

AI Self-Service Buyers Guide

Software Provider and Product Assessment

**EXECUTIVE
SUMMARY**



***iSG** Research



Key Takeaways

AI self-service has evolved from static help content, IVR and scripted chatbots into an operating layer capable of managing complex conversations and executing customer tasks across channels. Enterprises increasingly expect it to improve resolution and accessibility while reducing costs, preserving context and controlling customer-facing actions. Large language models, governed AI agents, knowledge grounding, workflow automation and stronger security and AI governance are driving the shift toward controlled autonomy.

Software Provider Summary

The ISG Buyers Guide™ for AI Self-Service evaluates 37 software providers offering products that support conversational engagement, customer self-service, workflow execution and AI-enabled automation. The research ranked the top three overall Leaders as NiCE, Verint and Salesforce. Content Guru, Dialpad, Five9, Genesys, Microsoft, NiCE, RingCentral, Salesforce, Sprinklr, Talkdesk, Verint, Zendesk and Zoom were rated Exemplary, with 8x8, AWS, Cisco, Google Cloud and UJET rated Innovative. Diabolocom, IntelPeer, Puzzel, Twilio and Zoho were rated as providers of Assurance, and Alvaria, Avaya, Bright Pattern, CallMiner, Cresta, Exotel, GoTo, Mitel, Nextiva, Odigo, Sierra, Sinch and Vonage were rated providers of Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. NiCE, Verint and Genesys were the Product Experience Leaders. Performance reflects differentiated requirements spanning journey orchestration, knowledge management, experience and interaction analytics, AI and automation, and agent workspace and collaboration, alongside resilient enterprise platform capabilities.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. NiCE, Salesforce and Verint were the Customer Experience Leaders and best communicate commitment and dedication to customer needs. Providers with lower performance may lack sufficient information demonstrating customer success, customer commitment or TCO/ROI value, reinforcing the importance of evaluating the full provider relationship and customer lifecycle.

Strategic Recommendations

Enterprises should evaluate AI self-service platforms based on the ability to deliver measurable resolution outcomes rather than conversational quality alone. Assessment should prioritize omnichannel and multilingual support, transparent knowledge grounding, context preservation, workflow execution, secure integration and mature AI governance. Organizations should also test behavior with incomplete or sensitive information, validate human escalation, measure containment and completion outcomes, and favor controlled autonomy with clear boundaries over open-ended automation.



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 NiCE atop the list, followed by Verint and Salesforce. Providers that place in the top three of a category earn the designation of Leader. NiCE has done so in five categories, Salesforce and Verint in four, Genesys in three and Content Guru in one category.

AI Self-Service Overall

Providers	Grade	Performance
NiCE	B++	Leader 76.2%
Verint	B+	Leader 71.6%
Salesforce	B+	Leader 71.5%
Genesys	B+	70.9%
Microsoft	B+	69.1%
Sprinklr	B	68.3%
Content Guru	B	67.4%
Talkdesk	B	67.3%
Five9	B	65.9%
Zendesk	B	65.5%
AWS	B	64.4%
RingCentral	B	63.7%
Dialpad	B-	62.5%
Zoom	B-	61.5%
UJET	B-	61.4%
Cisco	B-	61.4%
8x8	B-	60.9%
Google Cloud	B-	60.8%
Twilio	B-	60.7%
Cresta	B-	58.1%
Zoho	B-	57.9%
Vonage	B-	56.5%
CallMiner	C++	55.9%
Sinch	C++	55.8%
Avaya	C++	55.8%
Nextiva	C++	55.3%
IntelePeer	C++	55.0%
Exotel	C++	54.1%
Sierra	C++	52.7%
Mitel	C++	52.6%
Alvaria	C++	52.2%
Puzzel	C++	52.1%
Bright Pattern	C++	51.9%
Odigo	C++	50.4%
Diabolocom	C+	49.8%
GoTo	C+	47.8%



Source: ISG Research
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