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Modernize the Contact Center Without **Compromising the Customer Experience**

Customer-validated evidence of usability, innovation,
and business value

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RESEARCH GROUP





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Modernize Customer Experience for an AI-Powered, Mobile-First Era

Modernizing the contact center increasingly requires organizations to improve the customer experience, introduce AI, and simplify operations simultaneously. Customers move between voice, mobile, digital, and self-service interactions while expecting organizations to recognize who they are, preserve context, and resolve issues without unnecessary friction.

At the same time, contact center leaders are under pressure to improve agent productivity, consolidate technology, accelerate innovation, and demonstrate measurable returns from their investments.

UJET approaches these challenges with a cloud-native contact center platform designed around mobile and digital customer engagement. Rather than treating the smartphone as simply another channel, UJET uses it as a source of context to create more efficient and personalized interactions.

Independent user feedback collected by SoftwareReviews provides evidence of how that approach translates into the experience of organizations using the platform.

In the 2026 Contact Center as a Service (CCaaS) – Midmarket Software Data Quadrant, UJET ranked **#1 overall** with a **Composite Score of 8.6/10** and an Emotional Footprint of +96.

The underlying results point to a broader pattern: UJET earned **91% for Vendor Capabilities**, nine percentage points above the category average, and **85% for Product Features**, compared to an 82% category average. This report examines where that customer-validated differentiation is strongest.

Overall Performance

							Category Avg.
Vendor Capabilities	91%	83%	81%	80%	80%	74%	82%
Product Features	85%	83%	82%	86%	81%	75%	82%



UJET leads the comparison on overall Vendor Capabilities and performs above the category average for Product Features. These results establish the customer-validated foundation for four outcomes explored throughout this report: faster time to value, continuous innovation, context-rich customer experiences, and measurable business value

Key Features



Call Recording

Captures and stores customer interactions for quality assurance, compliance, and training.



Multichannel Queue Management

Routes and prioritizes interactions across channels from one queue, keeping service levels consistent.



Call Scripting & Call Flow Management

Lets teams design and adjust guided call flows and agent scripts without engineering support.



Skills-Based Routing

Matches each interaction to the agent best equipped to resolve it, based on skill and context.



Contact Center Analytics

Surfaces real-time and historical performance data across channels to guide operational decisions.



Workforce Management

Forecasts volume and schedules agents to match demand, improving coverage and reducing idle time.



Multichannel Intake Integration

Unifies voice, chat, SMS, and in-app requests into a single intake point for agents.



Contact Center Compliance Management

Applies policy and regulatory controls, such as recording consent, automatically across interactions.

UJET Ranks #1 in the 2026 CCaaS Data Quadrant

SoftwareReviews' Data Quadrant evaluates software using feedback from end users, measuring satisfaction with both product features and vendor capabilities.

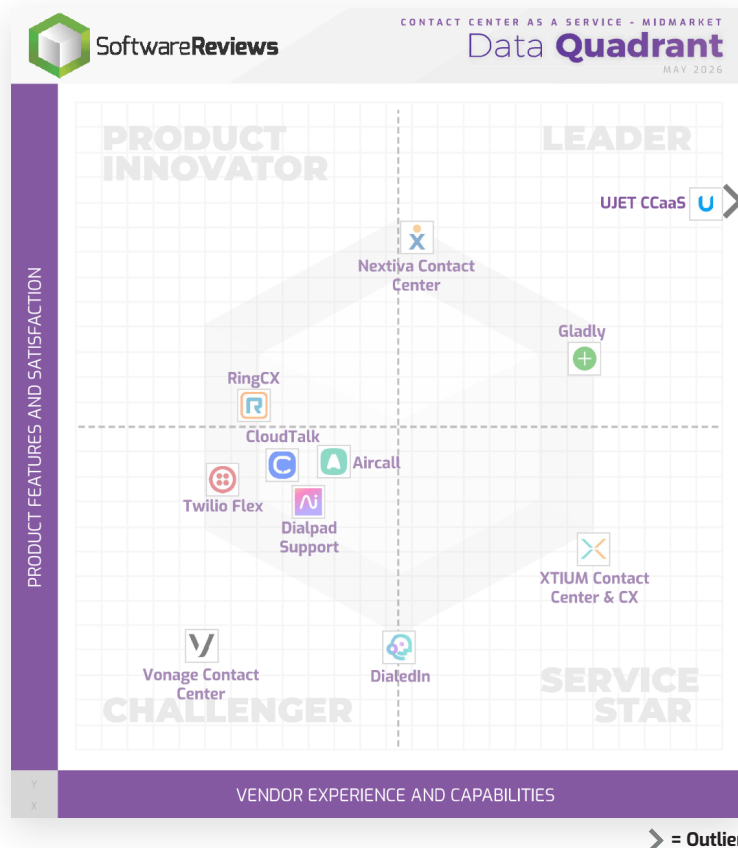
UJET earned the **2026 Data Quadrant Champion** designation in the CCaaS – Midmarket Software category and achieved the highest overall Composite Score among the vendors included in the report. Notably, UJET also earned #3 placement and recognition in the CCaaS – Enterprise Software category.

Composite Score

UJET's **#1 position** matters because it is not driven by a single standout feature. The underlying SoftwareReviews data shows strength across implementation, usability, product strategy, feature quality, breadth, and business value.



8.6/10
Composite Score



What Is the Data Quadrant?

SoftwareReviews evaluates aspects of software capabilities and features using a weighted average of user satisfaction scores. These ratings use a satisfaction scale to determine whether software delights or disappoints, creating a powerful indicator of overall user value.

Taken together, these results provide the foundation for the four customer outcomes examined in this report: faster time to value, continuous innovation, context-rich customer experiences, and measurable business value.



Accelerate Time to Value Through Ease of Use

Introducing a new contact center platform can be a significant undertaking. Success depends not only on what the technology can do but also on how easily organizations can implement, integrate, administer, and ultimately use it.

UJET's SoftwareReviews results demonstrate consistently strong performance across each of these dimensions.

UJET earned **94% for Ease of Implementation and 93% for Usability and Intuitiveness**. Both results are ten percentage points above their respective category averages and lead every competitor included in this comparison.

Ease of Use and Adoption

The strength of these results lies in their consistency: UJET leads every competitor in the comparison across all five measures spanning implementation, integration, administration, training, and everyday usability.

	Usability & Intuitiveness	Ease of Implementation	Ease of Administration	Availability & Quality of Training	Ease of Data Integration
ujet.cx	93%	94%	89%	88%	89%
 aircall	88%	87%	88%	80%	84%
 dialpad	79%	85%	77%	82%	83%
 RingCentral	83%	79%	76%	79%	76%
 twilio	81%	82%	83%	76%	76%
 VONAGE Part of Edison	76%	71%	74%	70%	74%
Category Avg.	83%	84%	82%	81%	82%



Ease of implementation alone does not guarantee faster time to value if complexity appears elsewhere. UJET's results instead show customer satisfaction across the broader adoption lifecycle – from deployment and integration through administration and ongoing use.

For organizations, this combination can help reduce friction as the platform moves from deployment into ongoing operations.

UJET's **89% Ease of Administration** score suggests that usability extends to those responsible for managing the environment, while its **89% Ease of Data Integration** score indicates strong satisfaction with incorporating the platform into the broader technology ecosystem.

Training reinforces that adoption story. UJET's **88% Availability & Quality of Training** score exceeds every vendor in the comparison and the category average by seven percentage points.

Together, these results suggest that UJET's ease of use is not limited to the agent experience. Customers report lower friction across implementation, integration, administration, training, and everyday use – helping sophisticated contact center technology create value without unnecessary complexity.



"My favorite aspect is the quality. We never have issues with the quality – zero dropped calls, zero times I can count that the system had any issues – and they worked with us in every part of the experience. It's completely customized for our business."



Build for AI and Continuous Innovation

AI is rapidly reshaping expectations for contact center technology, but buyers increasingly need to distinguish between the presence of individual AI features and a platform’s broader ability to evolve as customer service operations change.

SoftwareReviews data cannot independently validate architectural claims about AI. It can, however, show whether customers believe a vendor is delivering quality capabilities and improving the product at a competitive pace.

On both measures, UJET leads the comparison.

UJET earned **92% for Product Strategy & Rate of Improvement** and **91% for Quality of Features**, providing customer-based validation of product momentum and feature quality in a rapidly evolving CCaaS market.

Product Strategy and Innovation

UJET’s strongest differentiation in this group is its **92% Product Strategy & Rate of Improvement** score, ten percentage points above the category average and six points ahead of the next-highest competitor.

	Product Strategy & Rate of Improvement	Quality of Features	Workforce Management	Contact Center Analytics	Skills-Based Routing
ujet.cx	92%	91%	86%	84%	84%
 aircall	82%	81%	83%	79%	83%
 dialpad	86%	83%	83%	82%	78%
 RingCentral	82%	84%	80%	84%	89%
 twilio	79%	81%	83%	74%	80%
 VONAGE Part of Ektron	73%	76%	80%	73%	73%
Category Avg.	82%	83%	82%	80%	81%



UJET's strongest differentiation in this group is its 92% Product Strategy & Rate of Improvement score, ten percentage points above the category average and six points ahead of the next-highest competitor.

Its 91% Quality of Features score also leads the comparison, eight points above the category average. UJET also outperforms the category average in Workforce Management (86%), Contact Center Analytics (84%), and Skills-Based Routing (84%), extending its lead beyond these two headline metrics – Product Strategy & Rate of Improvement and Quality of Features.

Extending the Intelligence Layer

UJET's acquisition of Spiral in late 2025 extends this strategy through conversational intelligence capabilities that analyze customer conversations and feedback at scale.

Spiral can help organizations identify recurring issues, patterns, and opportunities across customer interactions.

This is complementary to UJET's existing mobile and multimodal capabilities, which were already part of the platform. Spiral strengthens the intelligence generated from customer interactions rather than introducing UJET's ability to engage customers across those experiences.

The SoftwareReviews scores should therefore be interpreted as customer validation of UJET's product direction, feature quality, and pace of improvement – not as a direct measure of whether the underlying platform architecture is "AI native."



"UJET is like a contact center made for the smartphone age. It works super smoothly on mobile, connects easily with tools like Salesforce, lets customers send pics or videos to explain issues, and uses smart AI to speed things up. Just feels more modern and less clunky than the old-school systems."



Deliver Unified, Context-Rich Customer Experiences

Customers do not think in channels.
They think in outcomes.

Customers expect organizations to understand why they are reaching out and to carry relevant information forward as an interaction progresses. Repeating information, starting over after changing channels, or losing context between digital and human interactions creates unnecessary friction.

UJET’s mobile-first approach was designed around a different model.

Its multimodal capabilities allow richer information to become part of an interaction, giving customers and agents more ways to communicate and providing additional context that can support resolution.

Breadth, Value, and Multichannel Capabilities

The competitive results reveal an important distinction between individual channel capabilities and broader platform differentiation.

	ujet.cx	 aircall	 dialpad	 RingCentral	 twilio	 VONAGE Part of Verizon	Category Avg.
Breadth of Features	92%	83%	82%	83%	78%	78%	83%
Business Value Created	90%	80%	78%	82%	81%	76%	82%
Multichannel Queue Management	84%	82%	78%	89%	82%	77%	82%
Multichannel Intake Integration	83%	83%	84%	89%	87%	73%	82%
Product Strategy & Rate of Improvement	92%	82%	86%	82%	79%	73%	82%



UJET's **92% Breadth of Features** score leads every competitor by at least nine percentage points, while its **90% Business Value Created** score is eight points higher than both the category average and the next-highest competitor. UJET also leads with a 92% Product Strategy & Rate of Improvement score, ten percentage points above the category average, showing that this pillar's strength is reinforced by the same platform investment driving UJET's broader differentiation.

Together, those results provide a stronger third-party foundation for this pillar than a claim of superior multichannel functionality alone.

From Customer Context to Customer Intelligence

Spiral adds a complementary intelligence dimension to this customer-context story.

UJET's mobile and multimodal capabilities help organizations capture and use richer context during individual interactions, while Spiral extends the opportunity to analyze conversations and feedback across interactions at scale.

The combination supports two related objectives:

Understand the interaction.

Give agents and systems greater context to support the customer in the moment.

Learn from interactions.

Analyze conversations at scale to identify recurring customer needs, issues, and opportunities for improvement.

For organizations seeking to personalize customer experiences, this creates an opportunity to move beyond simply connecting channels toward using the information generated across those channels more effectively.



"To be honest, I think that the real-time context sharing is the true winner. It eliminates a great deal of back and forth and greatly increases the effectiveness of conversations – for both parties."



Turn Technology Investment Into Measurable Customer Value

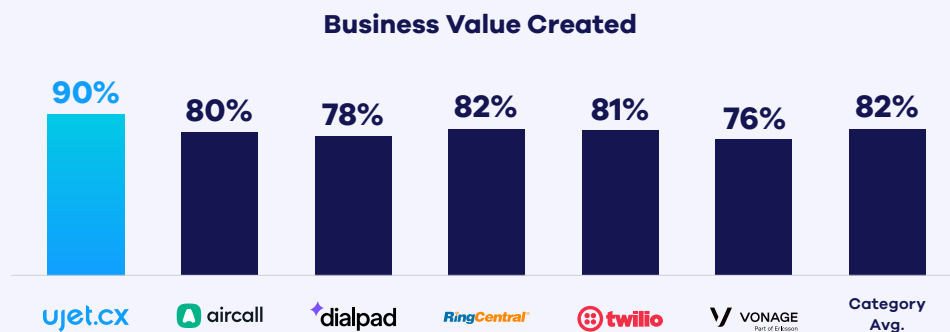
The strongest validation of a technology investment is whether customers believe it delivers value – and whether they intend to stay.

UJET's SoftwareReviews results are strong on both dimensions.

Its **90% Business Value Created** score is the highest among the vendors in the comparison.

Customer-Validated Business Value

UJET leads the next-highest competitor by eight percentage points on Business Value Created.

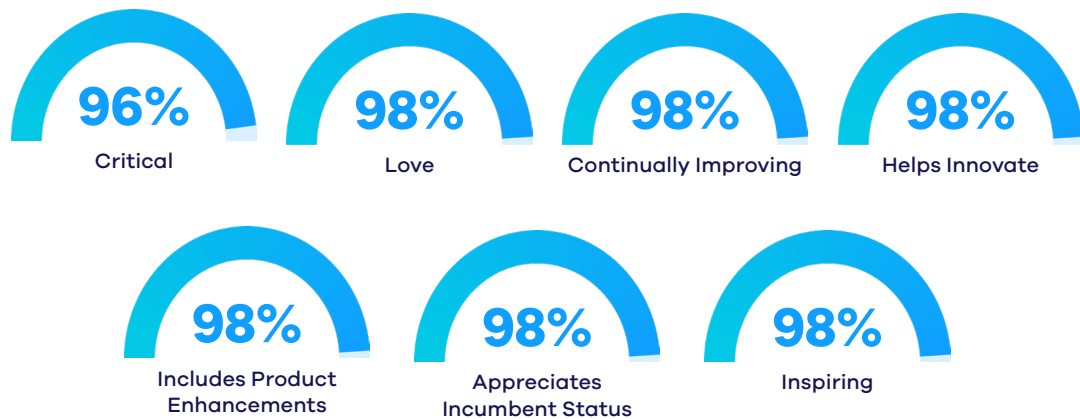


The broader SoftwareReviews product scorecard shows that this value perception is reinforced by strong customer loyalty and price-to-value satisfaction:



Taken together, the results suggest that UJET's differentiation is translating beyond product satisfaction into perceived economic value and customer loyalty. Customers rate the platform highly for business value and price to value while reporting exceptionally strong intentions to renew and recommend.

Beyond satisfaction scores, SoftwareReviews' Emotional Footprint metrics capture how customers feel about their relationship with a vendor – whether they see the product as essential, continue to love using it, and trust it to keep improving. UJET's Emotional Footprint data provides further evidence of this loyalty:



Consistently high marks across criticality, love, continual improvement, innovation, and inspiration reinforce that customers see UJET as more than a functional tool – it is regarded as a trusted, indispensable part of how they run their business, further strengthening confidence in the value UJET delivers.

For prospective buyers, this evidence complements the feature-by-feature competitive comparison with an independent view of the outcome customers believe they receive.

The result is a more complete picture of value: not simply what UJET offers but whether customers believe the investment is worthwhile and intend to continue the relationship.



"I would 100% recommend this product over any other one in the same category hands down."



What Is Contact Center as a Service?

CCaaS is a cloud-based customer experience solution that allows organizations to use a provider's software to provide support or respond to inquiries from consumers in a hosted subscription model.

About UJET

UJET leads the way in AI-powered customer experience transformation, delivering a future-proof cloud platform that redefines the customer experience with advanced agentic AI, multimodality, and a mobile-first approach.

UJET infuses agentic AI across every aspect of the customer journey – from build and deployment to end-customer, agent, and supervisor experiences – to drive automation and efficiency.

UJET's AI solutions empower agents, optimize customer journeys, and elevate customer interactions with actionable analytics. Built on a cloud-native architecture, UJET ensures unmatched security, scalability, and prioritized data analytics.

Designed for effortless use, UJET partners with businesses to deliver exceptional interactions, smarter decision-making, and accelerated growth in the AI-driven world.

UJET has also been recognized among the top three vendors in the Enterprise segment.

To learn more, visit ujet.cx



"I am thrilled that UJET has received recognition in SoftwareReviews' midmarket CCaaS landscape. UJET provides a modern, digitally oriented contact center platform, which has attained strong customer satisfaction scores from users. In particular, customers highlight UJET for improving their productivity, supporting innovation, and maintaining a constructive vendor relationship. Midmarket organizations should still assess integration requirements, operating complexity, and commercial fit against their specific environment, but UJET deserves serious consideration alongside the likes of RingCX, Dialpad, and others."

Thomas Randall, Research Lead, Info-Tech Research Group



About SoftwareReviews

SoftwareReviews is a division of Info-Tech Research Group, a world-class IT research and advisory firm established in 1997. Backed by two decades of IT research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships.

By collecting data from real IT and business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

Data quality is paramount. That's why SoftwareReviews bends over backward to ensure the data collected is from experienced users, so you can trust it and make decisions with confidence. Every review is thoroughly checked for authenticity through a robust QA process. Dynamic reviews adapt according to the reviewer's role and experience, avoiding inaccurate guesses.

CCaaS Category Coverage

SoftwareReviews evaluates CCaaS vendors based on feedback collected from software users.

Reviews assess key measures of vendor capabilities and product features as well as customers' experience with the software and its provider.

The data presented in this Impact Report is drawn from the **2026 CCaaS – Midmarket Software Data Quadrant** and associated SoftwareReviews source data.



SoftwareReviews Data Quadrant Methodology

SoftwareReviews collects user insights that help organizations more effectively choose software that meets their needs, measure business value, and improve selection.

Data and insights shown in this report were gathered from 33 validated users from the **Contact Center as a Service – Midmarket** category.

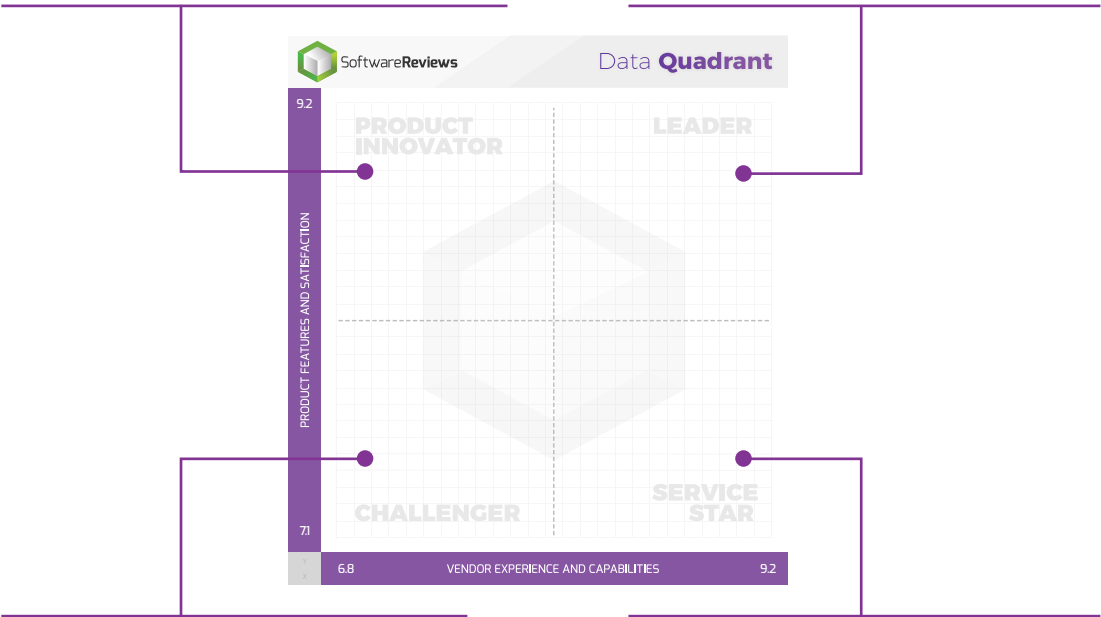
Rankings, results, and positioning on SoftwareReviews reports is based entirely on end-user feedback solicited from a proprietary online survey engine.

Product Innovators

Products that emphasize product features, gaining strong recommendations from their customers.

Leaders

Products that resonate strongest in the market, balancing features with a great user experience.



Challengers

Products that are strong performers in some areas and trail in others. Often up-and-coming vendors.

Service Stars

Products that emphasize a good experience and build strong relationships with customers.



The background is a solid dark blue. In the top-left corner, there are several concentric circles of a lighter blue color, fading out towards the top-left. In the bottom-right corner, there are also concentric circles of a lighter blue color, fading out towards the bottom-right. In the bottom-left corner, there is a large, semi-transparent sphere with a blue-to-white gradient, appearing to glow from within. The text 'ujet.cx' is centered in the middle of the image.

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