

IDC ProductScape: Worldwide Contact Center as a Service Applications Software, 2025

Technology Supplier Solution Functionality

This IDC Excerpt Features UJET

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AI-Enabled Sales, Customer Service, and Contact Center Strategies
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About this Excerpt

The content for this presentation was taken directly from “IDC ProductScape: Worldwide Contact Center as a Service Applications Software, 2025. (May 2025 – Doc #US53405125) This presentation excerpt will only detail the vendor profile for UJET.

The left side of the slide features five horizontal blue bars of varying lengths and shades of blue, arranged vertically. The top bar is light blue and tapers to a point on the right. The second bar is a medium blue and also tapers. The third bar is a darker blue and has a flat right edge. The fourth bar is the darkest blue and tapers. The fifth bar is also the darkest blue and tapers.

Situation Overview

Research Objectives

This IDC ProductScape compares the offering functionality among technology product or services suppliers in contact-center-as-a-service.

The goal of the research was to gather details about current contact center-as-a-service technologies, including functionality and breadth of offerings. The results are intended to guide:

- Technology buyers in their pursuit of contact center-as-a-service applications that best meet the evolving needs across the organization.
- Technology suppliers as they evaluate the competitive and partnership landscape of the broad set of capabilities in the market.

The data collection and validation methodology for the IDC ProductScape is described on the following slide.

IDC ProductScape Methodology

The IDC ProductScape provides technology buyers with a list of capabilities essential to the product, offering or service being provided by each technology supplier. IDC analysts follow the methodology below to develop the list of capabilities featured in this document.

- IDC analysts develop the market definition, inclusion criteria and capability list presented in this IDC ProductScape to help technology buyers understand technology or services scope of the technology supplier offerings included.
- The offering capabilities listed are defined, identified, and validated through multiple channels such as demos, technology supplier briefings, technology buyer interviews, user interviews, RFI reviews or RFP reviews.
- Each offering's status of the selected functionality is presented using the following categories:

 Full Support	 Partial Support	 Partner Provided	 Roadmap	 No Support
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- Note that unlike the IDC MarketScape, an IDC ProductScape presents an offering's functionality status at the time of the report rather than quantitative or qualitative assessment of the technology supplier and its capabilities or strategies.
- Final drafts of the IDC ProductScape are reviewed with included technology suppliers for factual accuracy.
- Upon completion of the IDC ProductScape, the study in presentation format is published to IDC.com.

Contact Center-as-a-Service Applications Definition

Contact center applications automate functions relating to the operations of the CRM installation within a contact center environment. The applications provide capabilities to both contact center agents and supervisors. Products in this category include features for automated call distribution (ACD), integrated voice response (IVR), predictive dialing, workforce optimization (WFO), and call monitoring. Contact center-as-a-Service (CCaaS) is a cloud-based version of the general capability.

Inclusion Criteria

- ✓ The offering is commercially available for use as a single product family or a suite of services
- ✓ Vendors have at least 25 Contact Center-as-a-Service (CCaaS) customers
- ✓ The offering must have the ability to support both voice and digital communications channels
- ✓ The offering must be commercially available in the market for one year
- ✓ The offering must have achieved at least \$1 million in revenue in the CY22
- ✓ The offering must be all or mostly the vendor's own intellectual property
- ✓ The offering must include or have roadmap functionality for: general analytics, conversational AI, predictive AI, and generative AI

IDC Recommendations

As organizations work to boost contact center productivity while managing costs, they're confronted with a flood of rapidly evolving technology from which to consider. At the same time, customer expectations for personalized, seamless, and responsive service across channels continue to grow. This places greater demands on contact centers to deliver fast, effective support- whether through live agents or self-service. To meet these rising demands, modern contact centers are increasingly turning to AI-powered capabilities to not only streamline operations but also enable more proactive, context-aware customer interactions. As organizations place greater emphasis on flexible and scalable platforms, CCaaS vendors are expanding their offerings to automate and enhance key contact center functions, fueling a surge of solutions in the market. Consider the following when evaluating an investment in CCaaS products:

- **AI-enabled capabilities.** AI offers a spectrum of features from case summarization to predictive suggestions for actions to improve customer satisfaction. Ensure the product offering matches the contact center maturity level for adoption of these advanced AI features.
- **Consider platform openness.** Given the rapid evolution of contact center product features, consider the need for the ability to update or adjust product features (like the ability to change AI Large Language Models) independently or if the vendor partnership is desired.
- **Ease of use.** With scrutiny on all investments today, speed to return on investment is key. The more a product is ready and easy to use, the faster it will provide ROI and establish value for the investment.
- **Expanding responsibilities for agents.** As customer data becomes more accessible, contact center agents will have the potential to grow their responsibilities beyond service to include other capabilities, such as suggest product offerings or marketing items (specials, events, documents, etc).



Functionality Comparisons

Company Information	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Provides vertical industry capabilities and one or more industry SKUs:												
Channels												
CCaaS solution supports the following channels: IOT Devices												
CCaaS solution supports the following channels: FAQ												
CCaaS solution supports the following channels: Knowledgebase												
CCaaS solution supports the following channels: Community												
CCaaS solution supports the following channels: Social Media												
CCaaS solution supports the following channels: Email												
CCaaS solution supports the following channels: SMS												
CCaaS solution supports the following channels: WebChat												
CCaaS solution supports the following channels: Virtual Assistant Driven												
CCaaS solution supports the following channels: Scripted Bot												

Full Support
 Partial Support
 Partner Provided
 Roadmap
 No Support

Channels	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
CCaaS solution supports the following channels: Conversational AI Bot/Virtual Assistant	●	●	●	●	●	●	●	●	⌚	⌚	●	●
CCaaS solution supports the following channels: Messaging Apps	●	●	●	●	●	●	●	●	⌚	●	●	●
CCaaS solution supports the following channels: Webinar	●	⌚	⊘	⌚	⊘	⌚	⊘	⌚	⊘	⌚	⌚	●
CCaaS solution supports the following channels: Mobile Apps	●	●	⌚	●	⌚	●	●	●	⊘	●	●	●
CCaaS solution supports the following channels: IVR	●	●	●	●	●	●	●	●	●	●	●	⌚
CCaaS solution supports the following channels: Intelligent IVR	●	●	●	●	●	●	●	●	●	●	●	●
CCaaS solution supports the following channels: Telephony	●	●	●	●	●	●	●	●	●	●	●	●
CCaaS solution supports the following channels: Conference Call	●	●	●	●	●	⌚	●	●	●	●	●	●
CCaaS solution supports the following channels: Co-browse	⌚	⌚	⊘	⌚	●	⌚	●	●	⊘	⌚	●	●
CCaaS solution supports the following channels: Re-mote control	⌚	⊘	⊘	⌚	⌚	⌚	●	●	⊘	⌚	⌚	●
CCaaS solution supports the following channels: 1-way and 2-way video	●	●	●	⌚	⌚	⌚	●	●	⊘	●	⌚	⊘
CCaaS solution supports the following channels: 2-way Video	●	●	●	⌚	⌚	⌚	●	●	⊘	●	⊘	●

● Full Support
 ⌚ Partial Support
 ⌚ Partner Provided
 ⌚ Roadmap
 ⊘ No Support

Channels	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
CCaaS solution supports the following channels: Augmented Reality	⊘	⊘	⊘	🔵	🔵	🔵	⊘	⊘	⊘	🔵	⊘	🟢
CCaaS solution supports the following channels: Virtual Reality	⊘	⊘	⊘	🔵	🔵	🔵	⊘	⊘	⊘	🔵	⊘	⊘
Analytics												
Has a productized offering that would be considered an analytics application:	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	⊘
Has applications that include analytics functionality within the core product:	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
Origin of analytics capability: Native, internally developed	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
Origin of analytics capability: OEM partnership of core capability	🔵	⊘	🟡	⊘	⊘	⊘	⊘	⊘	⊘	🟢	⊘	⊘
Origin of analytics capability: Achieved through integration	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	🟢	⊘	⊘
In terms of analytics, use cases supported: Internal Productivity - agent & supervisor focused	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
In terms of analytics, use cases supported: Customer-facing	🟢	⊘	🟢	🟢	⊘	🟢	🟢	🟢	⊘	🟢	🟢	🟢
Success metrics associated with the use of this product available:	⊘	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	⊘	🟢
The estimated length of time to achieve ROI: under 3 months	⊘	⊘	⊘	🟢	🟢	🟢	🟢	🟢	🟢	🟢	⊘	⊘

🟢 Full Support
🟡 Partial Support
🔵 Partner Provided
🔄 Roadmap
⊘ No Support

	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Analytics												
The estimated length of time to achieve ROI: under 6 months	●	⊘	⊘	●	●	⊘	⊘	⊘	⊘	●	⊘	⊘
The estimated length of time to achieve ROI: 6-12 months	⊘	⊘	●	⊘	●	⊘	⊘	⊘	⊘	●	⊘	●
The estimated length of time to achieve ROI: unknown	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	●	⊘
Conversational AI												
Has a productized offering that would be considered a Conversational AI application:	●	●	●	●	●	●	●	●	⌚	●	●	●
Has applications that include conversational AI functionality within the core products:	●	●	●	●	●	●	●	●	⌚	●	●	●
Origin of conversational AI capability: Native, internally developed	●	⊘	●	●	●	●	●	●	⌚	⊘	●	●
Origin of conversational AI capability: OEM partnership of core capability	●	⊘	⊘	⊘	⊘	●	⊘	⊘	⊘	●	⊘	⊘
Origin of conversational AI capability: Achieved through integration	●	●	⊘	⊘	⊘	●	⊘	⊘	●	●	⊘	⊘
In terms of Conversational AI, use cases supported: Internal Productivity - agent & supervisor focused	●	⊘	●	●	●	●	●	⊘	⌚	●	⊘	●
In terms of Conversational AI, use cases supported: Customer-facing	●	●	●	●	⊘	●	●	●	●	●	⊘	●
There are available success metrics associated with the use of this, or these, product(s):	●	●	●	●	●	●	●	●	●	●	●	●

● Full Support
 ⌚ Partial Support
 🔄 Partner Provided
 ⌚ Roadmap
 ⊘ No Support

	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Conversational AI												
The estimated length of time to achieve ROI for conversational AI: under 3 months	⊘	⊘	●	●	●	●	●	●	●	●	⊘	⊘
The estimated length of time to achieve ROI for conversational AI: under 6 months	●	⊘	●	⊘	●	⊘	⊘	⊘	⊘	●	●	●
The estimated length of time to achieve ROI for conversational AI: 6-12 months	⊘	⊘	⊘	⊘	●	⊘	⊘	⊘	⊘	●	⊘	⊘
The estimated length of time to achieve ROI for conversational AI: unknown	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘
Predictive AI												
Has a productized offering that would be considered a Predictive AI application:	●	⊘	⊘	●	●	●	●	⊘	●	●	●	⤵
Has applications that include Predictive AI functionality within the core products:	●	⊘	●	●	●	●	●	●	●	●	●	⤵
Origin of Predictive AI capability: Native, internally developed	●	⊘	●	●	●	●	●	●	●	●	●	●
Origin of Predictive AI capability: OEM partnership of core capability	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	●	⊘	⊘
Origin of Predictive AI capability: Achieved through integration	⤴	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	●	⊘	⊘
In terms of Predictive AI, use cases supported: Internal Productivity - agent & supervisor focused	●	⊘	●	●	●	●	●	●	●	●	●	●
In terms of Predictive AI, use cases supported: Customer-facing	⊘	⊘	⊘	●	⊘	●	●	⊘	⊘	●	●	●

● Full Support
 ⤵ Partial Support
 ⤴ Partner Provided
 ⤵ Roadmap
 ⊘ No Support

	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Predictive AI												
Success metric associated with the use of this, or these, products available:	●	⊘	●	●	●	●	●	●	●	●	●	●
The estimated length of time to achieve ROI for conversational AI: under 3 months	●	⊘	●	●	●	●	●	●	●	●	●	⊘
The estimated length of time to achieve ROI for conversational AI: under 6 months	⊘	⊘	⊘	⊘	●	⊘	⊘	⊘	⊘	⊘	⊘	⊘
The estimated length of time to achieve ROI for conversational AI: 6-12 months	⊘	⊘	●	⊘	●	⊘	⊘	⊘	⊘	⊘	⊘	⊘
Generative AI												
The estimated length of time to achieve ROI for conversational AI: unknown	⊘	⊘	⊘	⊘	⊘	⊘	●	⊘	●	⊘	⊘	●
Has a productized offering that would be considered a Generative AI application:	●	●	●	●	●	●	●	●	●	●	●	●
Has applications that include Generative AI functionality within the core products:	●	●	●	●	●	●	●	●	●	●	●	●
Origin of Generative AI capability : Native, internally developed	●	⊘	●	●	●	●	●	●	●	●	●	⊘
Origin of Generative AI capability : OEM partnership of core capability	⊘	⊘	⊘	⊘	⊘	⊘	●	⊘	⊘	●	⊘	●
Origin of Generative AI capability : Achieved through integration	⊘	●	⊘	⊘	⊘	⊘	●	⊘	⊘	●	⊘	⊘
Generative AI use cases supported: Internal Productivity - agent & supervisor focused	●	●	●	●	●	●	●	●	●	●	●	●



Full Support



Partial Support



Partner Provided



Roadmap



No Support

Generative AI	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Generative AI use cases supported: Customer-facing	⊘	⊘	●	●	⊘	●	●	●	●	●	●	⊘
There are available success metrics associated with the use of this, or these, product(s):	●	⤵	●	●	●	●	●	●	●	●	⤵	●
The estimated length of time to achieve ROI for Generative AI: under 3 months	●	⊘	●	●	●	●	●	●	●	●	●	⊘
The estimated length of time to achieve ROI for Generative AI: under 6 months	⊘	⊘	●	⊘	●	⊘	⊘	⊘	⊘	⊘	⊘	⊘
The estimated length of time to achieve ROI for Generative AI: 6-12 months	⊘	⊘	●	⊘	●	⊘	⊘	⊘	⊘	⊘	⊘	⊘
The estimated length of time to achieve ROI for Generative AI: unknown	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	●	⊘	⊘	●
Customer Service Delivery												
Product release frequency: Continuously	●	⊘	●	⊘	●	⊘	⊘	⊘	⊘	●	⊘	⊘
Product release frequency: Daily	●	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘
Product release frequency: Weekly	⊘	⊘	●	⊘	●	⊘	⊘	⊘	⊘	⊘	●	⊘
Product release frequency: Bi-Weekly	⊘	⊘	⊘	⊘	⊘	⊘	⊘	●	●	⊘	●	⊘
Product release frequency: Monthly	⊘	●	⊘	●	⊘	⊘	●	⊘	⊘	⊘	⊘	⊘

● Full Support
 ⤵ Partial Support
 ⤴ Partner Provided
 ⤵ Roadmap
 ⊘ No Support

	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Customer Service Delivery												
Product release frequency: Quarterly	⊘	⊘	●	●	⊘	●	●	⊘	⊘	⊘	⊘	●
Product release frequency: Semi-Annually	⊘	⊘	⊘	●	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘
Product release frequency: Annually	⊘	⊘	⊘	●	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘
Upgrade timeframe allowance: Customers can choose when they update within a given timeframe	➡	◐	⊘	●	⊘	●	⊘	⊘	⊘	●	⊘	◐
Upgrade timeframe allowance: Customers can delay a product update beyond specific timeframe	◐	◐	⊘	●	⊘	●	⊘	⊘	⊘	●	⊘	◐
Adoption												
Software has embedded interactive guidance to help users understand and adopt software:	●	⊘	●	●	●	●	●	●	●	●	●	●
Provides a method to analyze services, assets and people affected by change:	◐	●	●	●	●	●	●	◐	●	●	●	●
Vendor/partner provides support for rollout and change execution planning:	●	●	●	●	●	●	●	●	●	●	●	●
Vendor/partner provides release management support for testing:	●	●	●	●	●	●	●	●	●	●	●	●
Global Footprint												
Solution is capable of being scaled globally:	●	●	●	●	●	●	●	●	●	●	●	●

Full Support
 Partial Support
 Partner Provided
 Roadmap
 No Support

	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Global Footprint												
Offers Localized Sales Support:	●	●	●	●	●	●	●	●	●	●	●	●
Offers Localized Customer Support:	●	●	●	●	●	●	●	●	●	●	●	●
Deployment												
Multi-tenant architecture: Multi-tenant application layer	●	●	●	●	●	●	●	●	●	●	●	●
Multi-tenant architecture: Multi-tenant database layer	●	●	●	●	●	●	●	●	●	●	●	●
Multi-tenant architecture: Multi-tenant infrastructure	●	●	●	●	●	●	●	●	●	●	●	●
Cloud platform is architected as microservices:	●	●	●	●	●	●	●	●	●	●	●	●
Microservices (modules) can scale independently and based on traffic/demand:	●	●	●	●	●	●	●	●	●	●	●	●
Partnerships												
Has a partner certification program:	●	●	●	●	●	●	●	●	⊘	●	●	●
Has an App store where customers can shop for partner solutions:	●	●	●	●	●	●	◐	●	⊘	●	●	●

● Full Support
 ◐ Partial Support
 ◑ Partner Provided
 ➡ Roadmap
 ⊘ No Support

Extensibility	Cisco	Content Guru	Dialpad	Five9	Genesys	NICE	Sprinklr	Talkdesk	TCN	Twilio	UJET	Vonage
Ease of integration: Pre-built and open APIs allow quick and easy integration with other enterprise systems	●	●	●	●	●	●	●	●	●	●	●	●
Ease of integration: Solution can be integrated with other enterprise systems, but it may require some work for IT staff or third-party integration help	●	●	●	●	●	●	●	●	●	●	●	●
Ease of integration: Solution is designed to integrate primarily with our own suite of products	●	⊘	⊘	●	●	●	⊘	⊘	⊘	⊘	●	⊘
API capabilities: RPC, SOAP, or CORBA APIs	●	●	⊘	●	●	●	●	●	●	⊘	⊘	●
API capabilities: REST APIs	●	●	●	●	●	●	●	●	●	●	●	●
API capabilities: Graph APIs	●	⊘	⤵	●	⊘	●	●	●	⊘	⊘	⊘	⊘
API capabilities: App store where partners can post integrations	●	●	●	●	●	●	⊘	●	⊘	●	●	●

● Full Support
 ● Partial Support
 ● Partner Provided
 ⤵ Roadmap
 ⊘ No Support

The left side of the slide features five horizontal bars of varying lengths and shades of blue. From top to bottom, the first bar is light blue with a rounded right end. The second bar is a medium blue with a slightly angled right end. The third bar is a darker blue with a small rectangular notch on its top edge and a rounded right end. The fourth bar is the darkest blue, with a straight right end. The fifth bar is also the darkest blue, with a small rectangular notch on its top edge and a pointed right end.

Vendor Profiles

Vendor: UJET

Offering Name:

UJET CCaaS

GA Date:

Continuous Rollout

Offering Number of Customers:

Not disclosed

Market Presence:

Worldwide

Target Segment:

Retail, healthcare, finance, public sector

Offering Overview

UJET is built on a cloud-native architecture with a CRM-first approach. UJET ensures security, scalability, and prioritizes data insights without storing personally identifiable information (PII). UJET CCaaS is an AI-powered contact center offering which delivers a future-proof, cloud platform that looks to redefine the customer experience with cutting-edge AI, multimodality, and a mobile-first approach.

Key Differentiators

- UJET and Google are in close collaboration, codeveloping products allowing UJET's standalone business to benefit from Google's artificial intelligence expertise, product and engineering resources, and innovation
- Breadth of channels and covers all core capabilities with either native or "third-party providers via open APIs, except for two-way video, augmented, and virtual reality"
- UJET ensures high levels of reliability and resilience with an active-active-active architecture across multiple Availability Zones and cross-region data replication via GCP Multi-Region Support – delivering both high availability and robust disaster recovery beyond standard HA.

The left side of the slide features five horizontal blue bars of varying lengths and shades of blue, arranged vertically. The top bar is light blue and tapers to a point on the right. The second bar is a medium blue and also tapers. The third bar is a darker blue and has a rounded right end. The fourth bar is the darkest blue and has a rounded right end. The bottom bar is the darkest blue and tapers to a point on the right.

Appendix

Functionality Definitions

Functionality	Definition
Vertical Industry Capabilities	Offering provides vertical industry capabilities and one or more industry SKUs
Channels	CCaaS solution supports the following channels: IOT devices, FAQ, Knowledgebase, Community, Social Media, Email, SMS, WebChat, Virtual Assistant Driven, Scripted Bot, Conversational AI Bot/Virtual Assistant, Messaging Apps, Webinar, Mobile Apps, IVR, Intelligent IVR, Telephony, Conference Call, Co-browse, Re-mote control, 1-way and 2-way video, 2-way Video, Augmented Reality, Virtual Reality
Analytics	Offering is a productized that would be considered an analytics application, analytics functionality is within the core product, origin of analytics capability is: native, internally developed, OEM partnership of core capability or achieved through integration, supported use cases, success metrics, estimated length of time to achieve ROI
Conversational AI Analytics	Offering is a productized that would be considered a conversational AI analytics application, conversational AI analytics functionality is within the core product, origin of conversational AI analytics capability is: native, internally developed, OEM partnership of core capability or achieved through integration, supported use cases, success metrics, estimated length of time to achieve ROI
Predictive AI Analytics	Offering is a productized that would be considered a predictive AI analytics application, predictive AI analytics functionality is within the core product, origin of predictive AI analytics capability is: native, internally developed, OEM partnership of core capability or achieved through integration, supported use cases, success metrics, estimated length of time to achieve ROI
Generative AI	Offering is a productized that would be considered a generative AI analytics application, generative AI analytics functionality is within the core product, origin of generative AI analytics capability is: native, internally developed, OEM partnership of core capability or achieved through integration, supported use cases, success metrics, estimated length of time to achieve ROI
Customer Service Delivery	Product release frequency, upgrade timeframe allowance
Adoption	Offering has embedded interactive guidance to help users understand and adopt software, method to analyze services, assets, and people affected by change, support for rollout and change execution planning, release management support for testing
Global Footprint	Solution is capable of being scaled globally, localized sales support, localized customer support
Deployment	Offering supports multi-tenant architecture, microservices, microservices can scale independently and based on traffic/demand

Functionality Definitions

Functionality	Definition
Partnerships	Vendor has a partner certification program for the application, vendor has app store where customers can shop for partner solutions
Extensibility	Product has ease of integration, API capabilities

Related Research

Document Title	Document Number	Publication Date
Enterprise Connect 2025: Closing the CX Loop with AI as the Connective Tissue	#lcUS53274725	Mar 2025
Customer Experience Emerges as a Critical Area of GenAI Disruption	#US53231125	Mar 2025
IDC Market Glance: AI-Enabled Sales, Customer Services, and Contact Center Strategies	#US53223025	Mar 2025
Agentic AI Comes to the Call Center with RingCentral AIR	#lcUS53232025	Mar 2025
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