



metrigy

About Metrigy 2024-25

Introducing Metrigy, its Services, and Research Agenda



metrigy

OUR SERVICES

Research + Advisory Services

Metrigy's Research + Advisory Service provides great value and 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.

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.

MetriCast Service

Metrigy's MetriCast Service includes two buy-side market studies covering the CX and collaboration markets. For these studies, we benchmark 1,300+ companies globally, surveying them on technologies in use, current spending and spending plans for next two years, plans for changing their providers, and more. The service includes market forecasts and market shares across select technologies, along with vendor rankings published in our annual MetriRank reports. The research provides the following:

- Market size and five-year forecasts
- Annual and quarterly market shares
- Which vendors are leading across financials, customer sentiment, product, market momentum
- Data segmented by region and customer size

MetriStar Awards

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

- Customer sentiment
- CSAT score
- Net Promoter Score
- Average handle time
- Employee productivity
- Revenue
- Costs

Bi-weekly Newsletter

Metrigy sends out bi-weekly newsletters covering the new research, latest technology news, data-backed analyst blogs, promotions and more!

Subscribe to our newsletter at <http://www.metrigy.com/newsletters/>

2024 RESEARCH AGENDA (Q1-Q2)

UCaaS Total Cost of Ownership 2023

Metrigy's UCaaS TCO study provides real-world insight into the operating costs of unified communications-as-a-service (UCaaS) solutions from leading providers.

Specific topics include:

- Licensing and operational costs for UCaaS solutions
- Staffing requirements and costs
- Impact of third-party administrative and performance management platform adoption

In addition, this study gathered high-level data on views toward generative AI assistants for collaboration.

Connected Workspace 2024-25: Market Overview Report

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. Connected workspace applications, also known as collaborative work management, provide a place for getting work done and managing workflows, collaboratively. This market overview report looks at leading vendors and their approaches to creating connected workspaces, explores how vendors differentiate from one another, and highlights key buying criteria for business and IT leaders.

AI for Business Success - Consumer Views

As business leaders strategize about their AI plans, their consumer audience may or may not agree with all of them. In this study, we ask consumers for their perspectives on using AI in their own jobs and as they interact with companies with whom they do business.

Q1 2024

Q1 2024

AI for Business Success

Artificial intelligence comes in many forms. Companies are using the technology to serve their customers and to help make employees more efficient. In this study of IT, CX, and business leaders, we examine the following:

- Which AI technologies are working best to drive business metrics?
- How is AI helping with customer insights, including AI-powered surveys and inferred sentiment?
- 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?
- How is AI affecting different groups of employees, including contact center (supervisors and agents), sales, marketing?
- Which applications of AI truly work today, and what's on the roadmap for tomorrow?
- Who makes buying decisions and how are companies changing their organizational structure to leverage AI?

Q1 2024

Q2 2024

Workplace Collaboration and Contact Center Security and Compliance Management: 2024-25

As both the number and feature set of collaboration and communications 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 UC and contact center security and compliance strategies; adapting to emerging technologies such as generative AI, user-generated video, and data generated by meeting apps; and funding and managing security programs. Topics will include:

- Organizational strategies and budgets
- Threat identification and mitigation
- Use of specialty security and compliance management tools
- Privacy management
- Mobile security/compliance
- Investment justification in security products and solutions
- AI (including generative AI) compliance and security
- Contact center fraud

2024 RESEARCH AGENDA (Q2-Q3)

CX MetriCast 2024

Based on a large global study with technology decision makers, Metrigy 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 included in the 2024 study:

- Contact center platforms
- CPaaS platforms
- CRM platforms
- Workforce optimization suites
- Knowledge management for self-service
- AI development platforms
- Contact center management tools
- Chatbots
- Agent assist
- Voice of the customer

Connected Workspaces & Collaborative Work Management: 2024-25

A connected workspace for collaborative work management brings together applications such as project and task management with knowledge bases, document repositories, and chat. The goal is to reduce the inefficiencies incurred as employees spend time hopping from one app to the next as they work throughout the day. In this study, we'll explore how companies are implementing connected workspaces for their employees.

Topics will include:

- Applications and capabilities in use
- The role of AI and automation
- Pain points being addressed
- Deployment scope and implementation strategies
- Buying decision maker and budgeting
- Integrations
- Efficiencies gained

Q2 2024

Q2 2024

CX MetriStars 2024

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 in the CX MetriCast 2024 study.

Q2 2024

AI for Business Success - Consumer Views

As business leaders strategize about their AI plans, their consumer audience may or may not agree with all of them. In this study, we ask consumers for their perspectives on using AI in their own jobs and as they interact with companies with whom they do business.

Q3 2024

CCaaS MetriRank 2024

Evaluation of top 10 CCaaS providers across a set of fixed criteria: market share, financials, market momentum, product mix, customer sentiment, and customer business success

Q3 2024

2024 RESEARCH AGENDA (Q3)

Customer Experience Optimization: 2024-25

Q3 2024

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 to understand what they like and dislike with the technology used to interact with businesses. Coverage will include:

- Artificial intelligence: Which types of AI are tablestakes now, and which require more caution?
- 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 gathering and acting upon customer insights?
- The role of interaction channels: Which channels are crucial, and how are they changing? Where does AI help (or hurt)?
- 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: Continuing our trending question over time, 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? Are partners keeping up with the latest tech trends?
- Protection of companies for bots: What if bots make an offer to customers or hallucinate?
- Microsoft Teams integration: How are companies integrating their CX solutions with Teams?
- CPaaS: Where does CPaaS fit in with customer engagement strategy? What role does CPaaS play in advancing the state of the start for messaging?

Customer Experience Optimization: 2024-25 - Consumer Views

Q3 2024

In this study, we ask consumers for their perspectives on how the companies they interact with are doing right, and not. More importantly, we'll see how this has changed over the past year. With all the technology investments, do consumers see customer service as improving or not, and why?

Workplace Collaboration MetriStars 2024

Q3 2024

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 in the Workplace Collaboration MetriCast 2024 study.

Workplace Collaboration MetriCast 2024

Q3 2024

Based on a large global study with global decision makers, Metrigy analyzes buy-side purchasing plans for the upcoming year. We look at technologies in use, vendors, spending, ratings of vendors, and relative success using them. We also examine businesses that are changing, or planning/evaluating whether to change, a 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
- Event platforms
- Enterprise SBCs
- SIP trunking

2024 RESEARCH AGENDA (Q4)

1Q24 & 2Q24 CX MetriCast Forecasts & Market Shares Q4 2024

Five-year forecasts and quarterly market shares starting with full-year 2023 plus first and second quarters of 2024 across CCaaS, on-prem contact center platforms, CPaaS, and CRM

3Q24 CX MetriCast Forecast & Market Shares Q4 2024

3Q24 market share updates across CCaaS, on-prem contact center platforms, CPaaS, and CRM

UCaaS MetriRank 2024 Q4 2024

Evaluation of top 10 UCaaS providers across a set of fixed criteria: market share, financials, market momentum, product mix, customer sentiment, and customer business success

CPaaS MetriRank 2024 Q4 2024

Evaluation of top 10 CPaaS providers across a set of fixed criteria: market share, financials, market momentum, product mix, customer sentiment, and customer business success

3Q24 WC MetriCast Forecast & Market Shares Q4 2024

3Q24 market share updates across UCaaS, on-prem PBX, IP desk phones, eSBCs, video equipment

1Q24 & 2Q24 WC MetriCast Forecasts & Market Shares Q4 2024

Five-year forecasts and quarterly market shares starting with full-year 2023 plus first and second quarters of 2024 across UCaaS, on-prem PBX, IP desk phones, eSBCs, and video equipment

Employee Engagement Optimization: 2024-25 Q4 2024

MetriGy's Employee Engagement Optimization: 2024-25 study provides insight into successful strategies for hybrid workplace collaboration in the age of AI. This study provides IT leaders with the insight they need to craft communications and collaboration strategies for 2024 and beyond.

Key technologies covered include:

- Evolution of office space (including meeting rooms, hot desking, and reservation approaches)
- Supporting hybrid and remote workers (including device and stipends)
- Evolution of Microsoft Teams implementation
- POTS line replacement
- Fixed-mobile convergence
- NG911 and related technologies
- Extending collaboration apps to frontline workers
- Use of AI copilots including implementation, funding, and ROI measurement approaches
- AI impact on collaboration application strategies
- Video sharing and distribution

2025 RESEARCH AGENDA (Q1)

Microsoft Teams in the Contact Center: 2024-25

Metrigy's Microsoft Teams in the Contact Center study looks at how organizations are leveraging Teams for their call and contact center needs. It provides actionable guidance for those evaluating using Teams call center use cases, versus dedicated contact center solutions. It also provides insights and success strategies for evaluating and implementing integration of contact center platforms into Teams. Coverage will include how companies are:

- Using Teams in the contact center
- Integrating Teams into the contact center
- Evaluating vendor integrations
- Managing PSTN access
- Managing operations
- Achieving business value of integrating Teams into the contact center

AI for Business Success: 2025-26 - Consumer Views

This annual study evaluates how consumers view AI, both in their own workplaces or education, as well as when they interact with companies. We will uncover gaps and alignments in what companies deliver and what consumers want or don't want.

Customer Experience MetriCast 2025

Based on a large global study with technology decision makers, Metrigy analyzes buy-side market forecasting. We look 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 to be included in the 2025 study:

- Contact center platforms
- CPaaS platforms
- Workforce optimization suites
- Knowledge management for self-service
- AI development platforms
- Contact center management tools
- Chatbots
- Agent assist
- Voice of the customer

Q1 2025

Q1 2025

AI for Business Success: 2025-26

As AI continues its rapid acceptance and adoption in companies, here is our annual update on how companies are using AI, where they are seeing value, and which AI technologies are working best to drive business metrics.

Among other topics, we will cover:

- How is AI helping with customer insights, including AI-powered surveys and inferred sentiment?
- How much money are companies actually saving with AI—and where are they not saving any? How about revenue generation?
- What are the real-world use cases generating success?
- How is AI affecting different groups of employees, including contact center (supervisors and agents), sales, and marketing?
- Which applications of AI truly work today, and what's on the roadmap for tomorrow?
- How does AI affect staffing decisions, and overall employee productivity?
- Who makes buying decisions and how are companies changing their organizational structure to leverage AI?

Q1 2025

2024 & 4Q24 CX MetriCast Forecast & Market Shares

Five-year forecasts and quarterly market shares with 4Q24 and 2024 data across CCaaS, on-prem contact center platforms, CPaaS, and CRM

Q1 2025

2024 & 4Q24 WC MetriCast Forecast & Market Shares

Five-year forecasts and quarterly market shares with 4Q24 and 2024 data across UCaaS, on-prem PBX, IP desk phones, eSBCs, video equipment

Q1 2025



2025 RESEARCH AGENDA

Additional Research Studies Planned for 2025

Details to come:

- Workplace Collaboration MetriCast 2025
- Workplace Collaboration and Contact Center Security & Compliance: 2025-26
- Customer Experience Optimization: 2025-26
- Connected Workspaces & Collaborative Work Management: 2025-26
- Employee Engagement Optimization: 2025-26
- Data Stores & Knowledge Management: 2025-26