

Healthcare Contact Centers Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Healthcare contact centers have evolved from hospital switchboards and departmental call queues into centralized patient access operations and increasingly into orchestration layers that connect patient intent with healthcare information, people and processes. Healthcare organizations expect these platforms to improve patient access and service while protecting PHI and maintaining clinical, operational and regulatory boundaries. AI, cloud deployment, workflow automation, healthcare-system integration and stronger security and governance are driving this transformation.

Software Provider Summary

The ISG Buyers Guide™ for Healthcare Contact Centers evaluates 19 software providers offering products that support interaction management, workforce engagement, patient self-service and healthcare workflow orchestration. The research ranked the top three overall as NiCE, Salesforce and Genesys. Content Guru, Five9, Genesys, Microsoft, NiCE, RingCentral, Salesforce and Talkdesk were rated Exemplary, with AWS and Cisco rated Innovative. Dialpad and Twilio were rated as providers of Assurance, and Aircall, Alvaria, Avaya, Bright Pattern, Nextiva, UJET and Zoom were rated providers of Merit.

Product Experience Insights

Product Experience, which represents 80% of the evaluation, focuses on Capability (40%) and Platform (40%), including adaptability, manageability, reliability and usability. NiCE, Salesforce and Genesys were the Product Experience Leaders. Performance reflects more differentiated requirements spanning knowledge management, experience and interaction analytics, AI governance and model operations, healthcare data and integrations, and security, alongside resilient enterprise platform capabilities.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. NiCE, Salesforce and Content Guru 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

Healthcare organizations should evaluate contact center platforms based on the ability to improve patient access while operating within clinical, privacy and regulatory boundaries. Assessment should prioritize EHR and EMR integration, PHI protection and security, identity and consent controls, healthcare workflow support, preservation of interaction context and productized healthcare capabilities. Organizations should also validate AI through controlled use cases with knowledge grounding, measurable accuracy, human escalation, model governance and defined ROI criteria.



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 Salesforce 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 Salesforce in four and Microsoft and Content Guru in one category.

Healthcare Contact Centers Overall

Providers	Grade	Performance
NiCE	B++	Leader 76.7%
Salesforce	B+	Leader 72.4%
Genesys	B+	Leader 71.7%
Microsoft	B+	69.4%
Talkdesk	B	68.5%
Content Guru	B	68.3%
Five9	B	67.3%
RingCentral	B	65.0%
AWS	B	63.9%
Dialpad	B	62.8%
Zoom	B-	62.5%
Cisco	B-	62.0%
Twilio	B-	61.2%
UJET	B-	60.7%
Avaya	B-	57.3%
Nextiva	B-	56.9%
Bright Pattern	C++	53.2%
Alvaria	C++	52.6%
Aircall	C+	49.3%



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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