About Metrigy 2023

Introducing Metrigy, its Services, and Research Agenda

OUR SERVICES

Research + Advisory Services

Metrigy's Research + Advisory Services provide the best value and most benefits. You get one-on-one access to Metrigy's analysts, marketing content, access to Metrigy's library of research, strategy sessions to bolster your marketing initiatives or product development, customized inquiry reports, reprint rights to our data, advanced input into our studies, licensing for existing reports and infographics, and more. We have many different customizable tiers to make the relationship work with your budget.

Custom Research

Metrigy provides customized research projects specific to your campaign or product development needs. We can customize number of participants, geographies, job titles, questions, and more.

MetriCast Buy-Side Forecasting

Each year, Metrigy does two buy-side market forecasts in the CX and UC spaces, called MetriCast. This study will interview or survey 1500+ companies globally and ask them what technologies they are using, how much they are spending now and what they are planning to spend the next 2 years, are they going to change their provider, etc. This study will give us insight as to the following based on companies' actual plans:

- What is the market size today?
- What is the market size over next 2 years?
- Which vendors are people planning to leave, which vendors are people moving toward?
- Data we can segment easily based on company size, region, or vertical

Marketing Content

Metrigy works with clients by developing research-backed marketing content to strengthen marketing campaigns and spread the word about your products. Some of Metrigy's marketing offerings include:

- White Papers
- Webinars
- Full-Service Webinars
- Infographics
- Blogs
- Ebooks
- Business Value Analysis
- Podcasts/Videos

Speaking Events

Have a Metrigy analyst join your upcoming event, whether it be virtual or in-person, to discuss success trends in the industry with research-backed metrics to help strengthen your messaging.

MetriStar Awards

With each MetriCast study, Metrigy determines provider rankings and awards based on its interview and survey responses for the most successful companies. MetriStar top providers rank highest among both business success and customer sentiment. These awards are based on the following ratings:

- Revenue
- Cost
- Customer Rating
- Employee Productivity

Weekly BrightTALK Content

Metrigy provides free weekly BrightTALK webinars and videos updating you on our research in quick, digestible topics, along with weekly updates on what's new in the UC/CX world.

Customer Insights & Analytics

Q1 2023

Data is king when it comes to delivering solid customer experience. This study examines how companies are gathering, analyzing, and acting upon customer feedback and agent Key Performance Indicators. We will cover the following:

- What agent performance metrics do organizations track, and how are they using them?
- What are the actual average numbers that align with these metrics, so you can see how yours compare?
- What tools are companies using to gather Voice-of-the-Customer (VoC) data?
- What data are they gathering, and how do they make decisions based upon them?
- What do companies spend on the tools, and who makes the decisions?

CX MetriCast 2023

Q1 2023

Based on a large global study with global technology decision-makers, Metrigy analyzes buy-side market forecasting. It looks at technologies in use, providers, spending, ratings of the providers, and relative success using them. We also examine the percentage of companies that are changing, or planning/evaluating a change in providers, what's driving them to leave, and which new providers they are considering. Categories include:

- Contact center platforms
- CPaaS platforms
- CRM platforms
- Workforce optimization suites
- Knowledge management for self-service
- Conversational AI
- Contact center management tools
- Voice-of-the-Customer analytics tools
- Visual-engagement applications
- AI platform

Includes MetriStar Award recognition, based on both customer ratings of providers and quantitative metrics correlating the use of products and services with measurable business success, across all technology categories.

Advanced CPaaS Development

Q1 2023

Communications Platform as a Service (CPaaS) provides API-delivered capabilities to enhance employee and customer communications and engagement. In this study we'll look beyond the basics to discover the ways that organizations are leveraging CPaaS to deliver specific, measurable benefits, and provide insight into the characteristics of successful adoptions. Topics covered in this study include:

- Adoption
- Development strategies
- Costs
- Management strategies
- Buying strategies

Workplace Collaboration 2023-24

Q1 2023

Metrigy's Workplace Collaboration 2023-24 study provides insight into successful strategies for employee engagement regardless of work location. This study provides IT leaders with the insight they need to craft communications and collaboration strategies for 2023 and beyond. Key technologies covered include:

- Home worker provisioning and management
- Evolution of the office
- Unified communications/Unified Communications-as-a-Service, including telephony, meetings, and team collaboration
- Collaboration management, security, and governance
- PSTN connectivity
- Virtual whiteboard and ideation applications
- Application integrations
- Social collaboration applications
- Metaverse, AR, and VR

CX MetriCast Forecast 2023

Q2 2023

Using the MetriCast CX 2023 study as a starting point, Metrigy offers detailed market size and five-year forecasts accounting for vendor actuals, economic data, and end-user spending plans. The MetriCast CX Forecasts report will examine and include analysis in the following technology areas:

- CCaaS
- On-premises contact center platforms
- CRM
- CPaaS
- Self-service knowledge base
- Survey tools
- Contact center performance management
- Workforce optimization
- Conversational AI

Workplace Collaboration MetriCast 2023

Q3 2023

Based on a large global study with global decision-makers, Metrigy analyzes buy-side purchasing plans for the upcoming year. It looks at technologies in use, vendors, spending, ratings of vendors, and relative success using them. We also examine businesses that are changing, or planning/evaluating a change in vendor, what's driving them to leave, and which. new providers they are considering. Product/service areas include:

- UCaaS
- Premises-based PBX/UC platforms
- Meeting applications
- Team collaboration applications
- Video room systems
- Audio and video endpoints, including phones, headsets, and video cameras
- Event platforms
- eSBCs
- SIP trunking
- UC management and administration platforms

Includes MetriStar Award recognition, based on both customer ratings of providers and quantitative metrics correlating the use of products and services with measurable business success, across all technology categories.

Customer Experience Optimization: 2023–24

Q2 2023

With a never-ending set of technology options for interacting with customers, CX and IT leaders are continuously evaluating and changing their applications, services, and operational processes. This study evaluates how successful companies are optimizing their customer experience from both their own experience--and that of their end customers. We will conduct research with IT, CX, and business leaders, and also (for the first time) with end consumers to what they like and dislike with the technology used to interact with businesses. We'll cover the following areas:

- Artificial intelligence: Which types of AI are table stakes now, and which require more caution? Is generative AI ready for prime time?
- CX transformation: How many companies have transformed their customer experience, and what projects were considered ""transformational?""
- Operational efficiencies: How can technology, particularly forms of AI, help augment or reduce staffing requirements? Which technologies are key to making that happen?
- Customer feedback: How are companies narrowing the siloes of information when it comes to customer feedback?
- The role of virtual assistants: They're showing up in many places along a customer journey. Where are they most useful? And where are they hurting customer satisfaction?
- Architecture decisions: With all the talk of cloud, why isn't every company there? What's driving organizations to stay on-premises--and be happy about it?
- Contact center perspectives: Is the contact center viewed as a cost center or a value center?
- Security: To what extent is security a part of CX application decision-making and budget?
- Relationship management: How important are partner relationships vs. platform vendor?

CCaaS MetriRank 2023

Q3 2023

The CCaaS MetriRank report determines which providers currently lead the market and are best positioned for long-term success. In compiling this MetriRank report, Metrigy determines the top 10 CCaaS providers based on market share, and then evaluates those providers across a series of criteria, including market share momentum, customer sentiment, product mix, financial strength, and customer business success.

CPaaS MetriRank 2023

Q3 2023

The CPaaS MetriRank 2023 report determines which providers currently lead the market and are best positioned for long-term success. In compiling this MetriRank report, Metrigy determines the top 10 CPaaS providers based on market share, and then evaluates those providers across a series of criteria, including market share momentum, customer sentiment, product mix, financial strength, and customer business success.

Workplace Collaboration MetriCast Forecasts 2023

Q3 2023

Using the WC MetriCast 2023 study as a starting point, Metrigy offers detailed market size and five-year forecasts accounting for vendor actuals, economic data, and end-user spending plans. The WC MetriCast Forecasts report examine and include analysis in the following technology areas:

- UCaaS/PBX
- SIP trunking
- Video room systems
- Personal endpoints (IP phones, headsets, IP cameras)

Employee Experience & Engagement 2023-44

Q3 2023

Metrigy's Employee Experience & Engagement 2023-24 research study examines technologies and strategies that organizations use to understand employee behavior, assess employee sentiment, and optimize employee experience. This study will provide detailed metrics on establishing and refining employee experience leveraging a range of technologies, as well as examine the tie-in with workplace collaboration and customer experience. Topics will include:

- Product adoption
- Approach and technology use by role (customer-facing agents/frontline personnel and knowledge workers)
- Understanding employee behavior from collaboration apps/ecosystem
- Voice of the employee
- Promoting employee engagement
- Knowledge sharing/management
- Communicating to and sharing information with employees
- Linking employee experience to customer experience
- AI use

UCaaS MetriRank 2023

Q3 2023

The UCaaS MetriRank 2023 report determines which providers in North America currently lead the market and are best positioned for long-term success. Metrigy determines the top 10 North American UCaaS providers based on market share, and then evaluates those providers across a series of criteria, including market share momentum, customer sentiment, product mix, financial strength, and customer business success.

SIP Trunking MetriRank 2023

Q4 2023

The SIP Trunking MetriRank 2023 report determines which providers in North America currently lead the market and are best positioned for long-term success. Metrigy determines the top 10 North American SIP trunking providers based on market share, and then evaluates those providers across a series of criteria, including market share momentum, customer sentiment, product mix, financial strength, and customer business success.

AI for Business Success

Q4 2023

Artificial intelligence comes in many forms. Companies are using the technology to serve their customers and to help make employees more efficient. What AI technologies are working best to drive business metrics? How much money are companies actually saving with AI–and where are they not saving any? What are the real-world use cases generating success? This study of IT, CX, and business leaders will examine applications of AI that truly work today, and what's on the roadmap for tomorrow.

Connected Workspace: Market Overview

Q1 2024

With digital work and cloud apps abounding, enterprise organizations are looking to reduce the friction of application hopping and confusion of where to go for what by creating one place for getting work done. These digital workspaces bring together applications such as project and task management with knowledge bases, document repositories, and chat. This market overview report looks at leading vendors and their approaches to creating connected workspaces, explores how they differentiate from one another, and highlights key buying criteria for business and IT leaders.

Unified Communications Total Cost of Ownership 2023

Q4 2023

Metrigy's UC TCO 2023 study provides real-world insight into the operating costs of unified communications solutions from leading providers. Specific topics include:

- Licensing and operational costs for on-premises and UCaaS solutions
- Staffing requirements and costs
- Impact of third-party administrative and performance management platform adoption
- Microsoft Teams Direct Routing and Operator Connect costs

UC Security & Compliance Management

Q4 2023

As both the number and feature sets of collaboration applications grow, so too does the need to ensure security and compliance, for both in-office and remote access. In this global study, we'll provide actionable insight for successfully building and evolving collaboration security and compliance strategies, adapting to emerging technologies including generative AI, user-generated video, and data generated by meeting apps, and for funding and managing security programs. Topics will include:

- Organizational strategies and budgets
- Threat identification and mitigation
- Use of specialty security and compliance management tools
- Data loss protection
- Privacy management
- Generative AI compliance and security