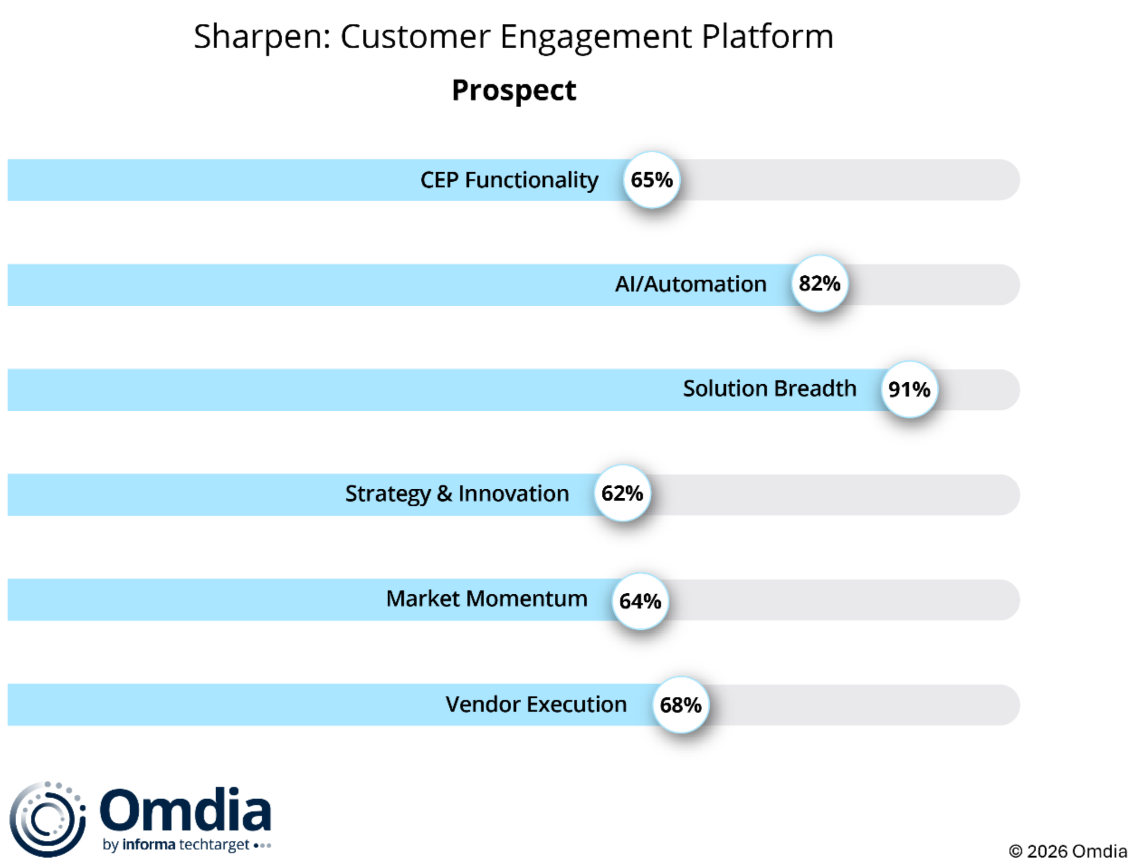
Sharpen positions itself as a modern, agent-first contact center platform designed to simplify the daily reality of frontline teams. Rather than trying to compete as a massive, all-encompassing customer data or engagement suite, Sharpen has historically focused on the essentials that contact centers actually rely on: a clean and unified customer view, fast access to CRM and interaction history, and real-time AI assistance during live conversations. This deliberate focus shows up in a platform that feels intuitive and practical and is optimized for agents who need speed, clarity, and decision support more than complexity or feature sprawl.

Sharpen's acquisition of Ytel in December 2025 meaningfully advances this positioning by closing one of the platform's most structural gaps: native communications infrastructure. Through Ytel, Sharpen gains embedded CPaaS and UCaaS capabilities, bringing programmable voice, messaging, and unified communications directly into its agent-first experience rather than relying on third-party providers. This shifts Sharpen from being a contact center application that sits on top of external communications stacks into a more vertically integrated CEP. For the broader market, this is significant because real-time, programmable, and context-aware communications across voice and digital channels increasingly define customer engagement. By internalizing these capabilities, Sharpen can more tightly orchestrate interactions, reduce architectural complexity for mid-market buyers, and participate more directly in end-to-end engagement architectures without abandoning its core focus on simplicity and agent productivity.

With native CPaaS and UCaaS now part of its platform foundation, Sharpen is no longer structurally constrained to an overlay role in the engagement ecosystem. It has the architectural control needed to evolve beyond agent efficiency into true platform-level capabilities, including deeper orchestration across channels, tighter system integration, and more cohesive engagement flows across customer and employee communications, enabling its go-to-market strategy to compete in the broader CEP market, beyond contact center software classification.

Looking forward, Sharpen's path to advancement will depend on how effectively it extends its agent-first philosophy into a more connected, end-to-end engagement framework. That means deepening its customer data model, strengthening cross-channel orchestration, and evolving its AI from reactive, in-conversation assistance into more predictive and proactive engagement intelligence. With communications infrastructure now internalized, Sharpen is structurally better positioned to execute on this vision. If it can expand platform scope without introducing complexity, it has a credible opportunity to move up-market in influence and perception while remaining differentiated by the agent-centric design that defines its core identity.

**Figure 20: Omdia Universe ratings—Sharpen**




Source: Omdia

## Strengths

- It enables fast time-to-value, with lightweight integrations that avoid long, expensive implementation cycles.

- The platform emphasizes real-time AI assistance that supports agents with summaries, sentiment analysis, and guidance without overreliance on autonomous AI.
- Sharpen is well suited to mid-sized contact centers, offering enterprise-grade reliability and uptime without enterprise-level complexity.
- It performs well in regulated industries, prioritizing accuracy, compliance, usability, and strong agent adoption.

### Limitations

- Fully autonomous agentic AI capabilities are still evolving, with more advanced functionality remaining on the roadmap.
- It may feel less feature-rich than large enterprise CX platforms, particularly for end-to-end journey orchestration.
- Organizations needing heavy back-office workflow automation may require additional tools or integration partners beyond Sharpen's native capabilities.

## Smart Communications (Omdia recommendation: Prospect)

### Smart Communications should appear on your shortlist if:

- You operate in regulated industries, where strong security, compliance, and governed AI are non-negotiable rather than optional.
- You want a unified engagement approach that brings inbound and outbound communications together while evolving proven CCM strengths into a broader CEP.
- You value flexibility over lock-in, with an interoperability-first philosophy designed to plug into existing ecosystems instead of replacing them.
- Roadmap transparency and business-user enablement matter, with a combination of enterprise-scale architecture with expanding platform capabilities, accessible design, and a clear customer-driven product direction.

### Overview

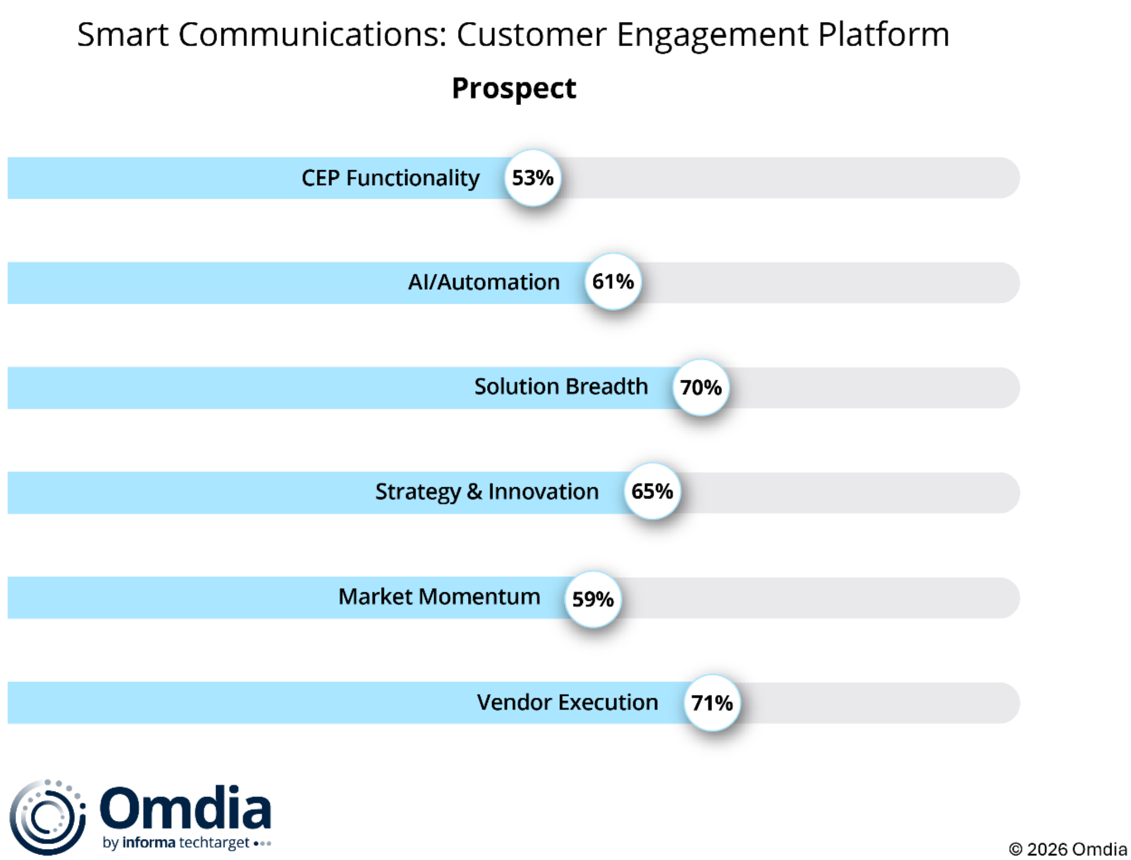
Smart Communications enters this Omdia Universe as a relative newcomer but not an inexperienced one. The company built its reputation by excelling in enterprise customer communications, particularly in highly regulated industries such as financial services, insurance, healthcare, and government. From the beginning, Smart Communications focused on scenarios where customer engagement is not just about convenience or speed but about precision, compliance, security, and auditability. That heritage gives it credibility in complex, high stakes interactions where traditional CCaaS platforms or lightweight CRM-driven engagement tools often fall short.

At the core of its offering is the Conversation Cloud which unifies SmartCOMM for compliant and personalized communications, SmartIQ for secure data capture and intelligent forms, SmartPATH for omnichannel orchestration, and SmartHUB for compliant cloud archiving. What differentiates Smart Communications is how tightly these capabilities are integrated into a single, end-to-end engagement flow. The platform supports the full lifecycle of a regulated conversation, capturing data, validating it, generating compliant communications, orchestrating next actions, and preserving records for regulatory review. This makes the solution feel less like a bundle of point tools and more like a purpose-built system designed from the ground up for regulated customer engagement.

In its first year of inclusion in this Omdia Universe, Smart Communications has been positioned as a prospect largely because of scope rather than maturity. Its strengths are deep but concentrated in regulated, document-heavy, and process-intensive engagement scenarios rather than broad, horizontal engagement use cases. Compared to established leaders, it has less visibility in real-time contact center operations, large-scale marketing activation, and ecosystem-driven extensibility, which are often weighted heavily in overall platform rankings.

To move to a higher tier, Smart Communications will need to continue expanding beyond its communications stronghold into more real-time, event-driven engagement while maintaining its compliance-first advantage. Deeper AI-driven decisioning, stronger native integrations with leading CRM and CCaaS platforms, and clearer articulation of its role as an orchestration layer across the entire engagement stack would elevate its positioning. If the company can balance broader engagement coverage with the rigor that regulated industries demand, it has a strong path to moving from prospect to leader, especially as compliance, governance, and trust become central to customer engagement strategies.

**Figure 21: Omdia Universe ratings—Smart Communications**




Source: Omdia

## Strengths

- Smart Communications stands out in regulated industries, where compliance, auditability, and security are foundational.
- It covers the full engagement lifecycle in one platform, so teams do not have to piece together tools for communications, orchestration, forms, and archiving.
- Despite its enterprise depth, it is business-friendly, with drag-and-drop tools that let non-technical teams move fast without constant IT involvement.
- Its AI feels practical and safe, focusing on things such as tone, translation, and sentiment-aware routing rather than risky, ungoverned automation.
- It plays well with the rest of the stack, integrating cleanly with CRMs, policy systems, and contact centers instead of forcing a rip-and-replace.

## Limitations

- Smart Communications is not a CCaaS platform, so if your primary need is call routing or voice-heavy contact center functionality, it may not be the right core system.
- Its AI is intentionally controlled, which is great for compliance but means open-ended, generative content creation is still more limited than some newer AI-first tools.
- Brand awareness is strongest in regulated verticals, so organizations outside financial services, insurance, healthcare, or government may be less familiar with it initially.

# Sprinklr (Omdia recommendation: Leader)

## Sprinklr should appear on your shortlist if:

- You want a single codebase and data model spanning marketing, service, support, analytics, workforce management, and AI, rather than stitched-together tools.
- You believe a real-time, unified customer profile and AI-first architecture (i.e., native AI agents, copilots, and autonomous multi-step workflows) are critical to delivering contextual, efficient customer experiences.
- You require enterprise-grade omnichannel support at scale, with deep integrations across major enterprise ecosystems and the ability to handle millions of interactions daily.
- Your priority is to replace multiple point solutions, reduce operational complexity, and rely on robust global customer success, training, and 24/7 support.

## Overview

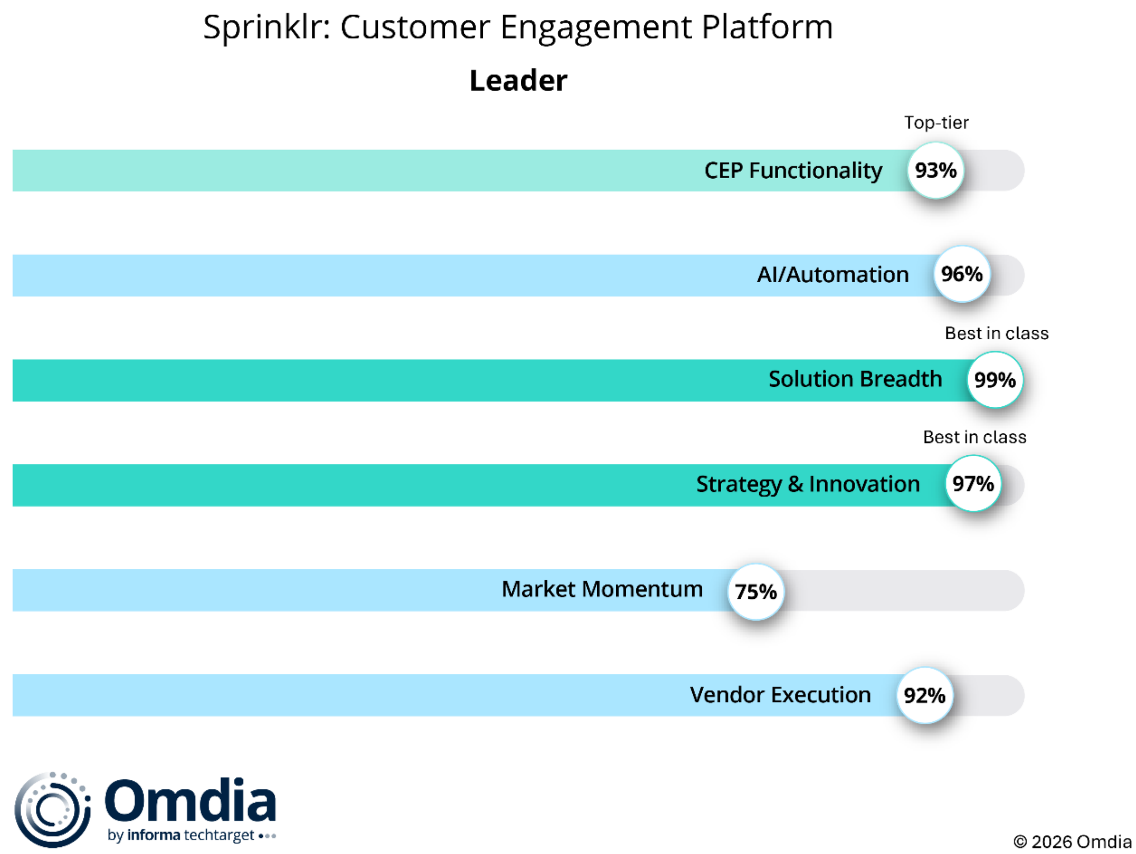
Sprinklr's consistent leadership in customer experience analysis comes from the fact that it did not just expand its feature set over time but fundamentally rethought how enterprises should manage customer engagement. While many platforms still operate as stitched-together solutions for marketing, service, or analytics, Sprinklr built a single, unified system designed around the reality of modern customers. People tend not to switch their mindset when moving between social, voice, and chat, and Sprinklr's platform reflects this by treating every interaction as part of one continuous conversation. That architectural choice, made early and refined over more than a decade, is a significant reason Omdia continues to view Sprinklr as a category leader rather than a point-solution vendor.

What truly strengthens that leadership position is how deeply AI is embedded across the platform. Sprinklr does not treat AI as a bolt-on assistant or an optional feature; rather, it functions more like the operating layer of the entire system. Its AI continuously unifies data, surfaces insights in real time, and helps customers and agents take proactive measures in the moment. With Sprinklr, analytics inform service, service informs marketing, and everything feeds back into a single system of record, making the platform feel cohesive. That tight feedback loop is hard to replicate and even harder to scale at the enterprise level.

The introduction of Sprinklr's next-generation AI platform marked a clear inflection point. With tools like Sprinklr Copilot and AI Agents, the company moved from "AI-assisted" workflows to truly AI native operations. Copilot changes how employees interact with the platform by letting them ask questions, explore insights, and act through natural language, while AI Agents can autonomously complete tasks across systems. This shift matters because it operationalizes AI across every touchpoint instead of limiting it to analytics or chatbots. Sprinklr Copilot and AI Agents are powered by AI+ Studio, a model-agnostic orchestration layer that allows a choice of multiple LLMs with enterprise safeguards such as guardrails and PII masking for secure, scalable GenAI deployment. This is a meaningful leap forward, especially compared to competitors that are still retrofitting GenAI into legacy architectures.

Ultimately, Sprinklr's leadership comes down to consistency of vision and execution. It has evolved from a social media management tool into a full-scale, unified customer experience ecosystem without losing architectural coherence. The GenAI platform reinforces that trajectory by amplifying human teams rather than replacing them, reducing friction, and making intelligence accessible across the organization. For enterprises looking for scale, governance, and measurable outcomes from AI-driven CX, Sprinklr stands out not just for what it offers today but for how clearly its platform is built for what comes next.

**Figure 22: Omdia Universe ratings—Sprinklr**




Source: Omdia

## Strengths

- Sprinklr excels at real-time data unification, giving teams a single, continuously updated customer view across all channels.
- Mature, AI-first capabilities with native agents and copilots automate real workflows and measurably improve agent productivity.
- Sprinklr enables strong platform consolidation, often replacing multiple disconnected point solutions with one unified system and data model.
- It provides enterprise-grade scalability and reliability, which as been proven in large, complex organizations handling very high interaction volumes.
- It enables consistent cross-channel experiences, enabled by unified case management, data model, and native voice rather than bolted-on components.

## Limitations

- Implementation requires change management, especially when consolidating multiple legacy systems and teams.

- Feature breadth may lead to underutilization if enterprises do not invest in training and onboarding.
- Deep customization may still require technical expertise, despite strong configuration and no-code capabilities.

## Tata Communications (Omdia recommendation: Challenger)

### Tata Communications should appear on your shortlist if

- You want a CX, CCaaS, and AI provider that combines enterprise-grade engagement capabilities with global network reach and reliability.
- You need cloud native CCaaS, CPaaS, and AI that can operate consistently across regions while meeting complex regulatory and compliance requirements.
- You value a provider that is evolving beyond connectivity into a full CX platform, backed by infrastructure and managed services strength in addition to the CX software.

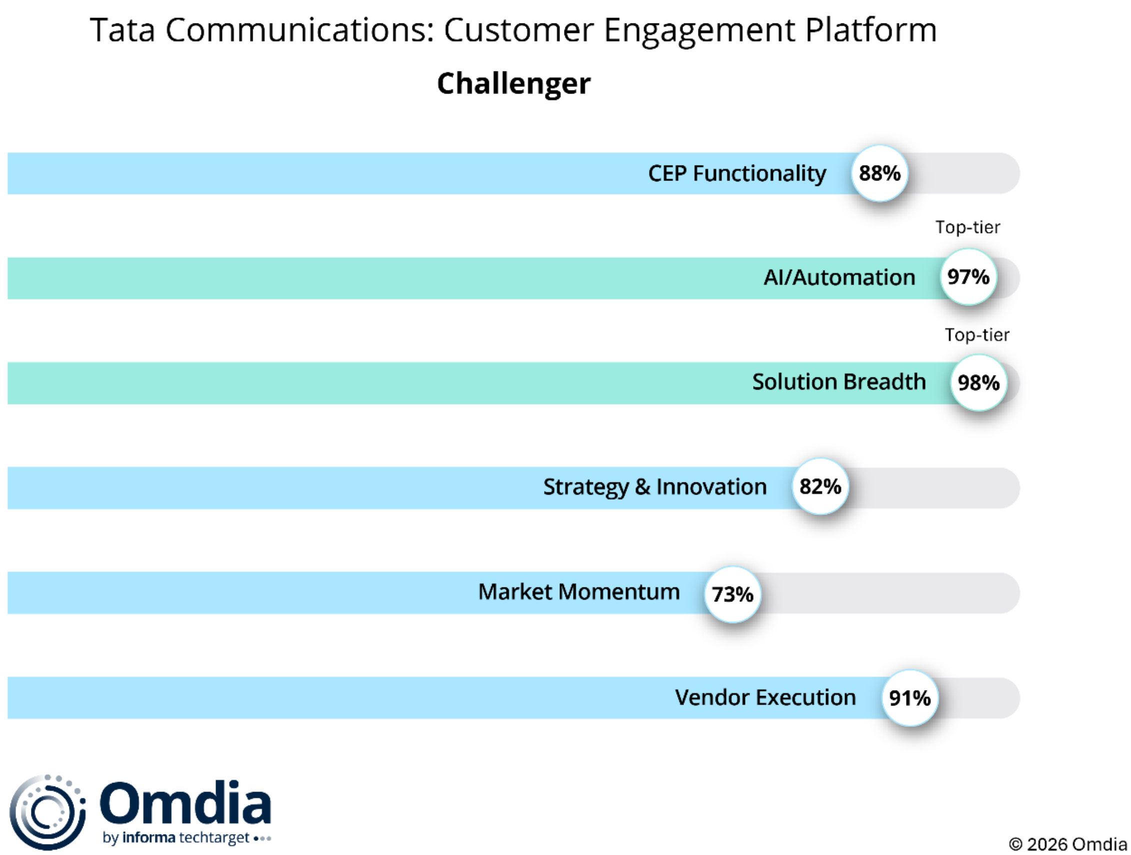
### Overview

Tata Communications entered this year's Omdia Universe because its CX and CCaaS portfolio has reached a clear inflection point. Over the past five years, the company has moved well beyond traditional contact center services to a genuinely cloud native, globally scalable engagement platform. The acquisition of communications service provider Kaleyra in 2023, combined with earlier digital CCaaS enhancements gave Tata Communications the depth analysts look for: enterprise-grade CCaaS, strong CPaaS capabilities, global voice reach, and the operational muscle to handle complex, multi-country regulatory and compliance requirements. This year, those capabilities came together into a cohesive enough story—especially with the launch of Kaleyra.ai—that it made sense to assess Tata Communications alongside established CX platform vendors rather than view it solely as a network or connectivity player.

Its placement as a challenger reflects both strength and transition. Tata Communications clearly differentiates itself on infrastructure, global reach, and reliability: geo-redundant networks, integrated SLAs, and committed quality of service are advantages few pure-play CX vendors can match. The composable architecture, full-stack CX AI approach, and use of purpose-built small language models tightly integrated with its customer data platform and orchestration layers demonstrate serious innovation intent. However, in Tata Communications' case, the CX platform narrative is still emerging, and buyers may not yet instinctively associate the brand with AI-led journey orchestration, marketing automation, and digital engagement in the same way they do long-established CX specialists.

To advance and compete more aggressively in the coming year, Tata Communications needs to sharpen three things. First, it should simplify and unify its go-to-market story, clearly articulating how CCaaS, CPaaS, AI, and orchestration come together into a single, outcome-driven platform rather than a collection of powerful components. Second, it needs more visible proof points: flagship enterprise wins, vertical-specific use cases, and measurable AI-driven CX outcomes that resonate with business leaders, not just technologists. Finally, continued investment in agentic AI and real-time personalization will be critical. If Tata Communications can combine its global infrastructure credibility with clear CX leadership positioning, it has a realistic path to moving from challenger to leader.

**Figure 23: Omdia Universe ratings—Tata Communications**




Source: Omdia

## Strengths

- Global infrastructure and reliability are core differentiators, and Tata Communications provides geo-redundant networks, strong SLAs, and 24/7 network operations that few CX vendors can match.
- The combination of CCaaS, CPaaS, and AI, strengthened by the acquisition of Kaleyra, creates a powerful foundation for large-scale digital engagement.
- Enterprise-ready CCaaS depth, built in part through long-standing collaboration with partners such as Genesys, NiCE, and AWS, gives it credibility with complex, global contact center environments.
- A composable architecture and full-stack CX AI vision, including purpose-built language models tied to orchestration and data layers, shows serious long-term innovation intent.
- The offering is a strong fit for multi-country, multi-regional enterprises that need one partner to manage voice, messaging, AI agents, compliance, and operations globally.

## Limitations

- The CX platform story is still emerging, and some buyers may not yet see Tata Communications as a first-choice AI-led CX or journey orchestration vendor.
- Go-to-market messaging can feel fragmented, with CCaaS, CPaaS, AI, and orchestration sometimes presented as components rather than one unified, outcome-driven platform.
- Organizations looking for a pure-play CX software experience may perceive Tata Communications as more infrastructure-led than experience-led—at least today.

# Twilio (Omdia recommendation: Leader)

## Twilio should appear on your shortlist if:

- You want communications, customer data, and AI unified in one platform without stitching together separate CPaaS, CDP, and AI vendors.
- Global, reliable, and compliant communications at scale matter, with high API uptime, data residency, and controls suitable for regulated industries.
- You have teams that want to build differentiated, real-time personalized experiences, using an API-first platform, unified customer profiles, and extensible AI and agentic capabilities.
- You value omnichannel engagement and ecosystem strength, backed by deep partner integrations, enterprise-grade support, and a clearly AI-driven roadmap.

## Overview

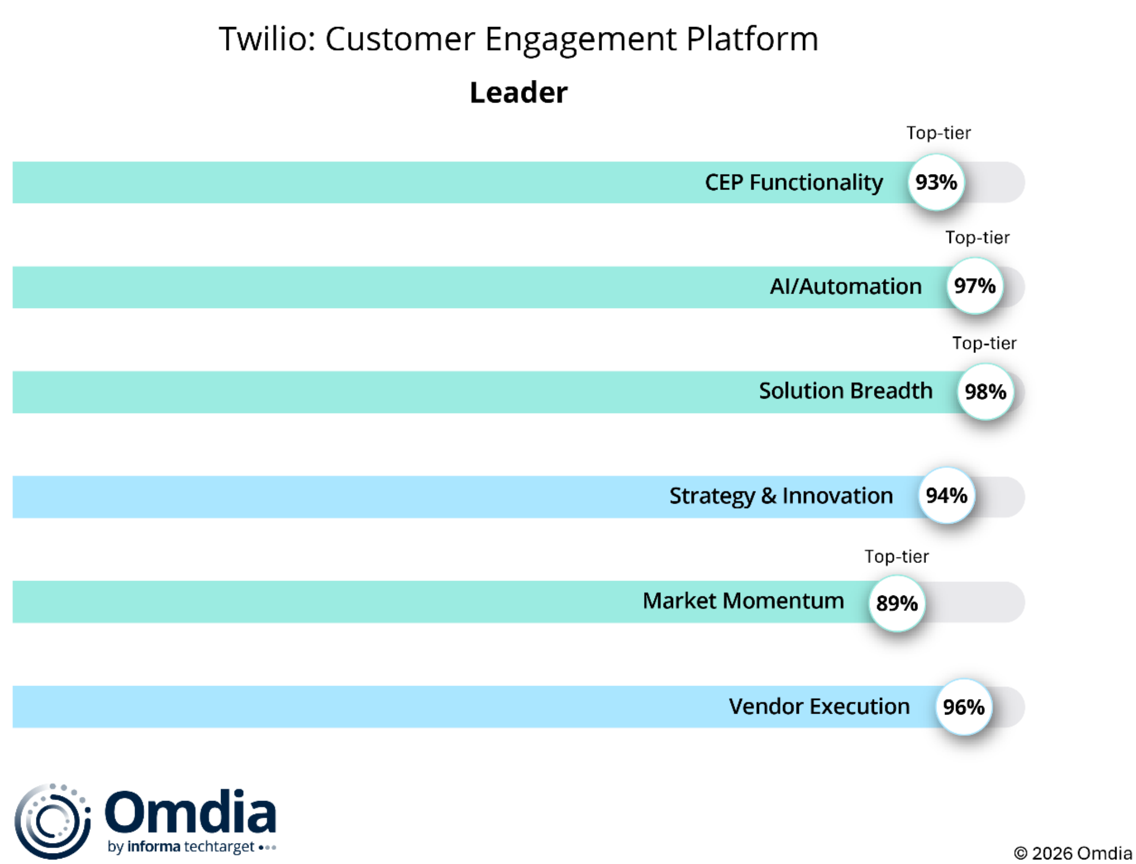
Twilio's leadership in this Omdia Universe starts with how deliberately it has evolved beyond its roots. While it is still synonymous with "communications as code," Twilio has steadily expanded that foundation into a much broader engagement layer that combines communications, data, and intelligence. By bringing together its CPaaS capabilities with a CDP and an AI-driven orchestration layer, Twilio enables enterprises to treat every interaction as part of a single, continuous relationship. Instead of one-off messages or isolated campaigns, interactions are informed by customer memory—who the customer is, what they have done before, and what context matters right now. This is a critical shift from transactional messaging to relationship-driven engagement.

Another reason Twilio consistently stands out is its platform-first mindset. Rather than positioning itself as a monolithic application that replaces existing systems, Twilio aims to be the connective tissue that everything else plugs into. Its APIs, identity capabilities, observability tools, and AI services allow enterprises and partners to build exactly what they need on top of a shared engagement fabric. Capabilities like Agent Copilot, Conversational Intelligence, and ConversationRelay enable organizations to improve agent efficiency, build conversational AI experiences faster while maintaining complete control over the user experience, and gain visibility into human and AI-driven interactions, making it easier to optimize performance in real-world environments. This flexibility and extensibility resonate strongly with buyers who want to innovate over time without locking themselves into rigid workflows.

Twilio's recent emphasis on unifying communications, contextual data, and AI further reinforces its leadership position. Enterprises today struggle with fragmented tools and siloed data across marketing, sales, support, and identity systems. Twilio directly addresses this by merging real-time conversational data with customer profiles pulled from CRMs, data warehouses, and other systems of record. The result is engagement that is omnichannel by default and context-aware at scale. The company's LLM-agnostic approach, which allows customers to bring their own AI models, also reduces risk and future-proofs investments, a key factor for enterprises still experimenting with GenAI strategies.

Ultimately, Twilio is viewed as a leader because it helps enterprises simplify complexity without sacrificing control. Its roadmap around compliance, identity, fraud prevention, and orchestration signals a long-term commitment to trust and scalability, not just innovation for its own sake. By positioning itself at the center of the CPaaS, CCaaS, CDP, and AI convergence, Twilio is redefining what a CEP looks like—one that remembers, adapts, and orchestrates across every touchpoint. That combination of vision, execution, and ecosystem leverage is what solidifies Twilio's place at the top of the category.

**Figure 24: Omdia Universe ratings—Twilio**




Source: Omdia

## Strengths

- Twilio is strong when you want a single platform that unifies communications, customer data, and AI instead of managing multiple disconnected tools.
- It excels at real-time customer profiles and identity resolution, giving agents and AI an always-current view of each customer.

- The developer-first, API-centric approach makes it ideal for teams that want to build highly differentiated, custom customer experiences rather than rely on templates.
- Twilio stands out in global, trusted communications and reliably supports scale, compliance, and performance across countries and channels.
- Its AI and agentic capabilities support real work, including multi-step workflows, cross-system actions, and strong observability into AI performance.

### Limitations

- Buyers expecting a prepackaged contact center experience may find that Twilio requires more design and configuration to get started.
- The breadth of the platform can create perception challenges, with some stakeholders still viewing Twilio primarily as a provider of messaging solutions as well as APIs.
- Advanced AI and data features can increase the total cost of ownership if they are not tied to clear use cases and disciplined adoption plans.

## Vonage (Omdia recommendation: Challenger)

### Vonage should appear on your shortlist if:

- You want a unified platform that brings UCaaS, CCaaS, CPaaS, and AI together on a single architecture that is aligned with where the UC and CC convergence market is heading.
- You are looking for a single vendor for both employee and customer communications, with an API-first model that integrates cleanly with existing CRM, ITSM, and productivity stacks.
- You want enterprise-grade reliability and global reach, backed by a carrier-grade network and Ericsson's long-term investment in 4G/5G.
- You value robust AI, vertical expertise, and high touch support, delivered through a mature partner ecosystem with strong traction in mid-market and enterprise environments.

### Overview

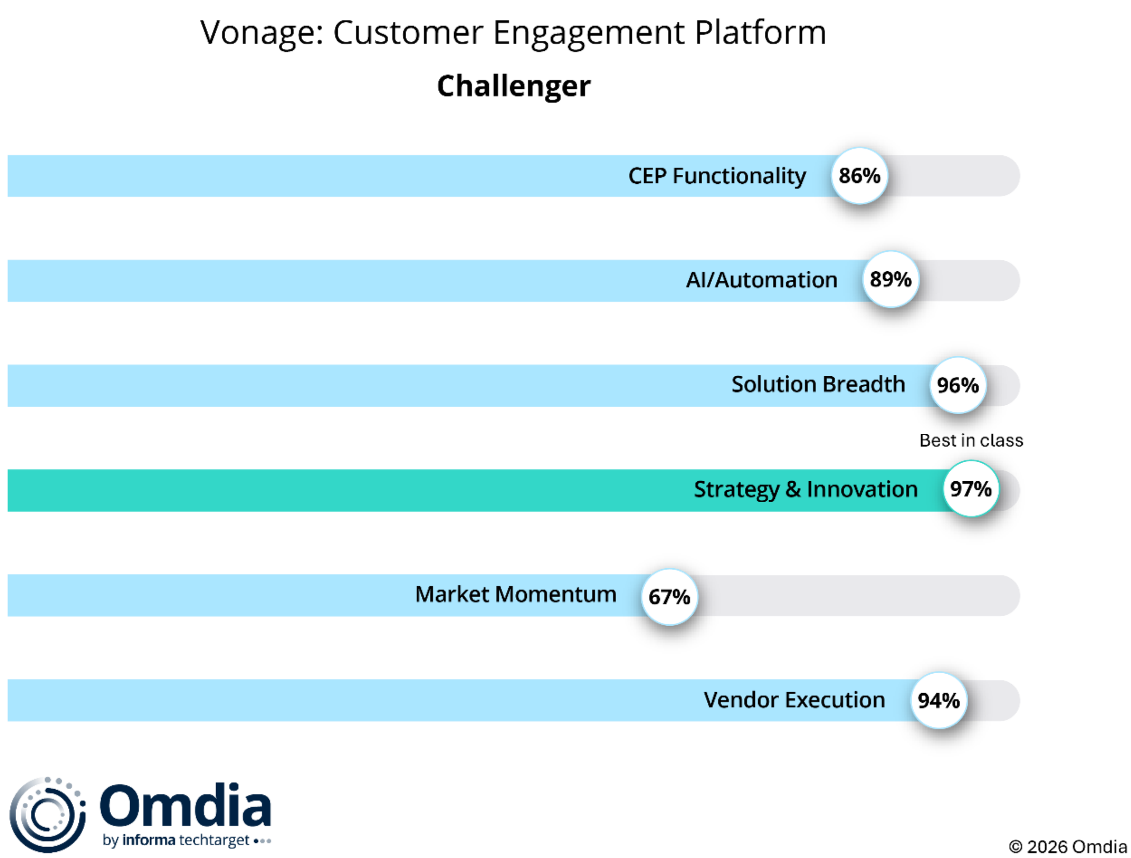
Vonage's unified communications and contact center applications are built from the Vonage platform and enable companies to transform how they communicate and operate from anywhere, enabling flexible and intelligent communications between customers, agents, employees, and business partners. Front-office agents and back-office experts should not operate in silos. With its combined UC/CC offering, Vonage Fusion, calling, messaging, meetings, APIs, and contact center tools are designed to live on the same global architecture, so teams can collaborate in real time across channels and devices. Rather than forcing customers to stitch together separate UCaaS, CCaaS, and CPaaS products, Vonage is converging them, making it easier to grow from basic communications into intelligent, AI-driven engagement without switching platforms.

On top of that foundation, Vonage is focused on innovating across its portfolio by embedding programmable capabilities for AI, analytics, and verticalized solutions into its offering. Its AI Studio and Virtual Assistant focus on automating self-service and complex workflows, while agent assist and conversation analytics are designed to make human agents more effective. Knowledge AI adds another layer by unifying knowledge bases, semantic search, and large language models through a no-code approach. Combined with deep integrations across ecosystems, including CRM, ITSM, and workforce optimization, Vonage fits naturally into the tools enterprises already rely on, which strengthens its value proposition beyond “just” communications.

Vonage is best described as a challenger in this landscape as it stands out in focus and execution. Vonage’s challenge is not necessarily about technology parity but about perception and scope: it risks being seen as a narrower, more tactical solution, while larger platforms tell a broader, end-to-end engagement story.

To evolve, Vonage should double down on a specific vertical, a standout AI capability, or a superior agent experience, then progressively open the platform through stronger APIs and partnerships. Over time, building tighter front-office and back-office alignment, embedding AI even more deeply into everyday workflows, and articulating a sharper long-term vision would help Vonage move from challenger to leader without losing the agility that likely makes it an established competitor in the first place.

**Figure 25: Omdia Universe ratings—Vonage**




Source: Omdia

## Strengths

- Vonage is a strong choice if you want UCaaS, CCaaS, and CPaaS on one platform, reducing vendor sprawl and improving collaboration between front- and back-office teams.

- The Fusion platform supports complex service scenarios well, allowing employees and agents to work in the same communications environment rather than using siloed tools.
- Broad, enterprise-grade integrations (e.g., Salesforce, ServiceNow, Dynamics, Zendesk, Verint, Calabrio) make it easy to build around existing systems.
- Vonage's practical AI capabilities—virtual assistants, agent assist, speech analytics, and Knowledge AI—drive real gains in self-service and agent productivity.
- Carrier-grade reliability and global reach, reinforced by Ericsson's backing, give customers confidence in availability, scale, and long-term innovation tied to 5G and network evolution.

### Limitations

- The platform is best suited to mid-market and lower enterprise, so very small businesses may find it more complex than necessary.
- Vonage relies on partners for WFM/WFO and some vertical solutions, which may be a drawback for buyers seeking a single-vendor stack for everything or an advantage for buyers looking to fit existing CX ecosystems.
- Some advanced capabilities—such as deeper agentic AI and vertical-specific bots—are still maturing on the roadmap rather than fully realized today.

## Zoom (Omdia recommendation: Challenger)

### Zoom should appear on your shortlist if:

- You want a single, unified platform that brings together CCaaS, UCaaS, WEM, and employee experience to simplify your stack and reduce vendor sprawl.
- You want to enable high quality video in service, sales, and support interactions in ways most CX platforms cannot easily replicate.
- You value an AI-native offering with built-in self-service, agent assist, transcription, summarization, translation, and virtual agents that can handle multi-step tasks.
- You want the cloud native infrastructure that powers Zoom Meetings and Phone, which can deliver enterprise-grade scale, reliability, and a roadmap tightly aligned to AI-driven, end-to-end customer experience.

### Overview

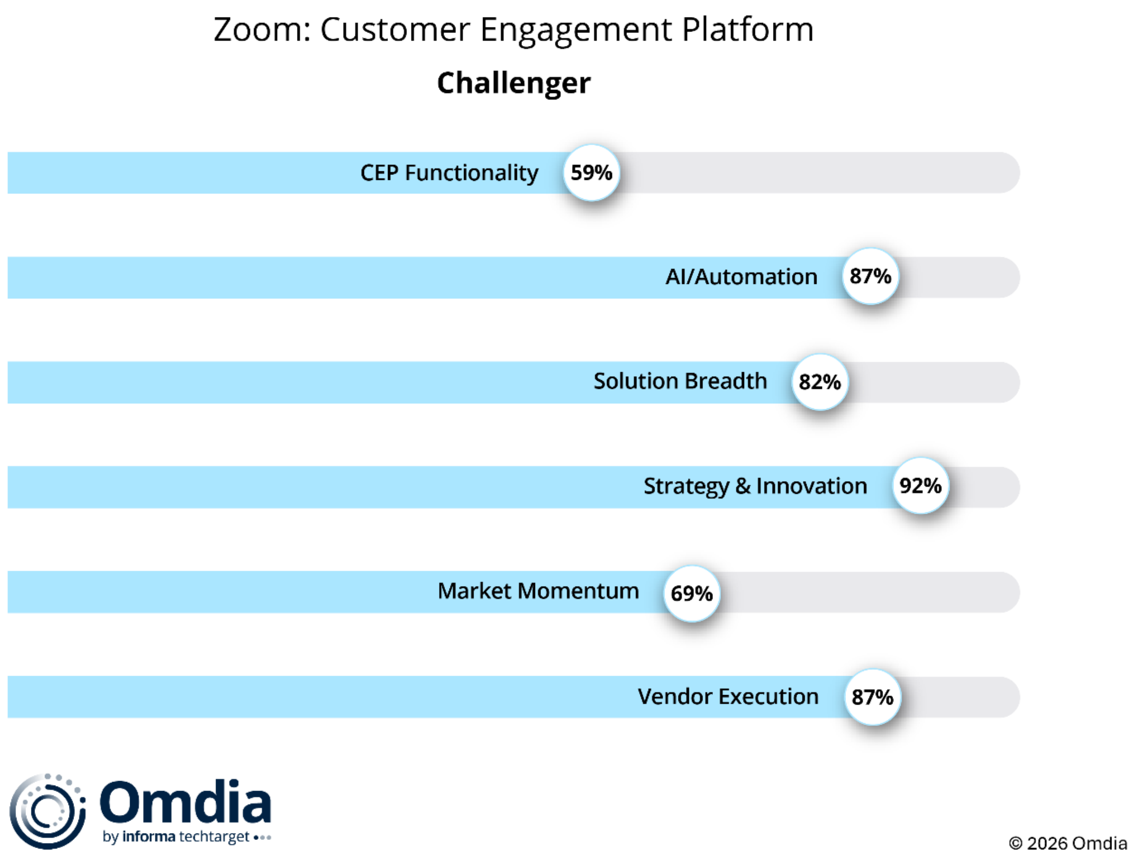
Zoom is an unlikely name to see in a CEP analysis, which is exactly why its inclusion here matters. For years, Zoom was "just" the meetings company—but customers quietly started using it for support, service, and internal CX collaboration long before it officially entered the market. Instead of ignoring that behavior, Zoom leaned into it, building Zoom Contact Center and Zoom CX directly on top of the same cloud native, video-capable infrastructure that powers Meetings, Phone, and Team Chat. That move flipped the traditional CCaaS model on its head: CX was not bolted onto legacy telephony but rather was born out of a modern communications network people already trusted and used daily.

What makes Zoom relevant now is how quickly it has expanded from meetings into a broader engagement story. It is pitching a unified platform where customer service, sales, marketing, and internal teams all work from the same foundation, with AI woven throughout the experience, from virtual agents and agent assist to analytics and quality automation. Zoom's shift toward agentic AI and no-code tools such as AI Studio reinforces its appeal, especially in the middle market, where companies want enterprise-grade capabilities without enterprise-level complexity. Add in professional services, managed services, and a growing ecosystem of partners, and Zoom suddenly looks more like a serious CX contender.

That said, Zoom lands in a challenger position for very specific reasons. While its core interaction handling and AI roadmap are strong, it still lacks several native capabilities that are increasingly expected in full-scale CEPs. In particular, Zoom does not yet offer built-in SMS or email outbound campaign functionality. Customers can address these gaps through integrations, but the absence of tightly embedded solutions limits Zoom's ability to compete head-to-head with more mature CEPs and CX platforms that deliver these functions out of the box.

In short, Zoom earns its place in the analysis not because it has everything today, but because its trajectory is reshaping buyer expectations around UCaaS, CCaaS, and AI convergence. Its challenger score reflects execution reality, not a lack of ambition. If Zoom continues to close functional gaps—especially around proactive engagement, emotional intelligence, and digital channels—while preserving the simplicity that made it famous, it has a credible path to move from "unlikely vendor" to mainstream CX platform leader.

**Figure 26: Omdia Universe ratings—Zoom**




Source: Omdia

### Strengths

- Zoom is compelling if you want CX tightly integrated with meetings, phone, and team chat, making it easy for agents and experts to collaborate without switching tools.
- Its video-first heritage is a real differentiator, especially for high value use cases such as complex support, sales consultations, and expert escalations.
- Zoom CX is AI native by design, so virtual agents, agent assist, and quality automation feel embedded and cohesive rather than bolted on.
- The cloud native, microservices architecture gives enterprises confidence in scalability, elasticity, and global performance.
- Zoom's single-vendor story across CCaaS, UCaaS, WEM, and EX, backed by strong customer success and onboarding investment, helps organizations simplify and actually realize value.

### Limitations

- Zoom CX is newer than long-established CCaaS platforms, so organizations with very niche or legacy-heavy requirements may encounter gaps.
- Deep legacy or on-premises integrations can require middleware, APIs, and solid IT or partner support, along with change management for teams that still see Zoom primarily as "meetings."

# Appendix

## Methodology

### Generative AI disclosure statement

This report was created with the assistance of GenAI technology. While AI tools were used to support drafting processes for portions of this report, human experts thoroughly reviewed, verified, and approved all information before publication. The use of AI technology serves to enhance efficiency and consistency while maintaining our commitment to accuracy, quality, and professional standards. Any conclusions, recommendations, or opinions expressed in this report reflect the considered judgment of the human authors and contributors.

### Omdia Universe

Omdia's rigorous methodology for the Universe product involves the following steps:

- Omdia analysts perform an in-depth review of the market using Omdia's market forecasting data and Omdia's enterprise insights survey data.
- Omdia creates a matrix of capabilities, attributes, and features that it considers to be important now and in the next 12–18 months for the market.
- Vendors are interviewed and provide in-depth briefings on the current solutions and future plans.

- Analysts supplement these briefings with other information obtained from industry events and user conferences.
- The Universe is peer reviewed by other Omdia analysts before being proofread by a team of dedicated editors.

# Inclusion criteria

- Deployments: Vendors' customer engagement platforms must have a minimum of 40 enterprise deployments.
- Vertical industry coverage: Vendors must cater to a minimum of six distinct sectors.
- CEP technology criteria: To participate, vendor platforms must offer 8 of the 10 key criteria:

- Unified customer data model (Customer 360): The ability to ingest, unify, and maintain real-time customer profiles across all touchpoints and systems
- Omnichannel engagement orchestration: The platform supports coordinated, consistent, and contextual messaging across email, SMS, voice, social, chat, and in-app
- Customer journey management: Tools that design, deploy, track, and optimize multi-step customer journeys based on behavior, triggers, and decision rules; the tools should have a shared journey orchestration framework that allows multiple teams across multiple business units in an enterprise to coordinate across shared lifecycle stages (acquisition, onboarding, usage, and renewal)
- Personalization and decisioning engine: Real-time segmentation, next-best-action logic, dynamic content rendering, and AI-powered personalization
- Embedded AI/ML capabilities: Use of AI for intent prediction, content personalization, sentiment analysis, churn forecasting, and journey optimization
- Integration with enterprise systems: The ability to connect with CRM, CDP, ERP, support systems, and third-party tools via APIs, connectors, or middleware
- Analytics and outcome measurement: End-to-end visibility into engagement performance, journey ROI, conversion metrics, and customer behavior
- Security, privacy, and compliance: Features that support regulatory compliance (e.g., GDPR, CCPA, HIPAA), consent management, and secure data handling
- Scalability and performance: The proven ability to scale across global operations, high volume interactions, and enterprise complexity
- Product vision and innovation trajectory: A clear, forward-looking product roadmap that includes investments in GenAI, agent automation, self-service tooling, and evolving CX roles

# Further reading

*Omdia Universe: Customer Engagement Platforms 2025* (December 2024)

"Coopetition set to transform the customer engagement platform (CEP) ecosystem" (November 2023)

*Omdia Universe: Customer Engagement Platforms, 2023–24* (October 2023)

"Customer engagement platform providers must evolve with changing customer needs" (July 2023)

"Leaders in the CEP category share three common attributes" (August 2022)

"Customer engagement platforms are the nexus of command and control" (July 2022)

*Omdia Universe: Customer Engagement Platforms, 2022–23* (July 2022)

Omdia Universe: Customer Engagement Platform (CEP) for the Insurance Sector, 2022–23 (July 2022)

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