



2024 Market Agenda for Customer Experience (CX)

Providing insights on software industry and providers



Keith Dawson
Research Director



VENTANA
RESEARCH

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OF



Our Commitment

Providing independent and objective research without bias.

Ventana Research: Providing market research and insights for two decades.

- Authoritative research and insights on business and IT aspects of the \$800b software industry.
- We provide a portfolio of consulting, advisory, research and education (CARE) services for enterprises, software and service providers, and investment firms.

Customer Experience

Empower processes and people with intelligence through smarter applications that embrace analytics and AI to personalize and optimize the customer journey whatever the channel of customer choice.

**Agent
Management**

Contact Center

**Customer
Experience Mgt.**

Field Service

**Intelligent
Self-Service**

**Voice of the
Customer**

Areas of Focus

Our area of expertise explores focus areas of coverage with research and advisory to guide value from insights on software industry.

Opportunities to Overcome Challenges



1. Enterprises need top-down direction for CX strategies

2. Mitigate tension between cost-control and revenue imperatives.

3. Unify customer channels, processes and applications.

4. CX teams need consistent metrics and success criteria.

5. Urgent need to select the optimal AI use cases and show ROI.

Customer Experience

Market Assertion

Through 2027, AI will have become integrated by default into the base of the CX tech stack, enhancing a wide range of apps including contact center agent management, field service and marketing (analytics and lead scoring).



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Director of Research, Customer Experience



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Business Trends in Customer Experience



Customer Experience

Market Assertion

Through 2028, the establishment of CX application suites on a common platform will become the focal point of the drive to optimize customer and organization engagement.



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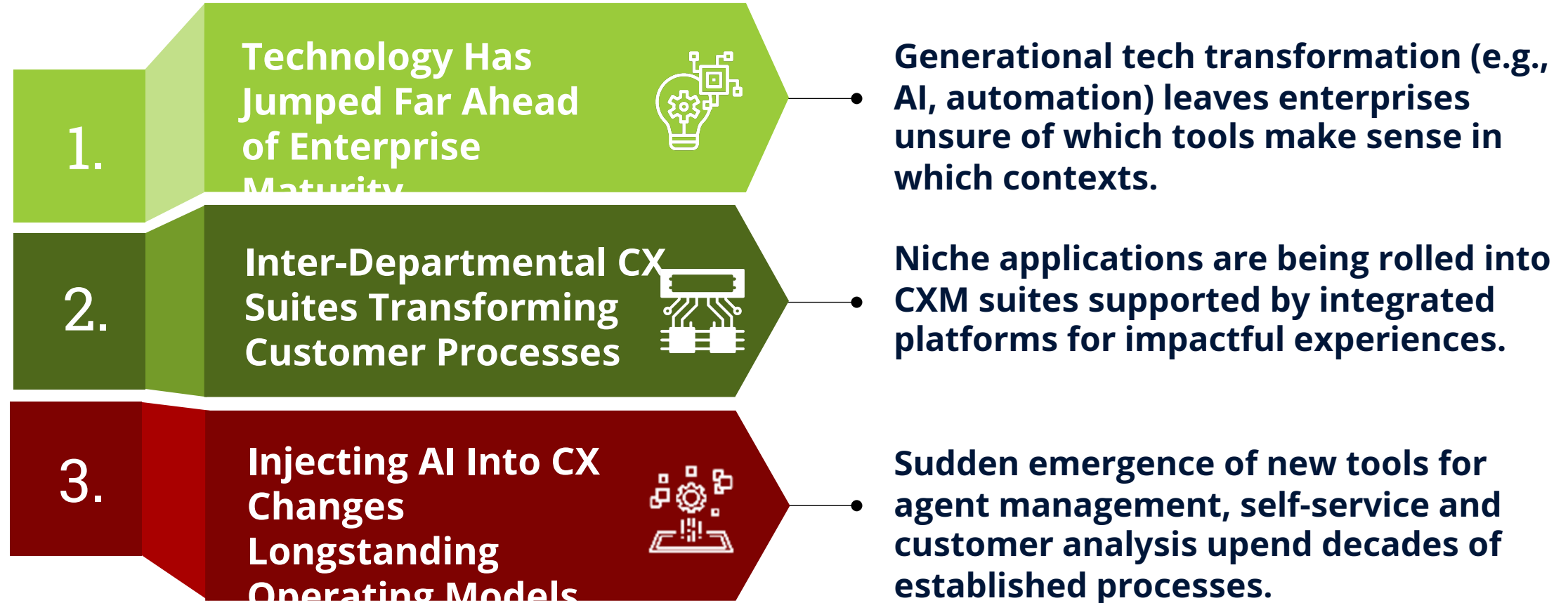
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Director of Research, Customer Experience

Technology Trends in Customer Experience





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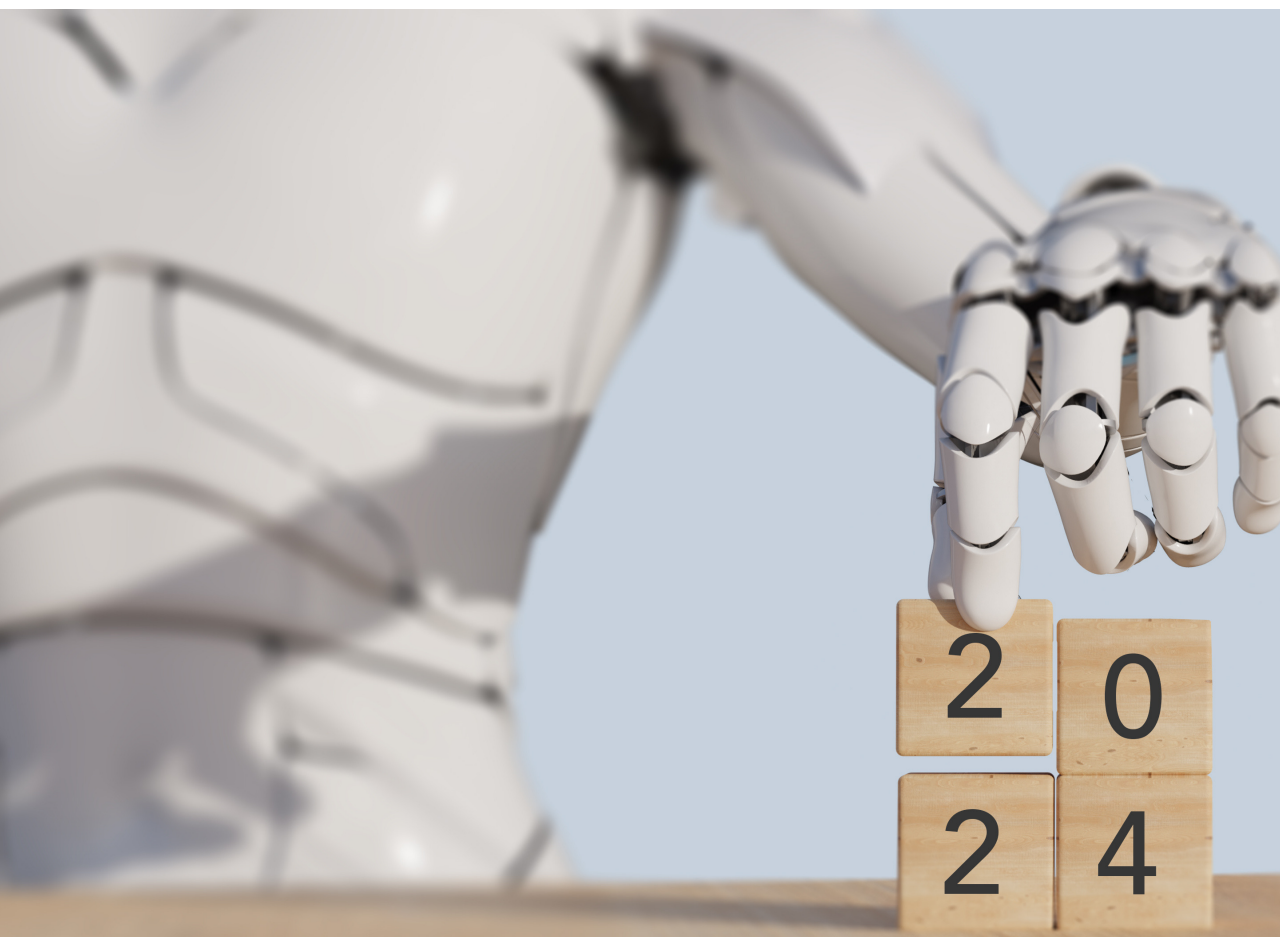
Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- Research simulates RFI evaluation of software providers using Value Index methodology.
- Rating and classification of software providers using proprietary Value Index methodology.
- Provides objective analysis of the product experience across five evaluation categories.
- Examines the customer experience that is available to enterprise buyers.
- Software providers have opportunity to earn prestigious Exemplary and Leader badges.

Buyers Guides

The utilization of Buyers Guide software research guides decisions by enterprises and is essential to ensure maximum business impact from technology investments across business and IT.

Buyers Guide Research Plan for 2024



Topics

- **Contact Center Suites (3)**
 - Agent Management
 - Contact Center
- **Customer Experience Mgt (3)**
 - Knowledge Management
 - Journey Management
- **CRM (8)**
 - Commerce, Marketing, Revenue, Partners, Sales, Service & Platform

(*) Number of Buyers Guide Editions Releasing



About ISG and ISG Research

Global research and advisory services firm with annual influence on over \$200b of technology spend.



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