

Retail Contact Centers Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Retail contact centers have evolved from telephone-based support operations into connected engagement environments spanning online, in-store and mobile shopping journeys. Retailers increasingly expect these platforms to improve service while supporting loyalty, retention, revenue growth and customer lifetime value across variable demand. AI-driven personalization, automation, analytics, omnichannel engagement and commerce integration are shifting contact centers from reactive issue resolution toward proactive customer assistance.

Software Provider Summary

The ISG Buyers Guide™ for Retail Contact Centers evaluates 15 software providers offering products supporting interaction management, workforce engagement, self-service and retail workflow automation. The research ranked the top three overall as NiCE, Salesforce and Genesys. Content Guru, Five9, Genesys, NiCE, RingCentral, Salesforce and Talkdesk were rated Exemplary, with Cisco rated Innovative. Twilio was rated as a provider of Assurance, and CallMiner, Google Cloud, Intermedia, Nextiva, UJET and Zoom were rated providers of Merit.

Product Experience Insights

Product Experience, representing 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 requirements spanning agent workspace and collaboration, journey orchestration, knowledge management, experience and interaction analytics, and AI and automation, alongside scalable 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.

Strategic Recommendations

Retailers should evaluate contact center platforms based on their ability to connect customer engagement with commerce operations and measurable business outcomes. Assessment should prioritize real-time integration with e-commerce, order management and inventory systems, configurable retail workflows, seasonal scalability, personalization, secure payment handling and omnichannel continuity. Buyers should also validate platform fit through representative scenarios such as delivery exceptions, order changes, product availability, returns and loyalty interactions.



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 and Salesforce have done so in five categories, Genesys in four and Content Guru in one category.

Retail Contact Centers Overall

Providers	Grade	Performance
NiCE	B++	Leader 76.4%
Salesforce	B+	Leader 72.4%
Genesys	B+	Leader 70.7%
Talkdesk	B	68.1%
Content Guru	B	67.6%
Five9	B	66.6%
RingCentral	B	64.1%
Zoom	B-	62.2%
Twilio	B-	61.5%
Cisco	B-	61.4%
UJET	B-	60.4%
Google Cloud	B-	59.5%
Nextiva	B-	56.6%
CallMiner	B-	56.4%
Intermedia	C++	50.7%



Source: ISG Research
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About the Authors



Keith Dawson

Director of Research, Customer Experience

Keith Dawson leads 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.



Robert D. Kugel, CFA

Executive Director, Business Research

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).