

# AI Customer Experience Management Buyers Guide

Software Provider and Product Assessment



EXECUTIVE  
SUMMARY

**\*iSG** Research



## Key Takeaways

Artificial intelligence (AI) has shifted customer experience management (CXM) from rules-based workflows and retrospective analysis to real-time decisioning and orchestration embedded across the customer lifecycle. Earlier CXM systems captured interaction data but lacked the ability to interpret intent or coordinate actions dynamically across channels. As customer behavior became more fragmented, enterprises required systems that could synthesize data and act on it in context. AI-enabled CXM platforms now emphasize continuous journey adaptation, predictive guidance and automated execution to influence outcomes.

### Software Provider Summary

The ISG Buyers Guide™ for AI Customer Experience Management evaluates 28 software providers offering products supporting AI-driven analytics, journey orchestration and customer interaction optimization. The research ranked the top three overall leaders as Salesforce, NiCE and Oracle. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Adobe, Genesys, Microsoft, NiCE, Oracle, Salesforce, SAP, ServiceNow, Sprinklr, Talkdesk, Verint, Zendesk and Zoho were rated as Exemplary, with Freshworks rated as Innovative. CSG was rated as Assurance; and Braze, Emplifi, Gainsight, Glassbox, HubSpot, Intercom, Medallia, MoEngage, Netcore, Nextiva, Qualtrics, SAS and SugarCRM were rated as Merit.

### Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (40%) and Platform (40%), which includes adaptability, manageability, reliability and usability. Salesforce, NiCE and Oracle achieved the highest performance as Leaders in this category, supported by broad AI-enabled capability coverage across interaction handling and journey management and scalable platform architecture designed for integration and governance. Leaders demonstrated enterprise-grade platform capabilities across varied roles and contexts.

### Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. ServiceNow, Salesforce and NiCE were the Leaders in this category, showing strong customer advocacy and clear investment in success outcomes. Providers with lower performance often lacked publicly available customer validation or failed to demonstrate structured ROI measurement and proactive lifecycle engagement.

### Strategic Recommendations

Prioritize platforms that embed AI directly into workflows for real-time decisioning and orchestration across the customer lifecycle. Ensure access to unified, governed data to support reliable AI outputs and consistent context across interactions. Evaluate knowledge management and content governance as critical dependencies for effective AI-driven engagement. Align AI capabilities with operational processes and governance to ensure transparency, control and measurable outcomes.



## The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

### Overall Scoring of Software Providers Across Categories

The research finds Salesforce atop the list, followed by NiCE and Oracle. Providers that place in the top three of a category earn the designation of Leader. Salesforce has done so in five categories; NiCE in four; Oracle in three; ServiceNow in two; and Sprinklr in one category.

### AI Customer Experience Mgmt. Overall

| Providers  | Grade | Performance         |
|------------|-------|---------------------|
| Salesforce | B++   | <b>Leader</b> 78.4% |
| NiCE       | B++   | <b>Leader</b> 77.5% |
| Oracle     | B++   | <b>Leader</b> 76.2% |
| Verint     | B+    | 74.7%               |
| ServiceNow | B+    | 73.6%               |
| SAP        | B+    | 73.0%               |
| Microsoft  | B+    | 72.7%               |
| Sprinklr   | B+    | 72.5%               |
| Zoho       | B+    | 71.5%               |
| Genesys    | B+    | 71.2%               |
| Adobe      | B+    | 69.6%               |
| Zendesk    | B+    | 69.0%               |
| Talkdesk   | B     | 68.3%               |
| Freshworks | B     | 68.2%               |
| Intercom   | B     | 65.7%               |
| SugarCRM   | B     | 65.3%               |
| HubSpot    | B     | 64.6%               |
| CSG        | B     | 63.3%               |
| Gainsight  | B     | 62.9%               |
| Emplifi    | B-    | 61.7%               |
| Nextiva    | B-    | 59.7%               |
| Qualtrics  | B-    | 58.3%               |
| SAS        | B-    | 58.3%               |
| Netcore    | C++   | 54.6%               |
| Glassbox   | C++   | 54.3%               |
| Medallia   | C++   | 52.2%               |
| MoEngage   | C++   | 51.8%               |
| Braze      | C++   | 51.0%               |



Source: ISG Research  
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## About ISG

[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.

## About the Authors



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Keith Dawson leads the software research and advisory in the Customer Experience expertise at ISG, covering applications that facilitate engagement to optimize customer-facing processes. His coverage areas include agent management, contact center, CXM, field service, intelligent self-service and voice of the customer.



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