

AI for Customer Service - Company Evaluation Report, 2025

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Abstracts

The AI for Customer Service Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for AI for Customer Service. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 32 AI for Customer Service Companies were categorized and recognized as quadrant leaders.

AI for customer service leverages artificial intelligence technologies to enhance all facets of customer support by enabling organizations to automate experiences, streamline processes, and boost agent productivity. AI-powered tools—such as chatbots, voice bots, workflow automation, recommendation engines, and diagnostic systems—offer round-the-clock, personalized, data-driven support designed to elevate the agent and customer experience. These solutions analyze data from customer interactions to resolve or assist with queries in real time. AI-based agent assistance tools empower support teams within major enterprises to deliver faster, more efficient resolutions, while also generating customized responses for individual customers. The emergence of generative AI (Gen AI) in customer service further enhances this landscape by enabling more natural, personalized interactions and real-time, tailored communication.

Another critical area where AI is transforming customer service is in backend operations. It helps streamline support infrastructure, boosting efficiency and enabling quicker responsiveness for both agents and customers. The customer service sector is increasingly adopting AI to develop intelligent support ecosystems that enrich the experience for users and support teams alike. From adaptive chatbots to AI-powered

virtual agents, these technologies are reshaping how services are delivered—offering seamless, efficient assistance. AI's integration into service delivery improves customer satisfaction, sharpens support strategies, and optimizes operational workflows.

The 360 Quadrant maps the AI for Customer Service companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the AI for Customer Service quadrant. The top criteria for product footprint evaluation included By END USER (BFSI, Media & Entertainment, Telecommunications, Government & Public Sector, Healthcare & Life Sciences, Manufacturing, Retail & E-Commerce, Technology & Software, Travel & Hospitality, Transportation & Logistics, Other End Users), By PRODUCT (Type, By Deployment Mode, By Customer Service Delivery Mode, By Functional Area), and By CUSTOMER INTERACTION CHANNEL (Text and Email, Voice, Video/Visual, Omnichannel).

Key Players

Key players in the AI for Customer Service market include major global corporations and specialized innovators such as Microsoft, IBM, Google, AWS, Salesforce, Atlassian, ServiceNow, Zendesk, SAP, Sprinklr, OpenAI, Aisera, UiPath, HubSpot, Nice, Intercom, Qualtrics, Freshworks, LivePerson, Helpshift, Yellow.AI, Cogito, SmartAction, Talkdesk, FIVE9, RingCentral, Nextiva, Kore.AI, Dynamic Yield, Jiohaptik, Oracle, and Afiniti. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Microsoft

Microsoft holds a significant market share due to its strategic focus on AI technologies, such as generative AI and cloud-based solutions, enhancing the customer service landscape. Their robust product portfolio, including Microsoft Dynamics 365, offers AI-driven capabilities that improve customer engagement and operational efficiency. The company's positioning strategy includes expansion through partnerships, such as with HCLTech, to innovate in customer service solutions. Microsoft's product portfolio is diverse, catering to various sectors with a focus on integrating AI to streamline customer interactions.

IBM

IBM's strong position in the customer service AI market is anchored by its Watsonx platform, which enhances data processing and analytics, thereby improving customer service delivery. The company excels in providing hybrid cloud and AI solutions, which solidifies its presence across different industries. IBM's strategy includes significant collaborations, such as with Elasticsearch, to enhance conversational AI capabilities. Despite facing competitive pressures, IBM's market share and extensive product offerings make it a formidable player.

Google

Google leads the market with its advanced AI technologies, underpinned by their Gemini model, which offers superior data analysis and decision-making capabilities. The company's robust AI product portfolio is continuously expanded through strategic partnerships, like the one with Tata Consultancy Services, to enhance AI adoption in diverse sectors. These products aim to offer seamless, efficient, and personalized customer interactions, reinforcing Google's market dominance. Their strategic expansion through partnerships and innovations keeps them competitive and addresses diverse customer needs.

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