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Three “Cool” Customer Interaction Technology Companies in North America

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Abstracts

Although a small set of companies have dominated the customer interaction and contact center technology markets for many years, smaller companies have quietly created exciting new technologies designed to improve the customer experience or increase operational efficiency. Flying under the radar in many cases, the innovative technology these companies offer can give enterprises a competitive edge by improving the customer experience. This research describes just three of the many “cool” companies that haven’t yet registered on most contact centers’ radar screens. While by no means an exhaustive list, enterprises should use this research to begin the process of evaluating new ways or channels to provide customer service. Technology providers, on the other hand, need to start thinking about partner versus buy versus build when it comes to these new technologies.

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