

Contact Centers Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Contact center platforms have evolved from routing- and efficiency-focused systems into broader customer engagement environments that orchestrate interactions, workflows and operational decisions across the customer journey. Enterprises increasingly expect these platforms to improve customer experience, employee engagement and business performance while supporting changing operating models. Cloud adoption, AI, advanced analytics, self-service, workflow automation, enterprise integration and stronger governance are driving this transformation.

Software Provider Summary

The ISG Buyers Guide™ for Contact Center evaluates 27 software providers offering products that support interaction management, workforce engagement, self-service and customer journey orchestration. The research ranked the top three overall as NiCE, Verint and Genesys. Content Guru, Dialpad, Five9, Genesys, Microsoft, NiCE, RingCentral, Salesforce, Sprinklr, Talkdesk, Verint and Zendesk were rated Exemplary, with AWS and Cisco rated Innovative. Twilio and Zoho were rated as providers of Assurance, and 8x8, Alvaria, Avaya, Google Cloud, GoTo, Intermedia, Mitel, Nextiva, Sinch, Vonage and Zoom were rated providers of Merit.

Product Experience Insights

Product Experience, which represents 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 capabilities spanning agent workspace and collaboration, knowledge management, experience and interaction analytics, AI and automation and AI governance and model operations, alongside enterprise-grade platform requirements.

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, commitment to customer experience or TCO/ROI value, reinforcing the importance of evaluating the full provider relationship and customer lifecycle.

Strategic Recommendations

Enterprises should evaluate contact center platforms based on the ability to advance customer experience while supporting future AI-enabled operating models. Assessment should prioritize AI-assisted agent guidance, analytics maturity, intelligent automation and self-service, workforce engagement, enterprise and back-office integration, and security, governance and regulatory compliance. Buyers should also consider implementation capabilities and partner ecosystems while ensuring the platform aligns with operating complexity, customer journey strategy and technology architecture.



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

Contact Centers

Overall

Providers	Grade	Performance
NiCE	B++	Leader 76.9%
Verint	B+	Leader 72.1%
Genesys	B+	Leader 71.1%
Salesforce	B+	70.8%
Microsoft	B	68.7%
Sprinklr	B	68.2%
Content Guru	B	67.3%
Talkdesk	B	67.2%
Five9	B	66.1%
Zendesk	B	65.5%
AWS	B	64.1%
RingCentral	B	64.0%
Dialpad	B	62.7%
Cisco	B-	61.7%
Zoom	B-	61.7%
8x8	B-	61.4%
Twilio	B-	60.2%
Google Cloud	B-	60.0%
Zoho	B-	57.6%
Vonage	B-	56.6%
Avaya	C++	56.2%
Sinch	C++	55.7%
Nextiva	C++	55.3%
Mitel	C++	53.3%
Alvaria	C++	52.4%
Intermedia	C+	49.5%
GoTo	C+	47.8%



Source: ISG Research
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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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Robert Kugel leads business software research for ISG. His team covers technology and applications spanning front- and back-office enterprise functions, and he personally runs the Office of Finance area of expertise. Rob is a CFA charterholder, a published author and a thought leader on integrated business planning (IBP).