

# CX TECHNOLOGY LONGLIST



VIEWPOINT ANALYSIS

# FOREWORD

## CX Technology Longlist Guide

Welcome to the latest Viewpoint Analysis CX (Customer Experience) Longlist Guide!

If you are looking to implement new CX software this year, we hope this report will give you a starting point for your initial market assessment. We've pulled together a LONG list of CX vendors that we think might be useful to speak to as you start to engage with the technology community.

The point of a longlist is to look at vendors of all shapes and sizes - and companies that you may not immediately know of. It is a way of really understanding what is available to you before you shortlist and go through your vendor selection process. This report features technology vendors from various areas of the CX space, some you may know of - and others that perhaps you don't. Our hope is that you use it as a springboard - take some or all our suggestions, add others, and make those introduction calls.

If the options are overwhelming or if your team is stretched and you would like support, remember that Viewpoint Analysis provides a range of fixed-price matchmaker services that take you from initial market assessment to preferred vendor and through to the business case:

- **Project Matchmaker** - Where we bring a range of vendors to present how they can help you with your upcoming project. This is the 'longlisting' phase and we'll introduce you to a variety of vendors that we believe can help you. We'll write up your problem statement, promote your project to the technology community, and host the Matchmaker presentations.
  - [Find out more about our Project Matchmaker here.](#)
- **Vendor Selection** - Providing a choice of two different approaches to your vendor selection process. Our 'Meet My Need' service (non-RFP and built for speed) or our 'Rapid RFP' with pre-built RFP templates and streamlined steps. We also bundle in help with your selection decision and business justification.
  - [Find out more about our Vendor Selection service here](#)
- **Complete Selection Support** - helping you every step of the way by bringing our services together to take you from longlist to selection - guiding all the way.
  - [Find out more here.](#)

If we can help or if you have any questions or comments, drop us a note at: [contactus@viewpointanalysis.com](mailto:contactus@viewpointanalysis.com).

Yours Sincerely,

**Phil Turton**  
**Managing Director - Viewpoint Analysis Ltd.**



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# LONGLIST VENDORS

Medallia	Experience Management
Genesys	Cloud Customer Experience & CCaaS
Zendesk	Service First CRM
eGain	Cloud Customer Engagement Hub
Five9	Cloud Contact Center
Qualtrics	Experience Management Software
NICE	Cloud Contact Center
Gainsight	Customer Success Software
Satmetrix	Voice of the Customer
LiveAgent	Helpdesk Software
Tealeaf	Data Analytics Software
Sprinklr	Unified Customer Experience Software
8x8	Customer Contact Center
Intercom	Unified Customer Communications
Content Guru	Cloud Communications Solution
LivePerson	Conversational Cloud Platform
UserZoom	Experience Insights
Podium	Interaction Management
Contentsquare	Digital Experience Analytics
Airkit	Low-Code CX Software
Odigo	Cloud Contact Center
Freshworks	Customer Experience Software
GetFeedback	Customer Feedback
Sitecore	Digital Customer Experience





# MEDALLIA

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Year Established: 2001

Technology Area: **Experience Management**

CEO: Leslie Stretch

Website: [www.medallia.com](http://www.medallia.com)

## What do they do?

Medallia's strapline is "growth happens with experience". and the Medallia Experience Cloud helps customers to understand and manage the experience of their customers, employees, and citizens - capturing the voice of the customer, whomever that customer may be.

The technology captures 'experience signals' across a range of interactions - calls, digital, video, in-person, social media, and IoT. By understanding those signals, customers can 'reduce churn, turn detractors into promoters and buyers, create in-moment cross-sell and up-sell opportunities and drive revenue-impacting business decisions'.

The Medallia platform is used by over 1,000 businesses, including the likes of Shell, Paypal, and Hilton.

# GENESYS

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Year Established: 1990

Technology Area: **Cloud Customer Experience and Contact Centres**

CEO: Tony Bates

Website: [www.genesys.com](http://www.genesys.com)

## What do they do?

'Experience as a Service' - Genesys believe it is crucial to make your customers feel 'remembered, heard and understood', such that every customer gets the experience they want, every time.

Genesys provides solutions that stretch across call center software, chat and voice bots, messaging, and AI. Their Genesys Cloud CX unifies customer and agent experiences across phone, email, chat, text, and social channels to improve response rates, increase first-call resolution and boost agent productivity.

Genesys work with customers of all shapes and sizes (large enterprise to SMB) - well-known brands include the likes of Sita, Siemens, and Microsoft. With thousands of customers, they are also installed in almost every major industry across 6 continents.

# ZENDESK

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Year Established: 2007

Technology Area: **Service-first CRM**


CEO: Mikkel Svane

Website: [www.zendesk.com](http://www.zendesk.com)

## What do they do?

They are the 'champions of customer service'. The Zendesk platform connects to customers over the telephone, chat, email, messaging, social, review sites, communities, and help centers - providing excellent service at the customer meeting point, and a seamless experience across each channel.

Working across 'service' and 'sales', Zendesk connects communication mechanisms together to provide a world-class customer experience. It also allows other applications and data sources to be brought into



the service or sales engagement to give a complete customer view.

Zendesk has over 160,000 paid customer accounts across 160 countries. Customer include Tesco, Uber and Mailchimp.

## EGAIN

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**Year Established:** 1997

**Technology Area:** **Cloud Customer Engagement Hub**

**CEO:** Ashutosh Roy

**Website:** [www.egain.com](http://www.egain.com)

### What do they do?

eGain is the customer engagement automation platform. Working across three product areas (Collaboration, Knowledge & AI, and Insight) they help some of the best-run businesses to improve how they engage and service their customers.

Their collaboration technology spans a range of areas, from dynamic call tracking and live chat, to virtual assistants and email management. eGain's knowledge & AI is all about helping customers get answers to their questions whether that be through the contact center or virtual assistant/chatbot technology.

The eGain technology is used by the likes of Barclays, AXA, Vodafone and BT.

## FIVE9

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**Year Established:** 2001

**Technology Area:** **Cloud Contact Center**

**CEO:** Rowan Trollope

**Website:** [www.five9.com](http://www.five9.com)

### What do they do?

Five9 is a leading provider of Intelligent Cloud Contact Center software for enterprises across the globe. The technology enables users to 'engage customers on their channel of choice, streamline your operations, and use the power of practical AI, automation, and the cloud to increase your business agility and exceed your customers' expectations'.

The cloud platform provides scalability and flexibility. Enabling agents to work anywhere. Five9 partners with leading technology businesses in the CRM, analytics, workforce management, and other complementary areas.

The platform is deployed across more than 2,000 customers and is responsible for more than 7 billion customer interactions each year. Customers include Lululemon, Citrix and Under Armour.

## QUALTRICS

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**Year Established:** 2002

**Technology Area:** **Experience Management Software**

**CEO:** Zig Serafin

**Website:** [www.qualtrics.com](http://www.qualtrics.com)

### What do they do?

Qualtrics is a leader in the Experience Management (XM) category. They focus on designing and improving the experience of customers, employees, product, and brand. The platform has been deployed across more than 13,000 customers, including 85% of the Fortune 100.

Through 'experience design' and 'experience improvement', Qualtrics software aims to design breakthrough products, services, cultures, and brands - and then continuously improve customer, employee, product, and brand experiences.

Qualtrics recently purchased Clarabridge, to bring conversational analytics to the platform. Customers include the likes of Prudential, Samsung, Sony and Ferrari.

## NICE INCONTACT

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**Year Established:** 1986

**Technology Area:** **Cloud Contact Center Software**

**CEO:** Barak Eilam

**Website:** [www.niceincontact.com](http://www.niceincontact.com)

### What do they do?

The NICE CXone platform aims to 'turn every interaction into a lasting, meaningful connection' across both customer and employee experiences. A leader in Cloud Contact Center software,

CXone combines Customer Experience Management, Omnichannel Customer Service, and Adaptive Workforce Engagement underpinned by AI, to provide a digital-first, hyper-personalized environment for both customers and company employees.

NICE provides Contact Center technology for more than 25,000 customers in more than 150 countries. Customer range from American Airlines to Unisys and from Visa to Accenture.

## GAIN SIGHT

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**Year Established:** 2009

**Technology Area:** **Customer Success Software**

**CEO:** Nick Mehta

**Website:** [www.gainsight.com](http://www.gainsight.com)

### What do they do?

Gainsight helps businesses to 'deliver the outcomes your customers expect at every stage of their journey'. What does that mean? They help companies to prevent churn by identifying at-risk customers, creating processes to mitigate concerns, and helping ramp engagement efforts.

The technology is focused upon four key areas; Customer Success, Product Experience, Revenue Optimization, and Customer Experience - all coming together in the Gainsight Customer Cloud, building a complete view of your customer.

The Gainsight platform is used by the likes of Workday, Zendesk, Seismic and Marketo.





## SATMETRIX

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Year Established: 1997

Technology Area: **Voice of the Customer**

CEO: N/A - owned by NICE

Website: [www.satmetrix.com](http://www.satmetrix.com)

### What do they do?

NICE Satmetrix is a leading 'voice of the customer' technology platform, enabling users to bring together and analyze customer interactions, feedback, and operational data.

Customers now interact across multiple different technologies - from voice to chat and from SMS to Point of Sale. The Satmetrix platform is designed to allow users to understand what their customers 'think, feel, say and do' across the customer journey touchpoints, uncovering blind spots and improving the customer experience.

NICE Satmetrix work with the likes of Toyota Financial Services, Saint Gobain, and Experian to provide true omnichannel feedback.

## LIVEAGENT

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Year Established: 2006

Technology Area: **Helpdesk Software**

CEO: Viktor Zeman

Website: [www.liveagent.com](http://www.liveagent.com)

### What do they do?

LiveAgent is an all-in-one helpdesk software, providing over 130 ticketing features and over 200 integrations to customer tools, to provide an omnichannel ticketing platform.

The LiveAgent solutions operate across ticketing, live chat, call center, social media, knowledge base, and customer portal - with customers able to license the software for just ticketing; ticketing and chat; or an all-inclusive bundle of technology that spans the full spectrum.

The LiveAgent platform serves over 150 million users and 40,000 businesses across the world, including the likes of Forbes, BMW, Yamaha, and Airbus.

## TEALEAF

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Year Established: 1999

Technology Area: **Data Analytics for Customer Experience**


CEO: N/A - part of acoustic

Website: [www.tealeaf.com](http://www.tealeaf.com)

### What do they do?

Tealeaf by Acoustic is the data analytics platform for customer experience teams. The technology captures every customer's view and actions and analyzes them in order to help understand the reason for the customers' behavior.

The Tealeaf software allows users to watch a replay of a customer's behavior or see a heatmap associated



with their actions on the website. Opening the customer experience to the development and sales/marketing teams so that they can improve platform performance and spot challenges quickly.

Tealeaf is used by the likes of RIU Hotels & Resorts, Paypal, and Roots.

## SPRINKLR

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**Year Established:** 2009

**Technology Area:** **Unified Customer Experience Management Platform**

**CEO:** Ragy Thomas

**Website:** [www.sprinklr.com](http://www.sprinklr.com)

### What do they do?

Sprinklr is on a mission to enable every organization on the planet to make their customers happier! They are pioneering a new enterprise software category - Unified CXM, to help customers communicate across channels; harness experience data; and modernize customer-facing functions to enable them to work better together.

They believe that customers expect a brand experience that flows seamlessly from one channel to the next. The platform connects to over 30 different digital channels (e.g. Facebook, LinkedIn, CRM, Email) and uses AI to understand and create insight-driven strategies to improve the experience.

Sprinklr customers include Diageo, Honda, Samsung, and Prada, and they claim that 9 out of the top 10 most valuable global brands rely upon their software.

## 8 X 8

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**Year Established:** 1987

**Technology Area:** **Integrated Contact Center**

**CEO:** David Sipes

**Website:** [www.8x8.com](http://www.8x8.com)

### What do they do?

8x8 is a long-established leader in the communication technology arena. Founded in 1987, today the 8x8 eXperience Communications Platform offers an integrated voice, video, chat, contact center, and API solution to provide a unified, global communications environment.

By bringing the whole business onto one company-wide tool, customers are able to benefit from improved internal collaboration, improved customer experiences, and a more agile, productive workforce.

8x8 customers include Virgin Media, Regus, and Shimano and 8x8 caters to companies of all shapes and sizes with per user per month pricing options.

## INTERCOM

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**Year Established:** 2011

**Technology Area:** **All-In-One Customer Communications Platform**

**CEO:** Karen Peacock

**Website:** [www.intercom.com](http://www.intercom.com)



### What do they do?

Intercom is a complete customer communications environment. The platform covers 'conversational' support, engagement, and marketing to address the key contact needs between customers and businesses.

The Intercom software allows users to address a number of areas. With 'Conversational Support' they provide an integrated messaging platform that covers the customer support area. With 'Conversational Engagement' they help to onboard, activate and re-engage customers. And with 'Conversational Marketing' the platform helps to convert more website visitors through their chatbot technology.

Customers of Intercom include over 25,000 businesses such as Facebook, Zendesk, Amazon, and Braze.

## CONTENT GURU

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**Year Established:** 2005

**Technology Area:** **Cloud Communications Solution**

**CEO:** Sean Taylor

**Website:** [www.contentguru.com](http://www.contentguru.com)

### What do they do?

Content Guru is a UK-based Cloud Communication Solution provider and part of the Redwood Technologies Group.

The 'Storm Cloud Contact Center' provides a cloud-based multi-channel communications hub that connects customers through a variety of communication channels and integrates to internal application and data sources. Content Guru provides a range of solutions in the CX arena, including contact center, integration, knowledge management, and artificial intelligence.

Their technology is used by Sodexo, Rakuten, AXA, and the NHS. They claim to be Europe's largest Customer Experience and Experience solution.

## LIVEPERSON

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**Year Established:** 1995

**Technology Area:** **Conversational Cloud Platform**

**CEO:** Robert LoCascio

**Website:** [www.liveperson.com](http://www.liveperson.com)

### What do they do?

LivePerson has been at the forefront of modern customer interaction platforms for over 25 years. Starting in 1995 with the invention of Live Chat on websites, today they are also leading in the area of conversational AI.

Their AI-powered 'Conversational Cloud' has been behind more than 1 billion brand-to-consumer conversations through their AI chatbot technology. LivePerson allows customers to connect on the channel that is most appropriate for them, be it app, web, email, social, or elsewhere.

LivePerson is used by many of the world's best-known brands. They claim to have over 18,000 customers, including the likes of HSBC, Orange, IBM, and Virgin Atlantic.



## USERZOOM

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Year Established: 2007

Technology Area: **Experience Insights**

CEO: Alfonso de la Nuez and Dan Fishback

Website: [www.userzoom.com](http://www.userzoom.com)

### What do they do?

Customer Experience is so crucial to the success of the modern digital enterprise. Ensuring that a business can measure performance in this area, and track it over time, is where UserZoom works.

UserZoom's Experience Insights Management (XIM) 'is the combination of processes, strategies, and technologies that allow businesses to manage the gathering, analysis, and sharing of experience insights across all digital touchpoints'.

Customers include Google, Sky, Santander, and Kroger and the software is available in different license packages depending upon the needs and maturity of the purchasing business.

## PODIUM

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Year Established: 2014

Technology Area: **Interaction Management**

CEO: Eric Rea

Website: [www.podium.com](http://www.podium.com)

### What do they do?

Podium helps small and medium-sized businesses to stand out from their competitors and overachieve in their customer interactions. They believe that 'how you show up online determines who shows up at your door'.

The Podium technology starts with encouraging customers to capture more user reviews - building a reputation that then drives traffic. Once there, it's then about interacting with the potential customer in super-quick time via SMS and webchat. But Podium is so much more than that - including campaign management; online payments, video chat and more. All designed to 'convert conversations into customers'.

Podium claim that over 100,000 local businesses use their technology. Customers include the likes of Lazyboy, Vivint and Steward Health Care.

## CONTENTSSQUARE

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Year Established: 2012


Technology Area: **Digital Experience Analytics**

CEO: Jonathan Cherki

Website: [www.contentsquare.com](http://www.contentsquare.com)

### What do they do?

Contentsquare is 'on a mission to give every digital team the ability to measure how their actions affect user experience on their website, mobile sites and apps'.



Building a website or a new application is good - but it's vital to understand how users are interacting with it. Are they doing what you want them to? Are they looking at the key elements? Are they hitting issues that can be addressed by a design tweak? The Contentsquare technology aims to uncover and easily communicate how users interact with content and frame this information in an easy to visualize way.

They recently raised \$500m in a Series E funding round and acquired Hotjar to bring insights to the SMB space. Contentsquare has more than 12,000 users across more than 750 clients, including the likes of Dell, BMW, and NatWest.

## AIRKIT

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**Year Established:** 2020

**Technology Area:** **Low-Code Digital CX Platform**

**CEO:** Stephen Ehikian

**Website:** [www.airkit.com](http://www.airkit.com)

### What do they do?

Airkit is aiming to 'build software to make customer interactions personalized, proactive and effortless' with their low-code Digital Customer Experience Automation Software.

The Airkit technology sits above the existing customer backend platforms (e.g. the contact center and others) to 'drive customer interaction in the last mile'. They help their users to quickly build hyper-personalized customer journeys across sales, service, and support, through a selection of pre-built technology building blocks for web, mobile, and voice applications.

Customers of Airkit include Open Table, First Republic, MefLife, and Royal Automotive Club.

## ODIGO

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**Year Established:** 1986

**Technology Area:** **Cloud Contact Center (CCaaS)**

**CEO:** Erwan Le Duff

**Website:** [www.odigo.com](http://www.odigo.com)

### What do they do?

Previously featured in our social media channels, Odigo is a French-based provider of cloud contact centers. In 2021, they became a standalone business following their purchase by Apax Partners (from Cap Gemini).

Odigo provides an omnichannel customer experience through their Cloud Contact Centers as a Service (CCaaS). The platform links voice, chat, SMS, instant messaging, email, social media, and video to help create a seamless interaction between customer and agent.

Odigo claim to have over 250 customers across 100 countries. They include OUI.sncf, Kpark, and Chronopost.



## FRESHWORKS

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Year Established: 2010

Technology Area: **Customer Experience Software**

CEO: Girish Mathrubootham

Website: [www.freshworks.com](http://www.freshworks.com)

### What do they do?

The Freshworks 'Freshdesk' platform provides a solution for customers to provide an omnichannel service. Their 'Omnichannel Suite' provides Support Desk, Messaging, Contact Center, and Customer Success solutions and can be licensed for either just the Support Desk or the full Omnichannel version.

The vendor aims to provide affordable software that is quick to implement and easy to use. Freshworks claim to have over 50,000 customers in over 120 countries, including the likes of Bridgestone, ITV, OfficeMax, and Vice Media. The business has grown quickly and now has offices in 13 countries across the globe.

## GETFEEDBACK

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Year Established: 2013

Technology Area: **Customer Feedback**

CEO: n/a - part of Momentive

Website: [www.getfeedback.com](http://www.getfeedback.com)

### What do they do?

GetFeedback is used by companies across the world to collect, analyze, and act upon customer feedback in order to aid the customer experience.

Customers are able to license the package that is most appropriate to their needs - from just email and website feedback to a full multi-channel approach that also includes SMS, Chat, and Mobile Apps.

A part of Momentive.ai, Getfeedback is used by companies like Toyota, Carrefour, and KLM. They are a close partner of Salesforce and can integrate feedback data into any field, object, or record in the Salesforce environment.

## SITECORE

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Year Established: 2001

Technology Area: **Digital Customer Experience**

CEO: Steve Tzikakis

Website: [www.sitecore.com](http://www.sitecore.com)

### What do they do?

According to Sitecore, "Digital customer experience (DCX) is inseparable from the all-encompassing customer experience (CX), which includes in-store and other interactions in the physical world. If CX is about showing empathy, building trust, and human connection, DCX is the online expression of these efforts".

The Sitecore platform encompasses content (digital assets), experience (personalized content), and commerce (connecting the buying journey). Over 5,000 customer brands work with the software vendor including L'Oreal, Puma and Innogy

# CX TECHNOLOGY LONGLIST

## Who Are Viewpoint Analysis?

### We are Technology Matchmakers....

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Ideas Matchmaker' and our 'Technology Day' services bring amazing vendors to your door with new ideas and capabilities.

- **Market Assessment**

Our Project Matchmaker connects your business requirement with the technology vendors who can satisfy it. A great way to run an initial market assessment ahead of a selection process.

- **Vendor Selection**

Our 'Rapid RFP' - for customers who want to run an RFP process but want to make a quick decision, or our 'Meet My Need' service where we take a different approach and remove the need for spreadsheet questionnaires.

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