DashResearch
cx market intelligence

CX Market Ecosystem

150 Key Players and Industry Participants Providing Offerings in Customer Data & Analytics, Customer Relationship Management, Contact Center, Personalization & Optimization, Customer Insights & Feedback, and Employee Experience

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Section 1
Executive Summary

The CX ecosystem is a broad web of solutions and technologies aimed at smoothing out a customer's journey from start to finish and providing a personalized and engaging experience. On the provider side, these solutions aim to increase loyalty and satisfaction, optimize revenue, and allow for better targeting and retention.

COVID-19 resulted in an abrupt, but sustained move to digital, causing a large increase in the digital customer data stream and a greater focus on housing, analyzing, and interpreting this data. In addition, customers have grown to accept and even look for increased personalization during their customer journey touchpoints, often leveraging this data. Contact centers have needed to pivot their technology and workflows to account for increased omnichannel usage and remote agents. Tied to these new demands is employee experience (EX), as support employees and others in the labor force have needed to respond to fast-changing models.

The market itself encompasses large players, such as Cisco and Microsoft, as well as smaller companies carving out a niche in areas like personalization or feedback. There are pure play companies included in the ecosystem, but many companies span multiple market segments both within and outside of CX. While the market is well established, it appears as though there is not a great deal of differentiation between offerings. This could be a result of the nature of the market itself, with many interdependencies among the functional areas and lots of overlap, making it difficult to create a well-defined offering. Additionally, there has been a great deal of merger and acquisition activity, as companies attempt to deepen offerings or provide a broader CX solution base.

This Dash Research report outlines six segments in the CX ecosystem: customer data & analytics, personalization & optimization, customer insights & feedback, contact center, customer relationship management (CRM), and EX. The report provides an overview of the market in general and includes a brief discussion of industry trends in each segment. Dash Research has included profiles on 150 companies in the CX space. These companies are not ranked or evaluated, but rather chosen as a representative sample of companies across different categories, including both large and small-sized businesses around the world. There is an additional list of 100 other industry participants included in the report, as well as an Excel-based summary of key facts and figures for the companies.

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Figure 2.1 CX Market Ecosystem Map



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Section 2
Market Overview

2.1 Market Ecosystem Overview

The inaugural edition of this Dash Research report segments the market into areas that support customer facing, back office/operations, and EX areas. There is significant overlap between these areas, with many companies operating in multiple segments and there is even crossover within segment areas such as CRM and contact center, as well as customer data & analytics and personalization & optimization.

2.2 Definitions

Dash Research has defined CX and the segments of the CX ecosystem as follows.

2.2.1 Customer experience

CX is defined as the totality of a customer's experience with a product, brand, or service, encompassing all interactions pre, during, and post transaction. Providing good CX is important to every business and organization, and many companies are faced with myriad opportunities to expand their market share simply by providing good, responsive service. Similarly, bad CX can quickly drive customers away, as switching costs between providers are relatively low.

2.2.2 Customer data & analytics

This covers products and solutions that help enterprises collect, house, and analyze customer information. This data could include customer behavior, preferences, and purchasing decisions, as well as demographics. The data can come from both third-party sources and the company's own data flow. The data and insights can be leveraged for customer segmentation, data models, reporting, and personalized recommendations. This category also includes analytics and insight software that often leverage artificial intelligence (AI) technologies. This category includes customer and/or consumer data platforms.

2.2.3 Personalization & optimization

These technology solutions enable effective, relevant, and efficient experiences with customers along their journey with the company or product. Optimization technologies enable needs to be met in real time across multiple experience touchpoints. Personalization solutions are often used in conjunction with data and analytics and could include predictive technologies, optimized search, A/B testing, and recommendations.

2.2.4 Customer insights & feedback

These solutions help identify and measure data points, such as customer satisfaction, happiness, and loyalty. Tools could include surveying, reviews, polls, social media, website feedback widgets, support or chatbot feedback, customer interviews, email, or customer contact forms. This could include voice of the customer programs and tools to gather metrics, such as NPS or CES.

2.2.5 Contact center

Contact center technologies and supporting technologies manage inbound and outbound customer communications through a variety of channels. This could include those on-premises and in the cloud, as well as self-service and digital communications. In this Dash Research report, there are both traditional and omnichannel technologies included, as well supporting technologies, such as chatbots and conversational

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technologies.

2.2.6 Customer relationship management

CRM encompasses technologies that house and track customer and potential customer interaction information and provide the ability for response. CRM is typically leveraged to assist sales, marketing, and service management, and can include information from historical and current customer touchpoints. CRM often includes lead tracking, customer interest monitoring, marketing automation, analysis, and reporting. These solutions can be on-premises or cloud-based. Dash Research includes customer journey management (CJM) software in this category.

2.2.7 Employee experience

EX reflects employee feelings toward their work and company for the entire employee journey from candidate to exit. Technologies that support EX include reward and recognition platforms, communication technologies to improve engagement, and survey tools.

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Section 3
Key Market Trends

3.1 Customer data & analytics

The shift toward digital customer interactions with increasing amounts of spread-out touchpoints has resulted in an enormous amount of customer data that many companies have been ill-equipped to handle. Many lack the talent and skills in data science and have legacy and disparate technologies that need to be replaced. Companies are looking for solutions that break down their data silos, provide a real-time and unified customer profile, and offer actionable insights.

According to the Customer Data Platform (CDP) Institute, there has been an increase in the number of companies deploying a CDP in 2021 (from 17% to 29%) and a Twilio (Segment) survey reports that 47% of respondents will increase their CDP budget by more than 25% in the next 5 years.

3.2 Personalization & optimization

While there will always be the balancing act between consumers' desire for personalized experiences and consumers not wanting to give up their personal data, there seems to be movement toward larger acceptance of data usage and more concern about what the benefit will be to the consumer. Personalization is now starting to happen at scale. A recent survey from MoEngage found that 26% of consumers would like companies to personalize their experience based on previous purchase history and 21% expect there to be personalization based on their interests.

3.3 Customer insights & feedback

Customer feedback has expanded far beyond traditional surveying and can now be performed across channels and in real time. There is a trend toward embedded speech analytics and sentiment analysis to garner deeper insights. Mobile surveys are on the rise and, according to Feedier, 40% of customers will respond to a survey on a mobile device.

One of the struggles companies often have is operationalizing responses to feedback. Software that can churn out specific insights that can be acted upon in a fast and personalized way will be in demand.

3.4 Contact center

Three of the biggest recent trends in contact centers are the shift toward the cloud, customers' preferences for omnichannel choices, and the use of AI. Calabrio's *State of the Contact Center 2021* report detailed that more than three out of four contact centers have made full or partial moves to the cloud. This has, of course, been hastened by the COVID-19 pandemic.

AI has been powering both virtual customer assistants and providing support and insights to actual agents. AI can also be used to determine the specific information a customer needs, route calls intelligently, and give insights into their need for escalation. Self-service is becoming an acceptable option with AI-powered chatbots assisting.

A 2021 survey from Twilio reports that 95% of companies plan to expand how and where they engage with customers. On average, businesses plan on adding four new channels, with about one-third planning to add live chat, chatbots, interactive voice response (IVR), and video.

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3.5 Customer relationship management

The CRM category is evolving beyond traditional CRM systems to become a more sophisticated set of tools and technologies, often overlapping with customer data and personalization segments, as well as optimization and journey orchestration. CRM is enhancing capabilities to include customer journey mapping (CJM), mobile CRM, and social CRM.

CRM technology is expected to offer a 360° view of a customer (that is often tied into CDPs), with reporting and insights. Similar to the contact center shift, AI and conversational technologies are being leveraged within some CRM solutions, as well as omnichannel communication options.

3.6 Employee experience

Along with the CX technology pivots that occurred due to COVID-19, EX and the technologies to support it are increasingly in the spotlight. Workplaces are starting to prioritize EX as employee burnout is on the rise. According to a survey by Willis Towers Watson, 94% of employers say improving EX will be a top priority over the next three years, a hefty increase from the 54% figure reported pre-COVID-19. Large human capital management (HCM) companies are adding EX to their product mix and CX feedback companies are extending solutions to gather employee feedback as well. Salesforce is dipping its toe into EX offerings and recently announced a deeper commitment with the expansion of its Work.com product to include modules for well-being and learning.

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Section 4
Merger & Acquisition Activity

Merger & acquisition activity has proceeded at a fast clip over the past few years. Out of the 150 companies profiled in this report, more than 47% had merger & acquisition (M&A) activity between 2019 and 2021. Particularly active acquirers include Medallia, Twilio, Upland, and Salesforce. The customer data & analytics, contact center, and CRM segments were very active.

Table 4.1 Selected CX Merger & Acquisition Activity

Year	Data & Analytics	Personalization & Optimization	Customer Insights & Feedback	Contact Center	CRM	Employee Experience
2019	Acquia/AgilOne	Airship/ Apptimize	Momentive/ GetFeedback	Calabrio/ Teleopti	Freshworks/ Natero	
	Amplitude/ Custora	Kibo/Monetate	Momentive/ Usabillia	Five9/Whendu	Freshworks/ Fyle	
	Amplitude/ Iteratively	KIbo/Certona		Five9/Nektar.ai		
	Centerbridge/ IBM's Marketing Platform and Commerce (Acoustic)	Centerbridge/ IBM's Marketing Platform and Commerce (Acoustic)		Cisco/ CloudCherry	Cisco/ CloudCherry	
	Amperity/Custora	Contentsquare/ Clicktale		Zendesk/Stella Connect	Salesforce/ Bonobo AI	
	Amplitude/ Iteratively	RichRelevance/ Manthan		Zendesk/ Smooch	Upland/ Ingenius	
	Contentsquare/ Clicktale	Mastercard/ SessionM		RingCentral/ ConnectFirst	Upland/ PieSync	
	RichRelevance/ Manthan			LiveVox/Teckst		
	Mastercard/ SessionM					
	Informatica/ Allsight					
	Salesforce/ Tableau					
	Medallia/ Cooladata					
	Salesforce/ Griddable					
	Salesforce/ MapAnything					
	McDonalds/ Dynamic Yield					
	Merkle/Ugam					
2020	Merkle/4Cite	Upland/ Localytics	Glassbox/ SessionCam	Five9/ Inference Solutions	Aptean/ WorkWise	Phenom/My Ally
	Optimove/Axonite	Episerver/ Optimizely	InMoment/ MaritzCX	Lifesize/ Serenova	Clarivate/ Customers-FirstNow	

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Year	Data & Analytics	Personalization & Optimization	Customer Insights & Feedback	Contact Center	CRM	Employee Experience
	Medallia/ Promoter	SAP/ Emarsys	Medallia/Voci Technologies	Lifesize/ Kaptivo	Freshworks/ AnswerIQ	
	Medallia/ Sense360	Salesforce/ Evergage	QuestionPro/ Enprecis	Livevox/ SpeechIQ	SugarCRM/ Node.io	
	Tibco/Information Builders	Amplitude/ Clearbrain	Medallia/ LivingLens	Twilio/Courier	SugarCRM/ Loaded Tech	
	Twilio/Segment		Astute Solutions/ Socialbakers Astute Solutions/ iperceptions	Zendesk/ Lessonly	SugarCRM/ W-Systems	
	Amplitude/ Clearbrain			Zendesk/ Tymeshift	Salesforce/ Hearsay	
				Doxim/Striata	Salesforce/ Slack	
					Salesforce/ Vlocity	
					Facebook/ Kustomer (still pending approval)	
					SAP/ Deepgram	
2021	Tech Mahindra/ Eventus	Bloomreach/ Exponea	Confirmit/ FocusVision	Aspect Software/Noble Systems	Copper/ Sherlock	Ceridian/Ideal
	Upland/BlueVenn	Algolia/MorphL	Experience.com/ Zyudly Labs	Dixa/Elevio	Hubspot/ Hustle	Workday/ Peakon
	Khoros/TopBox	Nosto/Stackla	InMoment/ Wootric	Genesys/ Bold360	SAP/Signavio	Phenom/ TalentCube
	Medallia/Decibel Insight	Unbounce/ Snazzy.ai	Reputation/Nuvi	Khoros/Flow.ai	Zendesk/CRM	Limeade/ TINYpulse
	Redpoint Global/Kyligence	Glassbox/ Convertize	Qualtrics/ UserMind	NICE/ Mindtouch		Dynamic Signal/Social Chorus
	Optimizely/Zaius	Contentsquare/H otJar	Qualtrics/ Clarabridge	Sitel/Skyes Enterprise		Microsoft/Ally.io
	Sitecore/Boxever	Coveo/Qubit	ContentSquare/ HotJar	Twilio/Zipwhip		QuestionPro/Br yght AI
	Twilio/Ionic Security	CleverTap/Patch	TelcoDR/ ZephyrTel	Twilio/Hyro		
	Bloomreach/ Exponea	Genesys/Pointilli st	QuestionPro/Bry ght AI	Twilio/ ValueFirst		
	Contentsquare/ Upstride	Dynamic Yield/Mastercard (Pending)	Medallia/Fields Healthcare Research	NICE (GoMoxie)		
	Merkle/LiveArea	Optimizely/Welco me	Concentrix/PK	Verint/Convers ocial		
			Zendesk/Moment ive (pending)	Avaya/CT Integrations		
			Medallia/Thoma Bravo	NICE/ ContactEngine		
				TelcoDR/ ZephyrTel		

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Year	Data & Analytics	Personalization & Optimization	Customer Insights & Feedback	Contact Center	CRM	Employee Experience
				LivePerson/ VoiceBase		
				Concentrix/PK		
				LivePerson/Tenfold		
				Genesys/Exceed.ai		
				8x8/Fuze (Pending)		

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Section 5
Company Profiles

5.1 8x8

Headquarters	Campbell, California, USA
Founded	1987
Ownership	Public
Revenue	$532.3m
Employees	1,675
Ecosystem Segment(s)	Contact Center
Recent Acquisitions	Fuze (Pending)

8x8 is a provider of contact center, voice communications, video, chat, and API solutions. The company offers a multichannel cloud-based contact center solution and provides real-time business analytics and intelligence.

Contact center capabilities include automatic call distribution (ACD), IVR, digital channels, predictive dialer, quality management, workforce management, customer surveys, call & screen recording, CX analytics, IVR journey maps, speech analytics, native CRM, CRM integrations, and payment processing.

Its customer base includes 55,000 companies in 150 countries. Customers include Halfords, Age Scotland, State of Washington, Kansas City Royals, and Acer America.

5.2 AB Tasty

Headquarters	Paris, France
Founded	2009
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	225
Funding Stage	Series C, $40m, July 2020 Total funding: $63.9m
Ecosystem Segment(s)	Personalization & optimization

AB Tasty provides end-to-end CX optimization with embedded AI and automation. Experimentation, personalization, and feature management can be used across all digital channels. Features include A/B testing, split testing, multivariate tests, funnel, or multi-pages tests through a visual and interactive editor.

The technology is used by 900+ brands, including USA Today, L'Oréal, Klaviyo, Disney, Calvin Klein, Panasonic, and Lush.

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Achievers

5.3 Achievers

Headquarters	Toronto, Ontario, Canada
Founded	2002
Ownership	Private Acquired by Blackhawk Network, 2015
Revenue Range Estimate	$51m to $100m
Employees	201 to 500
Ecosystem Segment(s)	EX

Achievers offers its Employee Experience platform that encompasses employee recognition and engagement.

Listen is an end-to-end employee engagement offering. The software provides real-time, personalized insights and offers access to a suggested workflow to act on insights. Users of the platform can see actions being taken and collaborate. Recognize is an employee recognition platform that provides real-time and frequent recognition. It is tied to the Achievers Marketplace where employees can redeem points for awards.

Customers include Panasonic, CVS Health, Ericsson, Samsung, Scotiabank, and General Motors.

acoustic

5.4 Acoustic

Headquarters	Atlanta, Georgia, USA
Founded	2019
Ownership	Private Acquired by Centerbridge Partners, 2019
Revenue Range Estimate	$101m to $500m
Employees	800+
Ecosystem Segment(s)	Customer data & analytics Personalization & optimization

Acoustic was formed as a standalone company resulting from Centerbridge Partners' purchase of IBM's marketing and commerce software offerings, such as Tealeaf. Acoustic Tealeaf provides behavioral analytics and allows the user to visualize and analyze web and mobile interactions. "Struggle analytics" are automated to help resolve issues quickly and the solution also includes session replay, heat maps, form field analytics, and an eventing engine that can analyze data in real time.

Acoustic Analytics helps optimize CX by building customer profiles and showing the cross-channel journey. Digital, customer journey, and behavior analytics can all be gathered and analyzed. Acoustics also offers personalization and recommendations powered by AI with real-time segmentation and content suggestion. A/B testing can also be performed to optimize content.

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The company has more than 3,500 brands in its client base with customers that include Gavl, Schubert Ticketing, PayPal, Scientific American, and Ticketmaster.

5.5 Acquia

Headquarters	Boston, Massachusetts, USA
Founded	2007
Ownership	Private Acquired by Vista Equity Partners, 2019
Revenue Range Estimate	$101m to $500m
Employees	1,400+
Ecosystem Segment(s)	Customer data & analytics Personalization & optimization CRM (CJM – Customer Journey Mapping) EX
Recent Acquisitions	Widen (pending/September 2021) AgilOne (December 2019) Cohesion (September 2019) Mautic (May 2019)

Acquia describes its offering as an open digital experience platform. Within its marketing cloud offerings, are a customer data platform and personalization tools. The company acquired AgilOne, a provider of CDPs for enterprises, in December 2019. In September 2021 the company announced its intention to purchase Widen a cloud-native maker of digital asset management (DAM) and product information management (PIM) software.

Acquia's current CDP offering provides a total 360° customer profile. This technology is available via a user interface (UI) and an API, and offers segment-level analysis, out-of-the box business metrics, and dashboards. Machine learning (ML) is used for pre-built models, clusters, and recommendations, providing personalization and analysis across the customer journey. The Marketing Cloud also has a journey mapping tool with drag-and-drop functionality.

Acquia's technology supports more than 150 brands around the world. Customers include J. Crew, lululemon, JO-ANN Stores, and Tumi.

5.6 Ada

Headquarters	Toronto, Ontario, Canada
Founded	2016
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	250-500

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Funding Stage	Series C, $130m, May 2021 Total funding: $200m
Ecosystem	Contact center
Segment(s)	Personalization & optimization

Ada's conversational platform can be leveraged across the entire CX, providing personalized engagement (Ada Engage), customer support (Ada Support), and automation (Ada CX).

Ada's chatbot leverages AI to provide a unique experience based on an individual customer's information, intent, and interests. Its conversational AI can be used across channels, including Facebook Messenger, WhatsAPP, SMS and Instagram DM. A/B testing, as well as analytics for segmentation and targeting are also provided. The platform also allows for customer self-service, enabling users to pay bills, upgrade, etc.

Ada has hundreds of customers around the world, including Upwork, Medium, Zoom, Facebook, Shopify, MoneyLion, TELUS, and AirAsia.

Adobe

5.7 Adobe

Headquarters	San Jose, California, USA
Founded	1982
Ownership	Public
Revenue	$12.9bn
Employees	22,516
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization
Recent Acquisitions	Workfront, 2020

Adobe offers Experience Cloud, which encompasses a wide range of CX and CE capabilities, including analytics, cross channel engagement and personalization, customer journey analytics, and a real-time CDP. Adobe has brought in some CX technologies via its acquisitions of Marketo and Magento. Marketo Engage can integrate with CRM and automated journey flows to display the most relevant content to the buyer on their journey and Magento provides ecommerce technologies. AI is leveraged within the Experience Cloud, using Adobe Sensei, an AI and ML technology that supports the provision of personalized experience.

Adobe Analytics ingests more than a trillion visits to sites and more than 100 million stock-keeping units (SKUs) to provide insights for retail and e-commerce. The data can come from anywhere in the customer journey and offers reporting and predictive intelligence. Real-time customer profiles and a CDP are part of the experience platform and journey analytics allows users to take all data from every channel into a single interface for visualization and analysis.

Customers include BMW, UberEats, Under Armour and Helly Hansen. BMW.

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5.8 Aircall

Headquarters	New York, New York, USA
Founded	2014
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	300+
Funding State	Series D, $120m, June 2021 Total funding: $225.6m
Ecosystem Segment(s)	Contact center

Aircall offers cloud-based call center software that includes a range of features, as well as options for productivity and analytics. Aircall's system can integrate with CRM systems, help desk technology, and other apps.

More than 60,000 users in 84 countries use Aircall's technologies. Customers include Mirros, UNTUCKit, Home Bay, and Crystal Travel and Tours.



5.9 Airship

Headquarters	Portland, Oregon, USA
Founded	2009
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	201 to 500
Funding State	Series F, $25m, June 2018 Total funding: $101.7m
Ecosystem Segment(s)	Customer data & analytics Personalization & optimization
Recent Acquisitions	ReplyBuy (September 2020) Apptimize (August 2019) Accengage (January 2019)

Formerly known as Urban Airship, Airship has solutions for data and analytics as an omnichannel engagement platform.

Its analytics and data solutions offer customers real-time data streaming (coming from the engagement platform), performance analytics, and predictive AI, which is leveraged to predict churn and optimize message send times. Orchestration solutions include automation, channel coordination, and personalization & optimization. Mobile A/B testing is also included via the company's acquisition of Apptimize.

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Customers include Orange, GameStop, Vodafone, BBC, and Wall Street Journal.

5.10 Alchemer

Headquarters	Louisville, Colorado, USA
Founded	2006
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	51 to 200
Ecosystem	Customer insights & feedback
Segment(s)	CRM (CJM - Customer Journey Management) EX

Alchemer, formerly known as SurveyGizmo, has surveying as a core offering but has expanded into offering a more comprehensive feedback management platform. Alchemer's solution can integrate into other enterprise systems, such as CRM.

Alchemer has self-service survey software and an enterprise feedback platform as well as voice of the customer, NPS and CX automation technologies. Reporting and dashboards with real-time analytics allow for a response at any point along the customer journey. Alchemer software also helps map the journey and view it by segments. Its solutions can also be leveraged for EX

The company has more than 15,000 customers, including FedEx, Adobe, Verizon, Salesforce, Sonos, Dish, and Urban Outfitters.

5.11 Algolia

Headquarters	San Francisco, California, USA
Founded	2014
Ownership	Private
Revenue Range Estimate	$51m to $100m
Funding Stage	Series D, $150m, July 2021 Total funding: $315m
Employees	60
Ecosystem	Personalization & optimization
Segment(s)	
Recent Acquisitions	MorphL (January 2021)

Algolia is a search as a service platform that helps create a more intuitive and personalized shopping experience across web, mobile, and voice. The company also offers a full suite of APIs.

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There are three product pillars: Algolia Predict, Algolia Search, and Algolia Recommend. Capabilities include instant search, analytics, A/B testing, personalization, Algolia AI, AI Search, and personalized query suggestions.

Algolia's technology is used by 10,000+ customers. Customers include Under Armour, Lacoste, Birchbox, Stripe, Slack, Medium, and Zendesk.

5.12 Algonomy

Headquarters	San Francisco, California, USA
Founded	2021
Ownership	Private
Revenue Range Estimate	$101m to $500m
Employees	600+
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization

Algonomy was formed in January 2021 by the combination of Manthan Software, a cloud analytics provider, and RichRelevance, which provides specialized shopping experiences. Combined, Algonomy now offers a real-time customer data & analytics platform. The technology uses 300+ pre-built algorithms for omnichannel personalization, customer journey orchestration, and analytics. Its customer journey orchestration solution uses algorithms to personalize customer engagement for remarketing journeys, microsegment based persona journeys and journeys which go cross channel.

Its technology is leveraged by more than 400 global clients in 20 countries. Customers include Flipkart, Carter's, Swarovski, Domino's, and L'Oréal.

5.13 Alida

Headquarters	Toronto, Ontario, Canada
Founded	2000
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	501 to 1,000
Funding Stage	Series D, $23m, October/November 2021 Total Funding: $84.4m
Ecosystem	Customer feedback
Segment(s)	EX

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Alida has created a customer experience management (CXM) and insights platform to gather customer feedback and provide a flow of customer information.

The Alida Total Experience Management solution (TXM) can bring together VOE and VOC to be leveraged within functions such as omnichannel CX, EX, product development and branding. Alida CXM can give a view into direct and indirect customer feedback sources, perform automated actions on the feedback, and offer metrics. Alida Sparq provides insights through a digital insight community. The solution can segment and profile customers with information from each interaction. Alida also has surveying solutions, such as the enterprise-grade micro survey solution, Touchpoint, as well as Alida Analytics with real-time customizable dashboards. A new Voice of Employee solution is also in the company's product mix, allowing for the collection of employee insights through a digital community.

Some of Alida's include Experian Health, Bollé Brands, Ocean Outdoor, Salomon, and Red Bull.

ALVARIA™

5.14 Alvaria

Headquarters	Westford, Massachusetts, USA
Founded	2021
Ownership	Private
Revenue Range Estimate	$101m to $500m
Employees	1,300
Ecosystem	Contact center
Segment(s)	EX

Aspect Software and Noble Systems, both providers of contact center solutions, merged in May 2021, forming a company that focuses on CX and workforce engagement. The newly branded company is now known as Alvaria.

Alvaria offers workforce engagement management (WEM) and CX suites. Alvaria EX, under its WEM suite of products, covers the span of recruiting, onboarding, and ongoing employment. It encompasses tools to support motivation, performance management and quality management for call center employees. The CX Suite allows customer to communicate via their preferred channel with features such as voice interaction management (Voice Agent), unified contact channels (Omni Agent) and automated self-service (Automated Agent). Call center insights and analytics such as engagement and predictive analytics are also offered.

Customers include Globe Telecom, University of Michigan Medical Center, Ring and Homecare Medical.

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5.15 Amdocs

Headquarters	Chesterfield, Missouri, USA
Founded	1982
Ownership	Public
Revenue	26,000
Employees	$4.2bn
Ecosystem	Customer data & analytics
Segment(s)	Contact center CRM
Recent Acquisitions	Identiq (March 2021) Veego (March 2020) Neura (September 2019)

Overview
Amdocs provides CX systems for the communications, media, and entertainment industries.

Its DigitalONE platform is designed for customer care, commerce, and order management. AI and ML-driven analytics are used for proactive care, personalized commerce, and context-driven CE. Digital 360, the digital experience module, allows configuration of customer and agent experiences during commerce and care journeys. Embedded intelligence helps deliver real-time contextual and personalized offers.

Amdocs is used by more than 350 service providers in 80+ countries. Specific customers include Liberty Global, Microsoft, Movistar, Orange, TELUS, Singtel, and Vodafone Spain.



5.16 Amperity

Headquarters	Seattle, Washington, USA
Founded	2016
Ownership	Private
Revenue Range Estimate	$10m to $50m
Funding Stage	Series D, $100m, July 2021 Total funding: $187m
Employees	67
Ecosystem	Customer data & analytics
Segment(s)	
Recent Acquisitions	Custora (November 2019)

Overview
Amperity offers an enterprise CDP consisting of three products that can stand alone or work together (AmpID, AMP360, AMPIQ). DataGrid is the infrastructure that powers its products.

Amp360 can create customer profiles in real time and leverages databases for analytics, personalization, raw customer data ingestion, fast querying, and data processing. AmpIQ is a hub for customer intelligence and activation.

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Customers include Alaska Airlines, Lucky Brand, Crocs, J. Crew, Brooks Running, Seattle Sounders FC, and Stanley.



5.17 Amplitude

Headquarters	San Francisco, California, USA
Founded	2012
Ownership	Public
Revenue Range Estimate	$51m to $100m
Employees	201 to 500
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization
Recent Acquisitions	Iteratively (May 2021) Clearbrain (March 2020)

Overview
Amplitude provides product intelligence and analytics, as well as behavioral targeting, data management, and collaboration. The company launched its IPO in September 2021.

Amplitude's technology uses ML to cull through the data, analyzing all parts of the customer journey. The company enhanced its portfolio by acquiring Iteratively, a data and analytics company. Most recently, the company added Amplitude Experiment to its offering set, which brings experimentation and A/B testing capabilities.

Its technology is used in 40,000 digital products from 180+ countries around the world. Customers include NBCUniversal, Samsung, Twitter, Lime, and PayPal.



5.18 Appier

Headquarters	Taipei, Taiwan
Founded	2012
Ownership	Public. Listed April 2021
Revenue Range Estimate	$51m to $100m
Employees	201 to 500
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization CRM (CJM)

Overview
Appier leverages its AI-based platform for user engagement and acquisition, as well as customer journey automation.

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AIQUA is Appier's omnichannel engagement platform that can personalize and optimize the CX, providing recommendations along the journey. AIQUA also has a drag-and-drop journey map feature that enables customers to receive notifications that are triggered based on their behavior along the user journey. BotBonnie, an omnichannel conversational marketing platform, was also recently launched.

The AIXON data science platform pulls together customer data from all platforms like websites, CRM, and apps, and helps predict customer behaviors in real time.

Appier has more than 800 brands using its technology. Specific customers of its data science and engagement products include CommonWealth Magazine, Mintai Insurance, e2Travel, and Neogence.



5.19 Aptean

Headquarters	Alpharetta, Georgia, USA
Founded	2012
Ownership	Private
Revenue Range Estimate	$448m
Employees	1,500
Funding Stage	Undisclosed investment in 2020 Total funding: $50m
Ecosystem Segment(s)	CRM
Recent Acquisitions	WorkWise (June 2020) Innovative Systems (August 2020)

Overview

Aptean is a provider of enterprise software solutions, primarily focusing on warehouse management systems, enterprise resource planning (ERP), and other business solutions, including CRM software.

Aptean's CRM solution provides a view of customers across all engagement channels, including a detailed history of marketing, sales, and service efforts, as well as customer characteristics and behavior. Its CRM solution features sales automation, marketing automation, integrated call center capabilities, customer service, sales management, and other CRM tools.

Aptean also has a complaints management system, Aptean Respond, that provides customer case management functionality, allowing employees to streamline communication between departments, find root causes, and explore case analytics from a single platform.

Aptean has more than 4,000 customers, including Warburtons, Hammond Group, Laura Ashley, and Litehouse Foods.

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5.20 ASAPP

Headquarters	New York, New York, USA
Founded	2014
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	201 to 500
Funding Stage	Series C, $120m, May 2021 Total funding: $380m
Ecosystem Segment(s)	Contact center

Overview
ASAPP has a customer experience platform (CXP) that gathers insights on the optimal way agents assist customers and offers automation across any channel. The company focuses on AI, leveraging AI-native technology, ML, natural language processing (NLP), and self-learning engines.

The AI is used across phone, text, and chat, gathering data along the agent journey. As the platform is used, the technology improves and creates better suggestions and outcomes, and looks for ways to automate. Its models include sentiment analysis, next step prediction, knowledge-based information retrieval, and content summarization.

Customers include Dish and JetBlue.



5.21 Aurea

Headquarters	Austin, Texas, USA
Founded	2012
Ownership	Private, part of the ESW Capital Group
Revenue Range Estimate	$101m to $500m
Employees	2,000
Ecosystem	CRM
Segment(s)	EX
Recent Acquisitions	Broadvision (May 2020) Xant, now known as Inside Sales (August 2021)

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Overview
Aurea is an enterprise software company with a large library of solutions, including those in the CRM and employee engagement segments. Aurea itself is part of the ESW Capital family of businesses. Some companies in that larger group offer analytics solutions.

Aurea's CRM includes mobile apps and a hybrid cloud deployment model. Aurea can manage customer interaction throughout their journey and create a 360° view of each customer. The CRM can be bundled with Jive to bring together sales and stakeholders. Aurea also offers bundles with ESW Capital affiliate Infer for predictive CRM and FirstRain for sales intelligence.

Jive Interactive Intranet features communication optimization, human resource portals, and sales enablement. Aurea acquired Jive software to incorporate employee engagement into its offerings. New capabilities included in the Jive solution include peer recognition, quests and rewards, analytics, and in-depth profiling.

Aurea has 4,000 customers. Jive, in particular, has 1,000 customers, including FICO, Porsche, GoDaddy, and American Airlines. CRM customers includes Gimborn, Rosenberger OSI, and TUV NORD Akademie.

5.22 Avaya

Headquarters	Durham, North Carolina, USA
Founded	2000
Ownership	Public
Revenue	$2.8bn
Employees	8,266
Ecosystem Segment(s)	Contact center
Recent Acquisitions	CTIntegrations (August 2021)

Overview
Avaya is a provider of cloud-based contact center solutions. The Avaya OneCloud Contact Center as a Service (CCaaS) can support multiple experiences, such as voice, chat, text, social, and self-service. Its technology leverages AI and can provide analytics and reporting.

Avaya has more than 100,000 customers in 190 countries. Customers include Engagent Health, Hydro Ottawa, Canon Financial Solutions, and C3I Solutions.

5.23 BirdEye

Headquarters	Sunnyvale, California, USA
Founded	2012
Ownership	Private
Revenue Range Estimate	$51m to $100m

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Employees	400+
Funding Status	Series B, $25m, February 2017 Total funding: $33m
Ecosystem Segment(s)	Customer insights & feedback

Overview
BirdEye focuses on the acquisition and feedback areas. The company has a platform to create customer surveys on products, services, and overall experience. Real-time feedback is provided, and the company's Athena AI (NLP) engine is leveraged to provide insights from reviews, social media, and surveys.

A chat and text system can be tied into the process, allowing for two-way survey respondent follow up and there is a ticketing system to provide an alert for follow-up and problem resolution. Requests for reviews can be automatically added to the survey. BirdEye also offers referral and loyalty programs.

More than 60,000 companies use BirdEye, including Kay Jewelers, Vibra Healthcare, Ethan Allen, and SquareTrade.

5.24 Bitrix24

Headquarters	Alexandria, Virginia, USA
Founded	1998
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	400+
Ecosystem Segment(s)	Contact center CRM

Overview
Bitrix24 is an online workspace with a variety of business tools, including CRM, analytics, and contact center features.

The CRM tool has functionality for customer support, marketing automation, and sales funnel and pipeline management. Customers can be offered upsells or additional products, based on loyalty. The 360° customer view, with a history of all interactions and purchases, is shown in one place. The CRM can also be leveraged as a call center, allowing for inbound/outbound calls, IVR, call routing, and recording. Customer support can be accomplished through website chats, email, telephone, and mobile messaging. There is both an on-premises and a cloud-based version of Bitrix24.

More than 9 million organizations use Bitrix24, including SmartWay, MoSAiK, and Mobilblitz.

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5.25 Bloomreach

Headquarters	Mountain View, California, USA
Founded	2009
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	750
Funding Status	Series E, $150m, January 2021 Total funding: $247m
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization
Recent Acquisitions	Exponea (January 2021)

Overview

Bloomreach has created a digital experience platform for commerce. Bloomreach Experience Platform (brX) has modules for search, recommendations, content management, merchandising, and search engine optimization (SEO). It combines customer data and product data to create a personalized commerce journey.

According to the company, its search powers more than $200bn in digital commerce experiences, representing 25% of all retail e-commerce experiences in the US and UK. The company recently acquired Exponea, a customer data and experience platform provider.

Its products are used by more than 850 brands. Customers include PUMA, Staples, Albertsons, and Neiman Marcus.



5.26 BlueConic

Headquarters	Boston, Massachusetts, USA
Founded	2010
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	66
Funding Status	Series B, $13m, January 2020 Total funding: $27.3m
Ecosystem	Customer data & analytics
Segment(s)	

Overview

BlueConic's CDP can take data from different systems and make it available at any time or place it is needed. The platform offers unified customer profiles, dynamic segmentation, lifecycle orchestration, modeling, and analytics. The company also claims to be the first CDP to offer a comprehensive data clean room solution.

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BlueConic is used by more than 300 companies. Customers include Hearst Newspapers, Heineken, T-Mobile, and VF Corp.

5.27 Braze

Headquarters	New York, New York, USA
Founded	2011
Ownership	Public
Revenue Range Estimate	$10m to $50m
Employees	700+
Funding Stage	Series E, $80m, October 2018 Total funding: $175m
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization

Overview
Braze offers a CE platform that includes data & analytics, as well as tools for segmentation, journey building, personalization, and optimization. The company filed an S-1 in October 2021, and the company's IPO launched in November of the same year.

Braze Canvas is a customer journey tool that allows users to create, change, and test campaigns. It offers real-time audience segmentation and personalization. Braze's predictive suite uses ML to identify possible churn, while its data & analytics technology provides real-time reporting and analytics.

More than 1,000 brands use Braze technology in more than 50 countries. Customers include Anthropologie, Etsy, GAP, Overstock, and Grubhub.

5.28 BryterCX

Headquarters	Greenwood Village, Colorado, USA
Founded	2000
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	51 to 200
Funding Stage	Latest funding: Private Equity, $9m, May 2021 Total Funding: $100.4m
Ecosystem	Customer data & analytics
Segment(s)	

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Overview
BryterCX, formerly known as Click Fox, has created a Journey Intelligence platform known as IRIS. The platform leverages ML to uncover insights from the customer journey, looking for ways to improve the customer's experience. The platform can take in data from all customer touchpoints, as well as previously siloed sources, and track metric and look for anomalies.

Clients include Atos, ConVista, BMO, Aetna, Georgia Power, and Barclays.

5.29 Calabrio

Headquarters	Minneapolis, Minnesota, USA
Founded	2007
Ownership	Private, acquired by Thoma Bravo, April 2021
Revenue Range Estimate	$101m to $500m
Employees	100 to 250
Ecosystem Segment(s)	Contact center
Recent Acquisitions	Teleopti (June 2019)

Overview
Calabrio offers a cloud platform and AI-driven analytics tools to tease out sentiment and gather insights in contact centers. Its Enterprise Customer Experience Intelligence was launched in 2021 and offers out-of-the-box dashboards showing contact center insights and metrics.

Calabrio ONE combines a contact center workforce engagement suite with voice of the customer (VoC) analytics and intelligence tools. Each interaction can be captured and leveraged to improve employee engagement and operational efficiency. The solution engenders workforce engagement by letting agents work from anywhere and gives them tools to improve and create goals. Benchmarks and agent competitions are also featured.

Customers include Thompson Reuters, Patagonia, Dish Network, Delta Airlines, and Telia.

5.30 CallMiner

Headquarters	Waltham, Massachusetts, USA
Founded	2002
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	300
Funding Stage	Series D, $75m, December 2019 Total funding: $159m
Ecosystem Segment(s)	Contact center EX

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Overview
CallMiner provides AI-based conversational analytics software that can be leveraged for CX and EX.

CallMiner's cloud-based solution, Eureka, can analyze each customer conversation, using AI and ML analytics to determine patterns and traits. Both text and audio interactions are analyzed, and performance scoring and emotion metrics are automatically provided. Tools within the platform help to coach and alert agents in real time, and provide shareable, visual representations of the data. For EX, CallMiner's platform can collected and analyze employee feedback via voice, video, human resources (HR) surveys, and IT tickets. Insights are provided to improve job satisfaction.

CallMiner has more than 450 customers, including Gant Travel Partners, USCB America, SiriusXM, Holiday Inn Club Vacations, and Americollect.

CERIDIAN

5.31 Ceridian

Headquarters	Bloomington, Minnesota, USA
Founded	1992
Ownership	Public
Revenue Range Estimate	$842.5m
Employees	5,000
Ecosystem Segment(s)	EX
Recent Acquisitions	Ideal (April 2021) Ascender (February 2021) ADAM HCM (December 2021)

Overview
Ceridian's Dayforce HCM software includes a talent management system with capabilities for onboarding and continuous learning, as well as reward and retention. Employee feedback mechanisms are also included.

Dayforce includes tools to create and administer engagement surveys using the system's built-in data. There are templates and a question library. Pulse surveys and more in-depth annual/quarterly surveys are possible. Responses are anonymized and management can compare engagement across organizational benchmarks. TeamRelate software helps determine a profile for each employee based on surveys, providing insights into communication styles and convictions so that team members can learn how to better interact with each other.

Ceridian has more than 4 million users active on Dayforce. Customers include Organic Valley, Danone North America, Hanover Insurance Group, and Wieden+Kennedy.

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5.32 Cisco

Headquarters	San Jose, California, USA
Founded	1999
Ownership	Public
Revenue	$49.3bn
Employees	77,000
Ecosystem	Contact center
Segment(s)	CRM (CJM) Customer insights & feedback
Recent Acquisitions	CloudCherry (October 2019) IMImobile (February 2021)

Overview

Cisco offers both cloud (Webex) and on-premises (Cisco Unified) contact center solutions, as well as additional applications, such as Webex Experience Management and Contact Center AI. Described as a "cognitive contact center," Cisco's solution uses AI, ML, natural language understanding (NLU), and data analytics to provide a view into the customer journey.

With the 2019 CloudCherry acquisition, Cisco's Webex Experience Management offers predictive analysis, contact center integrations, and other features, such as theme analysis, ticketing, and journey path analysis. Customer feedback can also be gathered with web intercept surveys. The CJM functionality can follow the customer across 17 different channels and users can create micro journeys, as well as an overall journey for online, in-store, and blended customers.

Cisco's contact center solutions are being used by more than 3.6 million agents in more than 36,000 companies. Customers include the City of Buffalo, PUMA, Vivint Solar, T-Mobile, and Cable & Wireless.

5.33 Clarabridge

Headquarters	Reston, Virginia, USA
Founded	2006
Ownership	Purchased by Qualtrics, October 2021
Revenue Range Estimate	$51m to $100m
Employees	240
Ecosystem	Customer data & analytics
Segment(s)	Customer insights & feedback Contact center

Overview

In July 2021, Qualtrics announced a definitive agreement to acquire Clarabridge and the acquisition closed in October 2021. Clarabridge offers products for engagement and analysis.

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Clarabridge Analytics uses AI-powered semantic analysis to understand what customers are saying across channels. Clarabridge Engage connects all digital channels and allows companies to answer inquiries and provide updates faster and with context. Clarabridge also leverages its Analytics for Contact Center Solutions, using text analytics and NLU. The Clara intelligent search assistant can work across all customer feedback and interaction data inputs to quickly create visual results.

Clarabridge has hundreds of customers, including KitchenAid, United Airlines, T-Mobile Netherlands, and SharkNinja.

5.34 Clarivate

Headquarters	Philadelphia, Pennsylvania, USA
Founded	2016
Ownership	Public
Revenue Range Estimate	$1.3bn
Employees	8,445
Ecosystem Segment(s)	CRM (CJM)
Recent Acquisitions	CustomersFirst Now (July 2020) ProQuest (December 2021) Patient Connect (December 2021)

Overview
Clarivate is a provider of insights and analytics, focusing on biopharma, medtech and IP intelligence as well as science & academic research. The company also provides IP lifecycle management.

With the acquisition of CustomersFirstNow, the company formed Clarivate Customer Experience (CX) Services, which offers CJM software known as CFN Insight. This technology helps identify each touchpoint and determine possible pain points and churn drivers. CFN Insight combines multiple touchpoint visualizations, action score cards, journey analytics, and reporting. The company also has a CX and VoC program service.

The company has worked with many Fortune 100 companies.

5.35 CleverTap

Headquarters	Mountain View, California, USA
Founded	2013
Ownership	Private
Revenue Range	$10m to $50m

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(estimate)	
Employees	300+
Funding Stage	Series C, $35m, October 2019 Total funding: $76.6m
Ecosystem Segment(s)	Personalization & optimization
Recent Acquisitions	Patch, November 2021

Overview
CleverTap's Smart Platform offers a host of features for omnichannel engagement, as well as analytics and segmentation. CleverTap has an automated segmentation engine that can segment based on past behaviors, psychographics, and intent. Behavioral analytics helps determine patterns and build profiles. Content can be personalized, and A/B testing leveraged to optimize the best version of campaigns for customers.

More than 10,000 brands around the world use CleverTap. Customers include Federal Bank, MEDLIFE, AirAsia, and Vodafone.

5.36 Concentrix

Headquarters	Fremont, California, USA
Founded	1983
Ownership	Public (Separated from former parent company Synnex in December 2020)
Revenue	$4.7bn
Employees	270,000
Ecosystem	Contact center
Segment(s)	Customer insights & feedback
Recent Acquisitions	PK, November 2021

Overview
Concentrix is a business services firm that offers technologies for VoC, analytics, and call center.

The Voice of the Customer solution from Concentrix provides omnichannel feedback mechanisms from the customer journey, combined with experience management and insights. This platform (ConcentrixCX) has analytics tools and AI to watch for patterns, predict behavior, and help make decisions. Agents can also get real-time, guided actions to help improve the CX and create deeper engagement. In 2021, the company launched VOC Essentials, which combines SaaS with preconfigured customer engagement best practices. It has survey technology, live-time reporting, customer alerts, case management tools, satisfaction metrics, and text analytics.

The Concentrix Experience Platform (XP) contact center and digital self-service solution can be used out of the box and leverage conversational bots and virtual assistants. It offers advanced routing, telephony, reporting and analytics, agent desktop, and workforce management. Intelligent Agent Assist & Real Time Insights has operations in gamification, quality assurance (QA) automation, real-time conversation assistance, digital processes, and knowledge assistance. Data across channels is consolidated and customer journey profiles created and used for personalized offers and interactions.

Concentrix has hundreds of customers, including more than 95 Fortune 500 companies.

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5.37 Content Guru

Headquarters	Bracknell, United Kingdom
Founded	2005
Ownership	Private, member of Redwood Technologies Group
Revenue Range Estimate	$10m to $50m
Employees	201 to 500
Ecosystem	Contact center
Segment(s)	CRM

Overview
Content Guru provides cloud communications solutions, including those for CRM and contact centers. The Storm line of products is omnichannel with advanced routing and reporting. It has an intelligent automation function, Brain, which weaves AI into communications to help with screening and routing.

The Storm CPaaS platform consists of modules for desktop task assistant (stormDTA), cloud-based call management (storm INBOUND), real time video communication (storm LINK), outbound services (storm OUTBOUND), unified communications (storm UC) and tools for building services (storm FLOW).

storm CONTACT uses intelligent Automated Contact Distribution. It can be integrated with any third-party system and offers routing and a single interface across channels. Storm CKS is a customer knowledge system that includes CRM, workforce optimization (WFO), and ERP tools in one interface to provide one view of the customer. Both the front and back offices can share information easily. CKS assists with personalizing interactions with each contact.

Customers of the technology include Sodexo, Chubb, Serco, and NHS England.

5.38 Contentsquare

Headquarters	Paris, France
Founded	2012
Ownership	Private
Revenue Range Estimate	$101m to $500m
Employees	1,000
Funding Stage	Series E, $500m, May 2021 Total funding: $812m
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization
Recent Acquisitions	Hotjar (September 2021) Upstride (July 2021)

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Dareboost (October 2020)
Clicktale (July 2019)

Overview
Contentsquare is a provider of CX analytics. Its platform tracks billions of digital interactions, translating them into recommendations. Customer journey analytics, zone-based heatmaps, AI insights, mobile app analysis, merchandising analysis, struggle analysis, impact quantification, APIs, and integrations are all capabilities of the platform. Its acquisition of Upstride will accelerate the company's AI.

Hotjar was acquired in September 2021 and offers solutions to enable clients to understand user behavior and product experience via feedback tools, session recordings, and heatmaps. Recordings show user sessions on a website so that pain points can be uncovered. Heatmaps give a visual representation of clicks, moves, and scrolls on a site to determine user behaviors. On-page pop-up surveys can ask a fast question, such as why a page was exited so that the CX can be smoothed out moving forward. Incoming feedback allows for an always-on capability for web users to give specific feedback about the page itself or products. Surveys can be launched after a site visit.

The company has more than 750 clients, including Avis, The North Face, Royal Bank of Scotland, T-Mobile, and De Beers.

5.39 Copper

Headquarters	San Francisco, California, USA
Founded	2013
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	200+
Funding Stage	Series C, $66m, May 2019 Total funding: $102m
Ecosystem Segment(s)	CRM
Recent Acquisitions	Sherlock (February 2021)

Overview
Cooper, formerly known as ProsperWorks is a provider of CRM solutions that help organize contacts, automate tasks, report, track deals, and manage projects. It is known for its G Suite integration.

Copper is used by more than 25,000 companies in over 100 countries. Customers include Mailchimp, SoftBank, Masterclass, and IDEO.

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5.40 Creatio

Headquarters	Boston, Massachusetts, USA
Founded	2013
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	384
Funding Stage	Series C, $68m, February 2021 Total funding: $68m
Ecosystem Segment(s)	CRM

Overview
Creatio is a provider of cloud-based CRM and a low-code business process automation platform.

The CRM solution manages the customer journey from lead to order, supporting marketing, sales, and service. Creatio's low-code business process automation platform also helps businesses with their apps and processes, such as the UI, business logic, and defining data models. It can integrate into an organization's digital platform.

Thousands of companies use its platform, including Bayer CropScience, BNP Paribas, Hershey's Ice Cream and otp bank.

5.41 CRMNEXT

Headquarters	Noida, India
Founded	2001
Ownership	Private (A division of Acidaes Solutions Pvt Ltd)
Revenue Range Estimate	$101m to $500m
Employees	500 to 1,000
Funding Stage	Series B, July 2021, $16m Total funding: $23m
Ecosystem Segment(s)	CRM

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Overview
CRMNEXT offers enterprise CRM solutions, primarily for financial services, focusing on banks and credit unions.

The CRM offering helps automate tasks, see a holistic view of the customer (CRMNEXT Two-Way 360), and automate lead management. Real-time personalized offers can be created based on purchase history, profile, and customer behavior. CRMNEXT's Commutable Cloud has private cloud, SaaS, and on-premises deployment options.

CRMNEXT has more than 1 million users around the world. Customers include First Bank, Silver State Schools Credit Union, and Dupaco Community Credit Union.

5.42 Dixa

Headquarters	Copenhagen, Denmark
Founded	2015
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	170
Funding Stage	Series C, July 2021, $105m Total funding: $158m
Ecosystem	Contact center
Segment(s)	CRM
Recent Acquisitions	Elevio (February 2021)

Overview
Dixa is a provider of call and contact center solutions. Its customer service software offers phone, email, chat, and social media channels in one platform with automation and routing capabilities. The platform has built-in CRM and leverages conversational and personalization technologies.

Dixa customers include Interflora, Honest Baby Clothing, SportMaster, and Serenity Holidays.

5.43 Doxim

Headquarters	Markham, Ontario, Canada
Founded	2000
Ownership	Private/acquired by GI Partners
Revenue Range Estimate	$101m to $500m
Employees	100 to 250
Ecosystem	CRM
Segment(s)	

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Recent Acquisitions	Direct Technologies (September 2021) Level One (March 2021) Laser Print Plus (December 2020) Pinnacle Data Systems (October 2020) Striata (September 2020) Utiltec (August 2019) Messaging Direct (March 2019)

Overview
Doxim focuses on personalized, omnichannel communications and engagement. Its CRM solution is used mainly by the financial services segment.

Doxim's CRM consolidates all data from third-party systems in one place, building a customer profile that includes demographics, investment details, owned products, and household information. All interactions and activities are captured. It also offers campaign management, workflows, and a mobile app.

The company has more than 2,800 clients, including Conexus, Prairie Centre Credit Union, and First West Credit Union.

5.44 Dynamic Yield

Headquarters	New York, New York, USA
Founded	2011
Ownership	Private (standalone business of McDonald's Corporation. Mastercard purchase pending)
Revenue Range Estimate	$51m to $100m
Employees	85
Ecosystem Segment(s)	Personalization & optimization

Overview
Dynamic Yield is a provider of experience optimization technology that can be used across the web, apps, and email. Capabilities include customer data management, recommendations, behavioral messaging, Experience APIs, personalization and segmentation, A/B testing and optimization, triggering, and a ranking engine. The company is also introducing the use of a self-training deep learning (DL) recommendation engine that can help brands predict what products a customer is most likely to purchase.

Its technology is used by more than 600 million users a month across hundreds of brands. Customers include Urban Outfitters, Sephora, Hallmark Channel, and IKEA.

In December 2021, Mastercard and Dynamic Yield announced an agreement for MasterCard to purchase Dynamic Yield.

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5.45 eGain

Headquarters	Sunnyvale, California, USA
Founded	1997
Ownership	Public
Revenue	$72.7m
Employees	522
Ecosystem	Contact center
Segment(s)	

Overview
eGain has a digital-first omnichannel SaaS engagement platform with a variety of applications and capabilities.

eGain's call and contact center software has a modernized, omnichannel desktop for agents with AI-driven applications for virtual assistance, self-service, and agent guidance. Chat, messaging, click-to-call, and social media monitoring enable responses to real-time customer inquiries. Analytics help measure, manage, and orchestrate operations, gleaning insights from customer touchpoints. The customer engagement hub allows for a view of the customer, which considers service, marketing, billing, and account details.

More than 150 brands use eGain software, including BT, Virgin Media, Yorkshire Water, and Vodafone.

5.46 Emplifi

Headquarters	New York, NY, USA
Founded	1995 (Astute Solutions)
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	501-1000
Funding Stage	Private equity investment (April 2019)
Ecosystem	Customer data & analytics
Segment(s)	Customer insights & feedback CRM Contact center
Recent Acquisitions	Go Instore (September 2021) Socialbakers (September 2020) iperceptions (July 2020)

Overview
Emplifi is a CX platform provider that is the combination of Astute Solutions and Social Baker. It's CX Cloud has solutions for social marketing, social commerce, and service. The company offers a wide range of software across various CX segments, including CRM, contact center technologies, analytics, and feedback. Leveraging AI, its tools can be used across channels and devices and digital self-service is enabled with chatbots. Agents can monitor across social channels, getting a pulse on emotions, topics and

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demographics and its VOC program offers surveys for customer motivation, expectations, and perceptions.

Emplifi Service Analytics is a first-party data collection tools that can collect data across a broad range of interactions and channels, turn it into insights and provide visibility via visualizations and dashboards. Tools can be integrated for social listening, posts, ratings, and reviews. The company has a client base of more than 7000 brands with customers such as Delta Airlines, Ford Motor Company, McDonald and

5.47 Energage

Headquarters	Exton, Pennsylvania, USA
Founded	2006
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	50 to 100
Funding Stage	Series B, $15m, October 2017 Total funding: $15m
Ecosystem Segment(s)	EX

Overview
The Energage Platform is a unified SaaS that has four integrated solutions for employee engagement: Workplace Survey, Insights, Pulse, and Employer Branding.

Energage's Workplace Survey is a research-based 24 statement survey that can be issued across office locations, while the Pulse survey can be customized by the client and ready to send quickly. Insights provides refreshed data after each survey and uses AI-based algorithms that use benchmarks from more than 23 million surveys with 70,000 organizations. Employer Branding is aimed at job candidates, with the goal of providing hiring differentiators.

Energage has surveyed more than 70,000 organizations. Customers include Premier Medical Associates, Insperity, HubSpot, and Revzilla.

5.48 Eventus

Headquarters	Englewood, Colorado, USA
Founded	2009
Ownership	Acquired by Tech Mahindra
Revenue Range Estimate	$10m to $50m
Employees	95

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Ecosystem	Customer data & analytics
Segment(s)	Contact center

Overview
Eventus is a consulting and technology company solving CX and contact center issues. It offers a technology platform and managed services. The company was acquired by Tech Mahindra in April 2021.

The Eventus IntelligenceHub takes information from across contact center operations, unifies it, and provides insights. Information can be pulled from IVR, ACD, CRM, workforce management, QA, and HRIS. Data is captured at a granular level and the platform can produce more than 40 different dashboards with 100 individual report views.

Managed services include omnichannel CX, agent desktop, workforce optimization, analytics and insights, forecasting & scheduling, real-time monitoring, QA, vendor management, and operations.

Customers include Walmart, Snap Finance, Access Health CT, Verizon, and Marriott.

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5.49 Experience.com

Headquarters	San Ramon, California, USA
Founded	2015
Ownership	Private
Revenue Range Estimate	$101m to $500m
Employees	51 to 200
Funding Stage	Series A, $14.6m, April 2019 Total funding: $16.6m
Ecosystem Segment(s)	Customer insights & feedback
Recent Acquisitions	Zyudly Labs (January 2021)

Overview
Experience.com offers an Experience Management Platform (XMP) for customers and employees that can be customized to collect and analyze feedback. The company also has a review management platform.

For both customers and employees, feedback can be collected along any touchpoint in their journey. For customers, the system can also connect to transactional data using integrated APIs. Employee/agent-centered feedback can be collected after service interactions, and real-time leaderboards can be created and shared. For other employee types, continuous feedback can be collected via annual surveys, pulse surveys, onboarding surveys, etc. Analytics help create behavioral scorecards for both employees and customers.

The company has plans to add other CX- supporting technologies, such as AI chat and CJM.

Customers include Berkshire Hathaway HomeServices Professional Realty and Brokers United.

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5.50 Firstup

Headquarters	San Francisco, CA, USA
Founded	2010
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	200-500
Funding Stage	Series E, $10m, July 2018 Total funding: $114.8m
Ecosystem Segment(s)	EX

Overview

Dynamic Signal and Social Chorus completed their merger in August 2021 and launched a rebrand in September of the same year. The integrated company will continue its focus on digital EX and employee engagement tools, with the goal of providing employees with the right information at the right time on a variety of devices.

The Firstup platform, created by SocialChorus, uses an orchestration engine to target employees on the optimal channel and device. Campaigns can be automated with personalized content and interactive reports are provided on a user-level. Employees can access a mobile app that is unique to them, based on their interests, usage, role, and team. Pulse surveys, sentiment measurement and cohort analysis can be performed. The former Dynamic Signal offered gamification features to create leaderboards, badges, and personalized recognition messages.

Firstup has nearly 500 customers and 15 million workers on its platform. Customers include Amazon, Hilton, Ford, and Pfizer.

5.51 Five9

Headquarters	San Ramon, California, USA
Founded	2001
Ownership	Public
Revenue Range Estimate	$337.6m
Employees	1,549
Ecosystem Segment(s)	Contact center EE
Recent Acquisitions	Inference Solutions (November 2020) Nektar.ai (November 2020) Whendu (November 2019)

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Overview
Five9 is a provider of cloud contact center software. The Five9 Intelligent Cloud Contact Center provides digital engagement, reporting and analytics, workflow automation, workforce optimization, intelligent omnichannel routing, and customer journey capture. The company also offers solutions for AI automation solutions, and tools for customer and employee engagement. Five9 has been deepening self-service offerings, including a solution (Five9 Virtual Voiceover) that will use life-like conversational AI created from human voices.

In July 2021, Zoom announced a definitive agreement to acquire Five9, however the merger agreement was terminated in September 2021 when Five9 did not receive the needed number of stockholder support for the merger.

The company has more than 2,000 customers worldwide, including Under Armour, Athena Health, NexRep, and lululemon.

5.52 Forsta

Headquarters	New York, NY, USA/Oslo Norway
Founded	2021
Ownership	Private
Revenue Range Estimate	101-500£m
Employees	7,500 – 1,000
Ecosystem	Customer data & analytics
Segment(s)	Customer insights & feedback EX

Overview

Forsta was formed in 2021 via the merger of Confirmit, FocusVision and Dapresy. It operates as a private company with Verdane, EQT and Zobito as investors. Although the Forsta brand is new, the company's experience across market research and customer insights technology runs deep, dating back to the late 1990s. The company offers a comprehensive portfolio of research and insights solutions for CX including enterprise feedback management, VoC, VoE, qualitative and quantitative data collection and data visualization and reporting.

Forsta has technology and services which can be used along the entire insights process, from gathering (survey design and management, video focus groups, social listening, data collection and integration), to analysis (text analytics, social analytics, video processing and behavioral analytics), to visualization (interactive dashboards, infographic storytelling, mobile reporting), to action (mobile notifications, action workflows, alerts and reporting).

The company's technology can centralize data housed in silos and uses open APIs to create a single source of customer information. It can connect into CRM, ERP, human resources information system (HRIS), and other third-party systems. Reporting and dashboards help visualize the information. CXM solutions monitor survey results, flag customer issues, and assign the problem to the correct group.

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5.53 Freshworks

Headquarters	San Mateo, California, USA/Chennai, India
Founded	2010
Ownership	Public
Revenue	$101m to $500m
Employees	1,400
Ecosystem Segment(s)	CRM (CJM)
Recent Acquisitions	AnswerIQ February 2020) Natero (May 2019) Fyle (October 2019)

Overview

Freshworks founded in Chennai, India, started publicly trading on Nasdaq in September 2021. The company offers a variety of customer engagement solutions. The company launched Freshworks CRM in 2020. The solution can be customized and can assist with productivity, communications, marketing automation, deal management, and analytics. Freddy AI, an AI-powered assistant provides insights and personalized engagement.

Freshworks CRM also enables users to easily create interactive customer journey maps. Freshdesk is a customer support system that can offer remote real-time assistance, the automation of workflows, reporting, and insights.

Freshworks has more than 40,000 customers, including Cisco, Perdue University, and FabHotels.

5.54 FullStory

Headquarters	Atlanta, Georgia, USA
Founded	2014
Ownership	Private
Revenue Range (Estimate)	$10m to $50m
Employees	201 to 500
Funding Stage	Series D, $100m, August 2021 Total funding: $157m
Ecosystem Segment(s)	Personalization & optimization

Overview

FullStory provides a Digital Experience Intelligence (DXI) platform built on an analytics engine. It combines qualitative and quantitative data to look for ways to optimize CX on a website or app.

The DXI platform combines analytics, session details, and collaboration tools to see where bugs or fixes might need to be made. A session replay function provides a recreation of the CX, replicating any issues, while tagless analytics can identify taps, scrolls, and user engagement statistics.

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Customers include HBC Saks Fifth Avenue, MooseJaw, Forbes, KeyBank, and JetBlue.



5.55 Gainsight

Headquarters	San Francisco, California, USA
Founded	2013
Ownership	Private (acquired by Vista Equity Partners/November2020)
Revenue Range Estimate	$101m to $500m
Employees	430
Ecosystem	Customer data & analytics
Segment(s)	Customer insights & feedback CRM

Overview

Gainsight CX allows users to house customer feedback in a unified place, allowing for a single view of both structured and unstructured data. Sources could include surveys, meeting notes, online review, etc. These insights allow for real-time changes to the customer journey to better meet needs and lower churn. Horizon AI is leveraged within Gainsight CX in its Impact Analyzer and Topic Explorer. Horizon AI is also used with Gainsight's Renewal Center and Adoption Explorer as well as Sally, a bot that helps teams interact with Gainsight data within their preferred internal tool. The company also has CRM software and has branched into analytics, offering its Horizon Analytics solution.

Gainsight has more than 700 customers. Its technology is used by brands such as Workday, Splunk, Athena Health, and LinkedIn.



5.56 Genesys

Headquarters	Daly City, California, USA
Founded	1990
Ownership	Private
Revenue Range Estimate	$1bn +
Employees	5,000+
Funding Stage	$580m, December 2021 Total funding: $1.53b
Ecosystem	Contact center
Segment(s)	EX
Recent Acquisitions	Pointillist (December 2021)) Exceed.ai (December 2021) Bold360 (May 2021) nGUVU (March 2020)

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Overview
Genesys offers cloud-based and on-premises contact center solutions. The company acquired Bold360, which enhances the company's conversational technologies and has two pending acquisitions; Exceed.ai, a cloud-based conversational platform used for sales and marketing and Pointillist, a provider of customer journey and analytics solutions.

The company's solutions include Genesys Cloud CX, Multicloud CX, and Genesys DX. Cloud CX is an AI-powered contact center solution that offers speech-enabled IVR, voicebots, chatbots, inbound routing, and outbound campaigns, as well as reporting and analytics. Multicloud CX is an omnichannel solution that can unify voice, digital, and self-service items. It uses AI for bots and predictive routing. The new Genesys DX product is a 24/7 engagement solution that includes chatbots, web messaging, live chat, SMS, Facebook Messenger, Instagram, and others. Interactions can be personalized leveraging AI to support agents in real time.

Workforce engagement is supported by tools that can help identify areas for skills improvement and motivate employee development. It can also gamify contact center APIs for recognition-based competitions.

Genesys is used by more than 10,000 companies with customers including Singapore Airlines, Vivo, Microsoft, Dental Axess, and TSB Bank.



5.57 Gladly

Headquarters	San Francisco, California, USA
Founded	2014
Ownership	Private
Revenue	$10m to $50m
Employees	50 to 100
Funding Stage	Series D, $50m, January 2019 Total funding: $149m
Ecosystem	Contact center
Segment(s)	CRM

Overview
Gladly has a customer support platform that allows agents to chat with customers across channels with a full customer view. It offers voice, IVR, self-service, text, chat, in-app chat, email, and social capabilities.

Customer details are in one place and there is a single conversation timeline that shows all a customer's history across all channels. Reviews, feedback, and other customer activities are also in the system. Intelligent call routing matches the customer with the best agent to solve their issue.

Customers include Tory Burch, Kuru Footwear, Godiva, and TUMI.

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5.58 Glassbox

Headquarters	Tel Aviv, Israel
Founded	2010
Ownership	Public
Revenue	$10m to $50m
Employees	201 to 500
Ecosystem	Customer data & analytics
Segment(s)	CRM (CJM) Personalization & Optimization
Recent Acquisitions	Convertize (September 2021) SessionCam (October 2020)

Overview
Formerly known as Clarisite, Glassbox offers CJM, as well as a digital experience analytics platform. The company successfully completed its initial public offering (IPO) on the Tel Aviv Stock Exchange in June 2021.Most recently, with the acquisition of Convertize, the company will have access to A/B testing technology.

The Glassbox Augmented Journey Map provides an automatic and multi-dimensional view of the customer journey. Struggles, errors, and conversation drops can be viewed, and AI is leveraged to help to show how these experiences might impact subsequent behavior. Other features of the digital experience analytics platform include Mobilebox (app analytics), session replay, and data capture and analysis.

Customers include Visa, SoFi, and Air Canada.

5.59 Glint

Headquarters	Redwood City, California, USA
Founded	2013
Ownership	Acquired by (Microsoft-owned) LinkedIn, 2018
Revenue	$10m to $50m
Employees	101 to 250
Ecosystem	EX
Segment(s)	

Overview
Glint has a People Success Platform that gives a view into the health of an organization in addition to providing guidance on actions. It also has employee development platforms.

The Glint platform gives on-demand access to employee feedback, as well as recommendations for action. There are multiple feedback types/surveys that are all connected via the Glint architecture to allow for analytics and insight generation. Glint's AI for HR takes all the data points and creates real-time alerts for

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employee groups that might be at risk for leaving. NLP helps pull together open-ended feedback to look for important patterns and themes.

Customers include Ericsson, FICO, Scottrade, and Pandora.



5.60 Heap

Headquarters	San Francisco, California, USA
Founded	2013
Ownership	Private
Revenue Range (estimate)	$10m to $50m
Employees	25 to 50
Funding Stage	Series D, $110m, December 2021 Total funding: $205m
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization

Overview
Heap is an analytics tool that focuses on customer-product interaction. The tool uses behavioral data to help learn how customers engage with a product and provides personalization & optimization to smooth out any roadblocks from product activation.

Heap can provide a complete dataset of customer behavior (including historical data) and brings together visit data from different channels and devices into one profile. Trends are analyzed to personalize the CX and identify the optimal paths to conversion, as well as retention. Segmentation assists with determining how to best serve power users. Heap Illuminate is a recently launched product that is focused on providing insights on customer behaviors.

More than 6,000 companies use Heap, including The Atlantic, Lending Club, RedFin, and Sur la Table.



5.61 Hotjar

Headquarters	St. Julians, Malta
Founded	2014
Ownership	Acquired by Contentsquare
Revenue	$10m to $50m
Employees	100
Ecosystem	Personalization & optimization
Segment(s)	Customer insights & feedback

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Overview
Hotjar offers solutions to enable clients to understand user behavior and product experience via feedback tools, session recordings, and heatmaps. The company was acquired by Contentsquare in September 2021.

Recordings show user sessions on a website so that pain points can be uncovered. Heatmaps give a visual representation of clicks, moves, and scrolls on a site to determine user behaviors. On-page pop-up surveys can ask a fast question, such as why a page was exited so that the CX can be smoothed out moving forward. Incoming feedback allows for an always-on capability for web users to give specific feedback about the page itself or products. Surveys can be launched after a site visit.

More than 900,000 websites use Hotjar, including Air Canada, Oberlo, Ryanair, and eShopWorld.

5.62 HubSpot

Headquarters	Cambridge, Massachusetts, USA
Founded	2005
Ownership	Public
Revenue	$883m
Employees	4225
Ecosystem Segment(s)	CRM
Recent Acquisitions	OneSignal (April 2021) Pipe Technologies (March 2021) DataGrail (March 2021) The Hustle (February 2021) PieSynch (November 2019)

Overview
HubSpot offers a complete CRM platform consisting of “hubs” for marketing, sales, service, content management, and operations. The company focuses on mid-market business-to-business (B2B) companies, and the platform has more than 650 integrations available.

Within the company’s Service Hub, customer management software includes conversational tools, help desk automation, knowledge base functionality, and customer feedback surveys and reporting. The Sales CRM offers sales engagement tools, quote functionality, reporting, and analytics.

The company offers free help desk and ticketing software. Chatbot builder, live chat, and marketing analytics and dashboard software is also available.

The company has more than 100,000 customers in 120+ countries. Customers include Casio UK, Airstream, Trello, and Zildjian.

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5.63 Infor

Headquarters	New York, New York, USA
Founded	2002
Ownership	Standalone subsidiary of Koch Industries, Acquired in 2020
Revenue	$1b+
Employees	17,000
Ecosystem Segment(s)	CRM

Overview

Infor is a provider of enterprise applications and services. In the CX area, the company provides cloud-based CRM software that includes sales, marketing analytics, customer service, and reporting, as well as a Customer Experience Suite.

Infor's CRM software can manage leads, opportunities, and activities, and offers customer profiles that can help maximize the quality of the engagement at each touchpoint. Customer data is leveraged by sales intelligence applications.

The Customer Experience Suite is CX software that manages the entire sales cycle from engagement to sales automation. This suite includes Infor's CRM software, as well as Marketing Resource Management, Omnichannel Campaign Management, and an Interaction Advisor.

Infor has 67,000 customers, including Crusaders Rugby and Dunlop Aircraft Tyres.

5.64 Informatica

Headquarters	Redwood City, California, US
Founded	1993
Ownership	Public
Revenue	$1b+
Employees	2,500
Ecosystem Segment(s)	Customer data & analytics
Recent Acquisitions	GreenBay Technologies (August 2020) Compact Solutions (July 2020) AllSight (February 2019)

Overview

The formerly public Informatica returned to private ownership in 2015 in a transaction let by Permira Funds. In September 2021 the company announced its intent to launch an IPO and Informatica once again became

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a public company in October of the same year.

Informatica acquired AllSight in 2019 and has changed the AllSight Intelligent 360 product name to Informatica Customer 360 Insights. It is a customer intelligence platform with customer data management and analytics capabilities. The platform connects customer data from any source and creates a consolidated 360° customer view that leverages AI and ML to provide insights in real time.

The platform is used by 9,500 customers in 82 countries. Informatica customers include Genomic Health, Johns Hopkins Medicine, TELUS, Rutgers University, PUMA, and New York Life.



5.65 InMoment

Headquarters	Salt Lake City Utah, USA
Founded	2002
Ownership	Private/majority owned by Madison Dearborn Partners
Revenue	$501m to $1bn
Employees	1,700+
Funding Stage	Total funding: $20m
Ecosystem	Customer insights & feedback
Segment(s)	EX
Recent Acquisitions	Lexalytics (September 2021) Wootric (January 2021) MaritzCX (February 2020)

Overview

InMoment has created a cloud-based Experience Intelligence (XI) platform that can be leveraged for CX, EX, and market research. The acquisitions of Wootric and MaritzCX greatly broadened its feedback capabilities.

The platform can ingest data from direct, indirect, and inferred sources, and create one single source of data. The Active Listening feature uses an AI-based conversational feedback bot that applies text analytics for real-time information flow. There is also an adaptive Sentiment Engine and a cadre of data integrity tools.

This platform can also be applied to EX as a VoE solution that can be implemented across established touchpoints or intervals, as well as through ad hoc invites and always accessible portals.

The company works with more than 3,000 brands, including Foot Locker, Thomson Reuters, Hawaiian Airlines, and The North Face.

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5.66 Insightly

Headquarters	San Francisco, California, USA
Founded	2009
Ownership	Private
Revenue	$10m to $50m
Employees	51 to 200
Funding Stage	Series C, $25m, April 2016 Total funding: $38m
Ecosystem Segment(s)	CRM

Overview
Insightly offers CRM and project management solutions, as well as other marketing technologies. Its CRM solution performs lead routing, workflow automation, and the ability to send, track, and save emails. The platform helps link relationships more clearly, streamline business processes, and capture and store data. Marketing automation and integration automation applications are also offered by Insightly. Insightly Marketing has a feature that provides a visual representation of a customer journey, intelligent campaign features, and segmentation. Recently, the company has added Insightly Service to its portfolio, which is a customer service and support ticketing system that helps to improve visibility into how customers are doing.

Insightly has more than 1.5 million users in 25,000 companies worldwide. Customers include Atlanta Eats, Community Care of North Carolina, and Campbell Travel.

5.67 Instapage

Headquarters	San Francisco, California, USA
Founded	2012
Ownership	Private
Revenue Range	$10m to $50m
Employees	50 to100
Funding Status	Series A, $15m, April 2018 Total funding: $16.6m
Ecosystem Segment(s)	Personalization & optimization

Overview
Instapage focuses its offerings on products that will assist with conversion. Its personalization and experimentation options aim to provide better targeting and deliver an improved CX.

Instapage's experimentation product delivers A/B testing, analytics, and personalization. Its personalization product works to deepen visitor engagement by delivering unique landing page experiences and messaging. Heatmaps can demonstrate visitor behavior on the website, and experimentation technology

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shows how each page and experience is performing so content can be optimized.

Instapage has thousands of customers, including Verizon, HelloFresh, Vimeo, and Marriott.



5.68 IntelePeer

Headquarters	San Mateo, California, USA
Founded	2003
Ownership	Private
Revenue	$51m to $100m
Employees	100 to 250
Funding Stage	Series E, $110m, May 2021 Total funding: $170m+
Ecosystem Segment(s)	Contact center

Overview
IntelePeer has an enterprise omnichannel communication platform as a service. The Atmosphere solution is designed for the contact center and offers AI, automation, and analytics. Atmosphere for Contact Centers can route communications, provide self-service, and send out notifications. Data is used to drive personalization. Atmosphere Insights provides dashboards to track customer interactions and uses NLP and predictive decision-making to provide on-demand insights. Atmosphere can be on-premises, in the cloud, or hybrid.

IntelePeer has millions of end users. Specific customers include HealthEZ, BDF Law Group, and Covenant Transport.



5.69 Keap

Headquarters	Chandler, Arizona, USA
Founded	2001
Ownership	Private
Revenue	$101m to $500m
Employees	361
Funding Stage	Series E, October 2018, $20m Total funding: $148m
Ecosystem Segment(s)	CRM

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Overview
Keap, formerly known as InfusionSoft, offers a platform that rolls CRM, marketing automation, e-commerce, payments, and analytics into one solution. Its CRM is targeted at smaller businesses and allows all customer interaction history to be housed in one place. The software offers a wide variety of software integrations.

The company has 26,000 customers.

5.70 Key Survey

Headquarters	Braintree, Massachusetts, USA
Founded	2002
Ownership	Private/part of WorldApp
Revenue	$10m to $50m
Employees	51 to 200
Ecosystem	Customer insights & feedback
Segment(s)	EX

Overview
KeySurvey, part of WorldApp, is a provider of survey software for employee engagement, market research, and customer satisfaction. The company also offers enterprise management feedback and VoC programs.

KeySurvey's customer satisfaction options include site intercepts, post-purchase evaluations, and lifecycle satisfaction tracking. On the employee side, its technology allows for the creation, administration, and analysis of employee feedback with a wide variety of survey types.

KeySurvey has clients across a variety of industries with specific customers including Unilever, Reuters, Sony, and Aetna.

5.71 Khoros

Headquarters	Austin, Texas, USA
Founded	2014
Ownership	Private
Revenue	$101m to $500m
Employees	500 to 1,000
Funding Stage	Series F, $50 million, June 2016 Total Funding: $138.1m
Ecosystem	Customer data & analytics
Segment(s)	Contact center
Recent Acquisitions	Flow.ai (January 2021) TopBox (January 2021)

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Overview
Khoros (formerly Spredfast + Lithium), offers software for digital care, messaging, chat, social marketing, and online communities.

CX Insights (the former Topbox), is aimed at contact centers and harvests data from multiple touchpoints, such as call recordings, chat transcripts, emails, social media, surveys, reviews, and web feedback. Insights into trends, preference changes, and sentiment, can be determined leveraging AI and ML.

Khoros Care is an omnichannel digital customer service solution that brings efficiencies to the CX, including the use of chatbots, routing and queuing workflows, and a unified conversation manager.

Its technologies are used by more than 200 companies. Customers include USAA, Spectrum, Samsung, Visa, and AAA.

5.72 Kibo

Headquarters	Dallas, Texas, USA
Founded	2015
Ownership	Private
Revenue	$10m to $50m
Employees	293
Funding Stage	$1.4m, December 2015 Total funding: $33.9m
Ecosystem Segment(s)	Personalization & optimization
Recent Acquisitions	Monetate (October 2019) Certona (February 2019)

Overview
Kibo's personalization & optimization solutions leverage technology from the acquisition of Monetate and Certona. Social Proof is its new personalization technology feature that allows for customized social proof messaging within a single platform.

The personalization solutions are powered by AI and offer audience segmentation on behavior, context, and first- and third-party data. This supports audience insights and analytics, as well as personalized search and product recommendations. The technology is built into Kibo's Unified Commerce Platform, which offers e-commerce and order management products, in addition to its personalization solutions.

Thousands of brands use Kibo. Customers include Office Depot, Dunkin', Wrangler, National Geographic, and Travelodge.

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5.73 Kustomer

Headquarters	New York, New York, USA
Founded	2015
Ownership	Facebook acquisition pending
Revenue	$10m to $50m
Employees	51 to 200
Ecosystem Segment(s)	CRM

Overview
Kustomer offers a CRM platform that allows for personalized customer and agent experiences by offering views of a customer's history. It's CRM for CX focuses on following a customer throughout their journey and across channels. It is cloud-based, provides automation and workflow optimization, and can leverage Kustomer IQ, the company's AI tool that helps provide context to conversations, recommendations, and predictions. Kustomer also has self-service technology and customer service software.

Facebook announced a proposed acquisition of Kustomer in 2020 and the merger is still pending EU investigation.

Customers include Lumin Skin, SmugMug, Glovo, and ThirdLove.



5.74 LeadSquared

Headquarters	Bangalore, Karnataka, India
Founded	2011
Ownership	Private
Revenue	$51m to $100m
Employees	201 to 500
Funding Stage	Series B, $32 million, December 2020 Total Funding: $35m
Ecosystem Segment(s)	CRM

Overview
LeadSquared focuses on marketing automation and sales execution. The company offers a comprehensive sales CRM platform that also includes mobile CRM. Marketing automation technologies assist with visualizing user journeys and can trigger engagement across channels.

More than 1,000 businesses use LeadSquared, including Acko, Amity University, Tata/Sky, and Kotak Securities.

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5.75 Leanplum

Headquarters	San Francisco, California, USA
Founded	2012
Ownership	Private
Revenue	$10m to $50m
Employees	60
Funding Stage	Series D, $27m, February 2020 Total funding: $125m
Ecosystem Segment(s)	Personalization & optimization

Overview
Leanplum has a multichannel engagement platform that consolidates data, orchestrates messaging, and allows for A/B testing. Leanplum's A/B testing feature can be used on websites and mobile devices to see what works best for visitors. Content, timing, and channel can all be considered. Software development kits (SDKs) help bring data together for customer profiling and audience management. Analytics show customer journey metrics to view activity, retention, and conversion funnels.

Leanplum has more than 1,000 enterprise customers, including Zynga, Tesco, Afterpay, and App Annie.

5.76 Lifesize

Headquarters	Austin, Texas, USA
Founded	2003
Ownership	Private acquired by Marlin Equity Partners
Revenue	$101m to $500m
Employees	201 to 500
Ecosystem Segment(s)	Contact center
Recent Acquisitions	Kaptivo (August 2020) Serenova (June 2020)

Overview
Lifesize is a provider of cloud contact center software and video meeting solutions. Lifesize is a portfolio company of Marlin Equity Partners, which funded Lifesize's acquisition of Serenova and worked to unite them.

CxEngage is a cloud contact center platform that has omnichannel support, workforce engagement management, and video enablement. AI-enabled chatbots, virtual agents, or agent assistance are also offered. Agents see a single, unified interface and can access a view into their own performance, benchmarked against colleagues. Agents also benefit from dashboards, gamification, and automated coaching. Most recently, the company added in the ability to have two-way WhatsApp conversations with the contact center. Customers include Disney+, Yale, Toyota, Pacific Life, and Paulaner München.

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5.77 limeade

Headquarters	Bellevue, Washington, USA
Founded	2006
Ownership	Public (traded on Australian Securities Exchange)
Revenue Range Estimate	$56m
Employees	50 to 100
Ecosystem Segment(s)	EX

Overview
Limeade is a mobile-first software company offering products for well-being, engagement employee experience and inclusion.

Limeade's EX platform encompasses all its solutions, including science-based surveys and polls, social capabilities, insights, and dashboards. Limeade Inclusion provides data-based recommendations and specific activities to create a sense of belonging and inclusion. Limeade Well-being focuses on mental health, burnout, and turnover.

Customers include ABB, BOSCH, Iowa State University and Covenant Health.

TINYpulse

In July 2021, limeade acquired Seattle-WA based TINYpulse. TINYpulse offers employee engagement software with hundreds of features available, including employee pulse surveys, employee segmentation, virtual segmentations, mobile app, and SMS, as well as reporting and analytics. TINYpulse's surveys allow for real-time, anonymous feedback from employees with the ability to target teams of all sizes. The templates and questions leverage academic research and the framework used is designed from onboarding to exiting. Its recognition product, Cheers for Peer, helps identify who is doing great work and sends Cheers to them, along with GIFs and cultural value tags. TINYpulse is used by hundreds of companies, including Anytime Fitness, Indeed, Ben & Jerry's, Sony, and Dole.

5.78 LivePerson

Headquarters	New York, New York, USA
Founded	1995
Ownership	Public
Revenue	$367m
Employees	1,201
Ecosystem Segment(s)	Contact center
Recent Acquisitions	VoiceBase, October 2021 Tenfold, October, 2021

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Overview
LivePerson focuses on conversational AI, leveraging it via a cloud platform for customer-brand relationships. Functional areas using its technologies include marketing, sales, and customer care.

LivePerson solutions allow consumers to buy products and resolve questions via whatever channel they happen to be on. These can include Apple Business Chat, WhatsApp, Facebook Messenger, and SMS. The conversational AI uses natural language, including speech or text analysis, to provide more convenience, personalization, and relevance over the course of the entire customer lifecycle. Capabilities include real-time chat, consumer and agent facing bots, intelligent routing and capacity mapping, real-time intent detection and analysis, customer sentiment, analytics and reporting, and a proactive targeting engine.

Contact centers can use these technologies to optimize operations. Conversation Orchestrator, an AI engine, helps personalize the customer journey and examines every nuance of a conversation to determine the correct resource, whether it be a bot, a human, or content. Agent Assist provides recommendations.

LivePerson has 18,000 customers using its technologies, including HSBC, Orange, GM Financial, and The Home Depot.

5.79 LiveVox

Headquarters	San Francisco, California, USA
Founded	2001
Ownership	Private/majority-owned by Golden Gate
Estimated Revenue Range	$101m to $500m
Employees	250 to 500
Ecosystem	Contact center
Segment(s)	CRM
Recent Acquisitions	SpeechIQ (January 2020) Teckst (December 2019)

Overview
LiveVox offers a cloud-based contact center platform that can integrate workforce optimization and CRM.

LiveVox's contact center platform is omnichannel with solutions for voice, email, SMS, and webchat. The agent desktop can be blended for all these channels and personalized interactions with customers can be accomplished by viewing a threaded view of all previous communications. A native AI-enabled chatbot (eLVee) can be used for web and SMS applications.

Its Unified CRM connects and syncs information across systems to compile it into one database that can provide insights across the entire customer journey. It is targeted to call centers.

Customers include ResortCom, Commerce Bank, Lending Club, and MedAssist.

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5.80 Maximizer

Headquarters	Vancouver, British Columbia, Canada
Founded	1995
Ownership	Private
Estimated Revenue Range	$10m to $50m
Employees	100 to 250
Ecosystem	CRM
Segment(s)	

Overview
Maximizer is a company with a sole focus on CRM. Its CRM solution features marketing, sales, and customer service functionality, as well as business intelligence. Its customer service CRM tracks interactions and offers case management and a knowledge base.

More than 120,000 small and medium-sized businesses use Maximizer CRM, including the National Bank of Canada, Stauer, Hub Exhibitions, and Raymond James.



5.81 Medallia

Headquarters	San Francisco, California, USA
Founded	2001
Ownership	Owned by Thoma Bravo
Revenue	$477m
Employees	2037
Ecosystem	Customer data & analytics
Segment(s)	Customer insights & feedback EX
Recent Acquisitions	Fields Healthcare Research (November 2021) Decibel Insight (March 2021) Sense360 (September 2020) Voci Technologies (April 2020) Living Lens (February 2020) Promoter.io (January 2020) Crowdicity (October 2019) Zingle (September 2019) Cooladata (June 2019) Strikedeck (May 2019)

Overview
Medallia is a leading player in the customer, employee, B2B, product and patient experience spaces. In July 2021, private equity firm Thoma Bravo announced its intention to acquire Medallia and take the

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company private again. This acquisition closed in October 2021.

The Medallia Experience Cloud is a SaaS platform that captures billions of experience points across interaction types, such as voice, video, digital, IoT, social media, and corporate messaging. Its platform can integrate with CRM, ERP, and human capital management. Medallia Athena (AI) helps detect patterns, predict behavior, and anticipate customer needs. Other products include:

- Medallia CX Profiles (offers a complete view of each customer experience)
- Medallia Insights Suite
- Medallia Ask Now (feedback offering)
- Medallia CX Journeys (includes journey optimization and behavioral segmentation)
- Medallia Healthcare Payer Member Retention and Engagement Suite

On the EX side, Medallia for Employee Experience can capture structured and unstructured feedback in real time. Voice, video, text, ideation, and digital capabilities help show the health of the workforce across each employee journey. The company also recently launched a packaged solution for patient experience at ambulatory health systems and the Medallia Digital Suite, a platform that combines feedback metrics and behavioral data.

The company has been in acquisition mode, acquiring many companies that support CX and EX, including, Decibel Insight, a provider of digital experience analytics.

More than 1,000 companies use Medallia technology. Customers include Comcast, Fidelity International, PayPal, Schneider Electric and Johnson & Johnson.

MERKLE

5.82 Merkle, a Dentsu Company

Headquarters	Columbia, Maryland, USA
Founded	1971
Ownership	Owned by Dentsu International
Revenue	$1bn+
Employees	12,000
Ecosystem Segment(s)	Customer data & analytics
Recent Acquisitions	Live Area (July 2021) 4Cite (2020) Digital Pi (2020) Media Storm (2020) Happy Marketing (2019) Ugam (2019)

Overview

Merkle is a CXM company providing consulting and technology solutions that span CX and personalization, loyalty marketing, and enterprise technology services. Merkle was acquired by Dentsu International in 2016. The acquisition of LiveArea will help to expand its commerce capabilities in the US and EMEA.

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Merkle's data solutions provide a dataset for segmentation and decisioning, allowing for better targeting. Its products can be integrated into individual customers' marketing databases and CRM solutions. Its solutions for CX analytics include predictive audience analytics, as well as attribution and customer journey analytics. Data and analytics products offered include ARCHIE and the M1 platform. Merkle has more than 2,50 data scientists on staff.

Merkle also has a cloud-based SaaS loyalty program, LoyaltyPlus.

Merkle has more than 400 clients around the world, including T-Mobile, GEICO, Sanofi, and NBC Universal.



5.83 Microsoft

Headquarters	Redmond, Washington, USA
Founded	1975
Ownership	Public
Revenue	$143bn
Employees	163,000
Ecosystem	Customer data & analysis
Segment(s)	Personalization & optimization Customer insights & feedback CRM EX
Recent Acquisitions	Ally.io (October 2021) Nuance (April 2021)

Overview

Microsoft's CE and CX offerings span several categories with its Dynamics 365 solution. Additionally, the company recently launched an EX platform, Viva, which is built on top of and integrated with Microsoft 365.

Microsoft Dynamics offers CRM software that can be customized, allowing users to use standalone solutions or use multiple tools together. Relevant products include:

Microsoft Dynamics 365 Customer Service:

- Allows for self-service to be automated with the use of virtual agents and knowledge-based portals. Offers personalization and insights for live agents as well. AI-powered suggestions use real-time context cues to recommend content so agents can resolve problems quickly.

Microsoft Dynamics 365 Customer Insights:

- CDP combines all customer data across sources to offer a single view in real time.

Microsoft Dynamics 365 Marketing:

- Microsoft Dynamics 365 Marketing helps orchestrate real-time, personalized journeys across touchpoints. AI is leveraged to provide recommendations for content, channel, customer segmentation, and analytics. A/B tests can also be run.

Microsoft Dynamics Customer Voice:

- Real-time personalized survey capabilities.

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Another CX-related offering is Microsoft Clarity, which offers replaying of user sessions and heatmaps to see successes and issues. Viva, its employee engagement solution, is powered by Microsoft 365 and used mainly via Teams. Viva consists of four core modules: Topics, Connections, Learning, and Insights.

Customers include Telefonica, Lebara, CenturyLink, Promedica24, Renault, Chipotle, and MetroBank.

5.84 Mitel

Headquarters	Kanata, Ontario, Canada
Founded	1973
Ownership	Acquired by Searchlight Capital Partners, 2018
Revenue Range (Estimate)	$1bn +
Employees	2,500 to 5,000
Ecosystem Segment(s)	Contact center

Overview
Mitel is a provider of collaboration products and business phone systems and accessories with a wide range of contact center solutions.

Its portfolio of contact center products includes MiCloud Connect Contact Center (hosted contact center), MiVoice Connect Contact Center (multi-modal interaction center), MiContact Center Business (omnichannel platform to support organizations from a private cloud call center), and MiContact Center Enterprise (set of applications to transform voice-only into multi-channel). Mitel's AI for contact and call centers provides automated assistance, analytics, and real-time coaching.

Mitel's technology is leveraged by more than 4.7 million users around the world. Customers include Carlsberg Breweries, the Boston Red Sox, Centrinext, and North Yorkshire County Council.

5.85 Mixpanel

Headquarters	San Francisco, California, USA
Founded	2009
Ownership	Private
Revenue	$51m to $100m
Employees	250 to 500
Funding Stage	Series C, $200m, November 2021 Total funding: $277m
Ecosystem Segment(s)	Customer data & analytics

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Overview
Mixpanel offers a self-serve product analytics platform aimed at determining why and how people engage with a product. Solutions help to analyze conversions, measure usage, and determine what drives customer retention. The Mixpanel solution can be used in real time across channels and offers dashboarding, iterative reports, segmentation, group analytics, and a scalable infrastructure.

Mixpanel has 26,000 users, including Uber, ZipRecruiter, Expedia, and DocuSign.

5.86 MoEngage

Headquarters	San Francisco, California, USA
Founded	2014
Ownership	Private
Revenue	$10m to $50m
Employees	200 to 500
Funding Stage	Series D, $30m, December 2021 Total Funding: $103.3 m
Ecosystem	Personalization & optimization
Segment(s)	CRM (CJM)

Overview
MoEngage is a marketing technology company that offers tools for analysis, personalization, and optimization.

Its analysis solutions offer behavioral trends and source analysis, as well as more marketing-focused tools, such as conversion funnels and retention cohorts. Segmentation can be done using predictive algorithms and personalization features, such as product recommendations and website personalization, which are also capabilities. MoEngage's hyperpersonalization leverages its AI engine, Sherpa, which optimizes content and delivery timing. MoEngage's Flow solution has A/B testing capabilities.

CJM is possible using MoEngage User Paths, which allows users to set a goal and map out how customers will get there. User Paths shows all customer actions as they interact with the brand across the web, mobile devices, and email.

More than 1,000 brands use MoEngage, including Airtel Xstream, LuxStay, and 1Weather.

5.87 Momentive (formerly SurveyMonkey)

Headquarters	San Mateo, California, USA
Founded	1999
Ownership	Public
Revenue	$376m
Employees	1367
Ecosystem	Customer insights & feedback

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Segment(s)	EX
Recent Acquisitions	Usabilla (March 2019) GetFeedback (August 2019)

Overview
SurveyMonkey has relaunched with the brand name Momentive. Described as an agile experience management company, the entity is a leading survey platform provider, allowing users to collect, analyze, and act on feedback from customers, employees, website, and app users, as well as market research audiences. The company offers myriad survey types, including customer satisfaction, customer loyalty, event surveys, employee engagement, job satisfaction, HR surveys, market research, opinion polls, and concept testing.

On the customer front, SurveyMonkey CX is now part of the GetFeedback platform and technology from the acquisition of Usabilla is also incorporated into the platform. This platform allows for the automation of feedback collection at different touchpoints along the customer journey. At the moment, feedback can be collected in each channel the customer touches (website, email, SMS, and mobile apps). There are pre-built templates and reports that can be customized. The feedback can be analyzed to determine trends, sentiment, and drivers, and these insights can be shared across the organization. Survey data can also be connected back to a CRM or other system to provide more context.

Analysis functionalities include text and sentiment analysis, filters and tabs, automatically created charts and summaries, and the ability to look at customers' responses against industry benchmarks. Momentive also offers pre-built surveys and automated deployments for employee engagement using questions developed from social sciences, including surveys for employee satisfaction and tools to conduct 360° reviews.

Momentive is used by more than 345,000 companies, including 98% of the Fortune 500. Customers include Carrefour, Lufthansa, KLM, YETI, Orange, and BMW. In October 2021, Zendesk and Momentive entered into a definitive agreement for Zendesk to acquire Momentive. The proposed deal is still under review.



5.88 mParticle

Headquarters	New York, New York, USA
Founded	2012
Ownership	Private
Revenue Range	$10m to $50m
Employees	50 to 100
Funding Stage	Series E, $150m, October 2021 Total funding: $271m
Ecosystem Segment(s)	Customer data & analytics

Overview
mParticle has a CDP that collects data through APIs and SDKs, and then connects it to other tools a customer might have. The platform manages data quality, supports data security and regulatory compliance, and allows for personalization.

mParticle can take real-time and historical data and create audience segmentations for hyperpersonalization. Omnichannel user profiles are created, and calculated attributes help provide deeper

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insights.

Customers include Airbnb, chewy.com, MAX Burgers, JetBlue, and Ticketmaster.

5.89 Netcracker

Headquarters	Waltham, Massachusetts, USA
Founded	1993
Ownership	Wholly owned subsidiary of NEC Corporation
Revenue Range	$501m to $1bn
Employees	5,000 to 10,000
Ecosystem	Customer data & analytics
Segment(s)	CRM

Overview
Netcracker is a provider of business support system (BSS) and operations support system (OSS) solutions. The company has a modular product suite with technologies for digital CX across all channels.

Netcracker's CXM is an omnichannel solution that spans the entire customer lifecycle. It offers a wide-ranging set of capabilities, including sales and price quote automation, and allows for self-service customer journeys for B2B and business-to-consumer (B2C) customers to order, configure, and customize products and services on demand.

Netcracker Customer Engagement enables a complete view of the CX, using AI to give agents real-time intelligent customer insights to enhance customer service across all digital channels. Components include CJM, channel management, and marketing management. This Customer Engagement solution is housed under Netcracker's Digital BSS/OSS Suite of products.

The company's Advanced Analytics is a single data platform that allows for batch and streaming data to provide real-time context-rich analytics and decision support.

Netcracker has more than 250 customers, including T-Mobile, IKEA, Chase, and Universal Studios Japan.

5.90 Nextiva

Headquarters	Scottsdale, Arizona, USA
Founded	2006
Ownership	Private
Revenue	$101m to $500m
Employees	500 to 1,000
Funding Stage	$200m, September 2021
Ecosystem	Contact center
Segment(s)	CRM Customer insights & feedback

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Overview
Nextiva is a provider of unified cloud-based business communications. Its Business Communication Suite offers solutions for CX, such as help desk software and CRM.

Nextiva's cloud-based VoIP call center solutions come with IVR, call recording, automatic call distribution, call routing, dashboards, and reporting. The company recently launched a Contact Center as a Service (CCaS) offering. The company also offers CRM for both sales and customer service. Its customer service CRM features intelligent case routing, workflow automation, multichannel support, AI, and an internal knowledge base.

The NextOS platform has a built-in customer journey application that can show the "mood" of customers and allows for interaction tracking. NLP is used to provide a deeper understanding of customer needs and smart recommendations, and automations can be leveraged. Online survey software for both customer and employee satisfaction is also available.

Customers include Stanley Steemer, the Buffalo Sabres, United Way, DirectBuy, and Metro Corp. Media.

5.91 NICE

Headquarters	Hoboken, NJ, USA
Founded	1986
Ownership	Public
Revenue	$1.6bn
Employees	7,000
Ecosystem	Customer insights & feedback
Segment(s)	Contact center Personalization & Optimization
Recent Acquisitions	GoMoxie (August 2021) Contact Engine (July 2021) MindTouch (April 2021)

Overview
NICE is a provider of both cloud and on-premises enterprise software solutions. In the CX space, the company offers CXone, an open cloud customer experience platform.

CXone encompasses:

- Omnichannel routing (contact routing and interaction management suite for voice, chat, social, self-service. Ability to connect journeys across any channel)
- Analytics (contact center and interaction analytics, reporting and surveying)
- Workforce engagement (workforce management, quality management analytics, all center recording and performance management)
- Automation & AI (intelligent bots and virtual agents, RPA, automation finder, desktops analytics, customer authentication, workforce intelligence)

CXOne is enhanced by NICE's acquisition of GoMoxie, which will allow for smart conversational self-service as well as ContactEngine's contact center AI tools. NICE also recently introduced CXi, which brings

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together CCaaS, WFO, analytics, AI, and digital self-service to enable both self-service and human enabled interactions throughout a customer journey.

Other products of note include:

- NICE Nexidia, macro-level customer journey analytics and micro-level interaction analytics across all structured and unstructured data
- NICE Journey Voice of the Customer
- NICE Satmetrix, a cloud-based customer feedback and loyalty solution
- NICE Enlighten AI for Customer Satisfaction, which enables agents to self-correct in the moment and Enlighten AI for Complaint Management.
- NICE Employee Engagement Manager
- NICE Air & Engage Platform for omnichannel recording
- NICE Workforce Management

NICE has customers in more than 150 countries, including more than 85 of the Fortune 100 companies. Specific customers include Morgan Stanley, Radisson Hotel Group, American Airlines, and Farmers Insurance.

5.92 Nosto

Headquarters	Helsinki, Finland
Founded	2011
Ownership	Private
Revenue	$10m to $50m
Employees	50
Funding Stage	Series A, $7.4m, September 2018 Total funding: $32.8m
Ecosystem Segment(s)	Personalization & optimization
Recent Acquisitions	Stackla (June 2021)

Overview

Nosto leans heavily into the personalization & optimization space, offering content personalization, omnichannel personalization, product recommendations, segmentation & analysis, and A/B testing.

Nosto's technology can take all consumer digital interactions and house them in one behavioral platform. Segmentation is used for improved targeting and personalization, and ML algorithms allow for dynamic customizations. Its A/B testing technology allows for continuous optimization with different variations across recommendations, content, and category merchandising being applied automatically.

Customers include Smythson, Volcom Europe, LeSportsac, and Fashion Bunker.

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5.93 Odigo

Headquarters	Paris, France
Founded	1986
Ownership	Private, Acquired by Apax Partners
Revenue	$10m to $50m
Employees	501 to 1,000
Ecosystem Segment(s)	Contact center

Overview
Odigo offers Contact Center as a Service solutions (CCaaS). Formerly part of Capgemini, the company was acquired by Apax Partners in July 2021. Its omnichannel offering allows for intelligent routing, data aggregation, personalization, and workforce optimization for agents. AI provides insights to leverage for recommendations, as well as the detection of customer behaviors that might require supervisor intervention.

More than 250 companies use Odigo's technologies, including Toyota, DHL, Carrefour, and Allianz.



5.94 Odoo

Headquarters	Grand Rosiere, Belgium
Founded	2005
Ownership	Private
Revenue	$101m to $500m
Employees	1,500
Funding Stage	Series C, $215m, July 2021 Total Funding: $318m
Ecosystem Segment(s)	CRM

Overview
Odoo offers a suite of apps for finance, human resources, sales, marketing, service, websites, and productivity. Its CRM offering primarily supports sales by tracking leads, closing opportunities, and providing forecasts. Odoo's CRM has reporting and communication tools, as well as customer contact, preference, and history tracking.

Odoo has more than 7 million users. Customers include Toyota, Cox, Hyundai, and Danone.

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5.95 Officevibe

Headquarters	Montreal, Quebec, Canada
Founded	2006
Ownership	Private (Parent company is GSoft)
Revenue	$10m to $50m
Employees	275
Ecosystem	EX
Segment(s)	

Overview
Officevibe provides software to gather employee feedback. Pulse Surveys allow employees to give managers anonymous feedback and managers can respond in-app and view survey results.

Companies can also create custom polls and managers can receive in-app coaching on how to respond to feedback. Results can be shared, and engagement history viewed to see score improvements or declines. Officevibe also has a tool for planning and managing 1-1 meetings.

Customers include WB, Ubisoft, Dyson, Crocs, and IKEA.

5.96 Ometria

Headquarters	London, United Kingdom
Founded	2013
Ownership	Private
Revenue	$10m to $50m
Employees	150
Funding Stage	Series B, $21m, September 2019 Total funding: $32m
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization

Overview
Ometria focuses on helping retailers create positive marketing experiences for their customers. The company has a CDP with an AI-based intelligent and orchestration layer. Ometria also has a cross-channel marketing platform.

Ometria's customer data platform ingests data from all the touchpoints to build one shopper profile. It offers identity resolution, data cleansing, and a real-time data flow. The intelligence layer delivers campaign optimization, predictive segmentation, and personalized product recommendations. It also gives a view into where each customer is in their relationship with the brand, helping to predict churn.

Ometria has 200 clients, including Tech21, Green People, Sigma Sports, and Ledbury.

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5.97 OpenText

Headquarters	Waterloo, Ontario, Canada
Founded	1991
Ownership	Public
Revenue	$3bn
Employees	14,400
Ecosystem	Personalization & optimization
Segment(s)	Customer insights & feedback Customer data & analytics

Overview
OpenText offers a comprehensive line of Information Management products and services, with solutions in the Business Network, Content Service, Cyber Resilience and Digital Experience (formerly Customer Experience) areas.

In the Digital Experience segment, solutions are offered to create, manage, track, and optimize customer interactions across channels. Software solutions include:

- OpenText Optimost (website optimization tool, allows for A/B testing, geotargeting, and segmentation)
- OpenText Core Experience Insights (customer journey insights; some mapping capabilities)
- OpenText Extream (customer communications management software)
- OpenText Explore (VoC)
- Open Text Experience Analytics (embedded and predictive analytics)
- OpentText Qfiniti (call center software)
- Voice of the Customer

OpenText also has an AI & Analytics platform with ML, predictive & self-service analytics, and intelligent recommendations.

Customers include Transcom, HSN, FindLaw, and National Rail Inquiries.

5.98 Optimizely

Headquarters	New York, New York, USA
Founded	2009
Ownership	Private/acquired by Episerver
Revenue	$300m
Employees	1,100
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization
Recent Acquisitions	Welcome (December 2021) Zaius (March 2021)

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Overview
Optimizely was acquired by Episerver in October 2020 and Episerver subsequently rebranded as Optimizely. The combination of Episerver, Optimizely, and now Zaius offers experimentation solutions, a digital experience platform with AI-based personalization and recommendations, analytics and a CDP and analytics.

Its experimentation platform has solutions for A/B testing and multi-page experimentation. The Optimizely Data Platform combines customer data with contextual business data, offering real-time omnichannel activation. With the acquisition of CDP provider Zaius, customer interactions from any platform in the tech stack can create a unified customer profile offering marketing, service, and merchandising in a single view for every shopper. Visitor intelligence (formerly Episerver Insight) captures visitor data to deliver information on individual visits, customer segments, and buying journeys. Optimization as a Service was recently launched and combines targeting, testing, and recommendations.

Optimizely has more than 9,000 customers, including Mazda, Hewlett Packard Enterprise, Metro Bank, and Pizza Hut.

optimove

5.99 Optimove

Headquarters	New York, New York, USA
Founded	2009
Ownership	Private
Revenue	$10m to $50m
Employees	250
Funding Stage	$75m, September 2021 Total funding: $95m
Ecosystem	Customer data & analytics
Segment(s)	CRM
Recent Acquisitions	Axonite (February 2020)

Overview
Optimove's CDP provides analytics and decisioning to help plan, orchestrate, and optimize very personalized CRM marketing plans. An AI bot (Optibot) provides built-in marketing automation that can sift through both customer and campaign data. A predictive marketing engine offers micro-segmentation for transactional, demographic, and behavioral data.

Optimove also has a Relationship Marketing Hub that combines CRM marketing technologies with automated marketing orchestration.

The technology is used by more than 500 brands. Customers include Staples, Papa Johns, and Dollar Shave Club.

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5.100 Oracle

Headquarters	Austin, Texas, USA
Founded	1977
Ownership	Public
Revenue	$39,068,000
Employees	135,000
Ecosystem	Customer data & analytics
Segment(s)	Contact centers CRM EX
Recent Acquisitions	Crowdz (February 2020) Nor1 (November 2020) Crowdtwist (October 2019)

Overview

Oracle has many offerings that span different parts of the CX ecosystem. The company's advertising and CX solutions encompass a connected suite of products all aimed at the customer relationship.

Oracle's CX solution helps connect CRM and back-office systems on a unified cloud platform. Oracle Data Cloud, Oracle Marketing, Oracle Sales, and Oracle Service are all parts of the platform. The CX platform provides a personalized experience based on the customer's online behavior, in real time. Data points can be gathered along the journey and are combined with transactions and demographics to offer a personalized and optimized experience. Platform features include AI, analytics, chatbots, cloud infrastructure, content management, identity and access management, security, low-code development, and process automation. The Oracle Service Center leverages AI for its agent desktop, omnichannel framework, workload management, agent knowledge, guided assistance, feedback management, and real-time insights.

The Bank of Guam, Comcast, Exelon, Pella, Mack, and Panasonic are Oracle CX customers.

Oracle's Unity CDP allows for a unified customer profile, segmentation, customer analytics, profile enrichment, and personalized experiences. Solutions for marketing, advertising, sales, and service are offered.

Other solutions in the contact center and CRM space include Siebel Contact Center that is used for service, support, and sales interactions, and includes email, Computer Telephony Integration (CTI), customer dashboards, contact management, household management, contextual search, and workflow management. Siebel CRM is part of the Oracle product suite and customers include GM, SberBank, and American Airlines

The NetSuite CRM software is cloud-based and offers a flow of information and analytics across the customer lifecycle. It includes sales force automation, customer service management, marketing and order management, commissions, sales forecasting, and integrated e-commerce functionalities. Customers of this product line include Alton Lane and Dylan's Candy Bar.

There are employee engagement features embedded in Oracle's Human Capital Management suite, including the ability for collaboration and engagement through social, mobile, and work-life functionalities. The NetSuite SuitePeople allows for goal setting, engaging onboarding experiences, and public recognition of peers.

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5.101 Peakon

Headquarters	Copenhagen, Denmark
Founded	2015
Ownership	Acquired by Workday, January 2021
Revenue	$51m to $100m
Employees	250 to 500
Ecosystem	EX
Segment(s)	

Overview
Peakon, a Workday Company, provides a platform to create employee surveys and apply ML and personalization to create real-time insights. Peakon also offers solutions for performance feedback, leadership development and diversity, and equity and inclusion.

Peakon Engage employs Intelligent Listening technology to gather deeper information about EX using ongoing two-way conversations. Peakon leverages structured question libraries, intelligent benchmarking, and NLP, and can deliver surveys via email, kiosks, and SMS. The setup is automated, and each stakeholder has a personalized dashboard.

The technology can be used across the entire employment journey from onboarding to exit. Retention insights and attrition predictions are also generated.

More than 1,000 workplaces use Peakon, including LUSH, Verizon, Duke University, and Ace Hotel.

5.102 Pegasystems Inc.

Headquarters	Cambridge, Massachusetts, USA
Founded	1983
Ownership	Public
Revenue	$1bn
Employees	5,776
Ecosystem	CRM
Segment(s)	

Overview
Pega is a provider of enterprise software applications that focuses on customer engagement. Pega's CRM Suite (part of the Infinity software portfolio) leverages AI to support marketing, customer service, and sales.

The CRM solution helps guide both the customer and the agent for a smoother experience. Decisioning can be done in real time, using the Customer Decision Hub, which offers real-time, personalized recommendations to help provide context to the CX. This helps agents predict customer intent and create

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the best offer. For customer service, the CRM provides case management, a contact center desktop, digital self-service, chat & messaging, and guided interactions. Visualization of the customer journey is enabled by the Pega Marketing segment. Recent enhancements include an AI-powered capability (Next-Best-Action Customer Journeys) that allows for intelligent decisioning and propensity modeling.

Pega has customers across several industries. Specific customers include Air Europa, Cisco, Ford, and Universal Orlando.



5.103 Pendo

Headquarters	Raleigh, North Carolina, USA
Founded	2013
Ownership	Private
Revenue	$51m to $100m
Employees	550
Funding Stage	Secondary market $110m, November 2021 Total funding: $469.5m
Ecosystem	Customer insights & feedback
Segment(s)	EX

Overview

Pendo's solutions are more centered in the product journey space, helping software adoption go smoothly for users. Pendo provides tools for insights, sentiment, guidance, and feedback.

Pendo's onboarding solution smooths out the CX by providing an intuitive and personalized experience at the start of the journey. Along the other parts of the product journey, analytics are gathered, surveys generated to capture sentiment about the product, and in-app walkthroughs are available to improve the experience. Its feedback collection solution can also be used to gauge EX, collect insights, and identify areas to improve operations.

Pendo has 1,700 customers, including PROCORE, JungleScout, Houghton Mifflin, Cision, and Re/Max.



5.104 Phenom

Headquarters	Ambler, Pennsylvania, USA
Founded	2011
Ownership	Private
Revenue	$101m to $500m
Employees	500+
Funding Stage	Series D, $100m, April 2021 Total funding: $160m
Ecosystem	EX

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Segment(s)	
Recent Acquisitions	Talentcube (February 2021) MyAlly (September 2020)

Overview
Phenom is an HR technology company with offerings for EX. Phenom TXM connects interactions across four different areas: Candidate Experience, Employee Experience, Recruiter Experience, and Management Experience.

Phenom's EX solution focuses on helping employees identify opportunities and career paths, skills development, and connection with colleagues. Each employee receives personalized content, job recommendations, and skills analysis.

The company has more than 400 customers, including RentPath, CSG, Southwest, and Cigna.

5.105 Pipedrive

Headquarters	New York, New York, USA
Founded	2010
Ownership	Private/majority owned by Vista Equity Partners, November 2020
Revenue	$101m to $500m
Employees	700
Funding Stage	Series C, $10m, October 2018 Total funding: $91.1m
Ecosystem Segment(s)	CRM

Overview
Pipedrive is a sales CRM with a wide range of features. It can manage leads and deals, track communications, provide metrics and reports, and automate repetitive tasks. A visual pipeline can show users what needs to be done next. There is also a mobile app option.

Pipedrive is used by more than 95,000 companies around the world. Customers include Leyout, Advanced Stem Cell Institute, Livestorm, and JuiceBar.

5.106 Podium

Headquarters	Lehi, Utah, USA
Founded	2014
Ownership	Private
Revenue Range Estimate	$101m to $500m

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Employees	774
Funding Stage	Series D, $201m, November 2021 Total funding: $419.1m
Ecosystem Segment(s)	Customer insights & feedback

Overview
Podium offers a platform that makes it easy for customers to leave reviews and assists businesses in managing and analyzing the reviews. The company also has feedback technology that enables surveys to be done via text and responses gathered in real time.

The company's technology is used by more than 60,000 companies, including LaZBoy, Zerorez, Rotmans, and Trane Technology.

5.107 PowerReviews

Headquarters	Chicago, Illinois, USA
Founded	2006
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	150
Funding State	Private Equity, $7.6 m, October 2020 Total funding: $84.6m
Ecosystem Segment(s)	Customer insights & feedback

Overview
PowerReviews has solutions for ratings and reviews, product sampling, store experience feedback, and UGC Analytics.

PowerReviews Ratings and Reviews Platform allows for the capture and showcasing of customer-generated content. This is delivered in a personalized way to potential customers, giving them relevant information as they are making purchasing decision. PowerReviews also has store experience feedback mechanisms that enable the capture and analysis of all store experience feedback in one platform. Customers are part of the program, being invited to perform in store "assignments" or completing surveys. These programs capture traditional metrics like NPS and CST and build customer loyalty.

Its UGC platform delivers product sentiment analysis, benchmarking sentiment analysis, product page analytics, and operational reporting.

The company's technology is used by more than 10,000 brands and retailers. Customers include Boden, GAP, iRobot, Skippy, and Trek.

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5.108 Quadient

Headquarters	Bagneux, France
Founded	1974
Ownership	Public
Revenue Range Estimate	$1.2bn
Employees	5,693
Ecosystem Segment(s)	CRM (CJM)
Acquisitions	Beanworks (March 2021) YayPay (July 2020)

Overview

Formerly known as Neopost, Quadient has four primary solution areas: CXM, business process automation, mail-related solutions, and parcel locker solutions.

Quadient's Customer Journey Suite includes mapping, automation, and orchestration tools. Customer Journey Explorer allows for a view into customer behavior across channels and interactions and has an orchestration engine that can provide decisions in real time. Metrics and KPIs are provided to help measure CX performance. CJM is a cloud-based solution that allows users across an organization to have full visibility into digital and physical touchpoints, such as contracts, statements, audio and video files, digital ads, and others. Stakeholders can collaborate and share feedback within the interface.

Quadient also has enterprise CCM products, Inspire Flex and Inspire Evolve, as well as content management and personalized communications solutions.

Quadient supports hundreds of thousands of customers around the world. Customers include Lincoln Financial Group, British Gas, and Michelin.

5.109 Qualtrics

Headquarters	Provo, Utah, USA
Founded	2002
Ownership	Public/Acquired by SAP
Revenue	$763m
Employees	3,455
Ecosystem	Customer insights & feedback
Segment(s)	Customer data & analytics EX Personalization & Optimization
Recent Acquisitions	Clarabridge (October 2021) UserMind (July 2021)

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Overview
Qualtrics was acquired by SAP in 2018. In 2020, Qualtrics filed for an IPO and became a public company with SAP remaining the majority holder. The Qualtrics XM Platform spans customer, employee, product, and brand, offering solutions for feedback, analysis, and employee engagement. In September 2021 the company closed its acquisition of Clarabridge, a leader in AI-based text and speech analytics.

Qualtrics product examples include:

- Qualtrics XM/OS (operating system for experience management that allows companies to bring all their experience data together—both customer and employee)
- Qualtrics DesignXM (real-time insights, advanced analytics, and automated actions)
- Core XM research platform (survey software)
- iQ Family (Analytics, including text analytics)
- Qualtrics CustomerXM (real-time feedback, predictive AI, and automated actions)
- Customer survey software
- VoC software
- Candidate experience software & work-life balance programs
- Qualtrics Employee XM (employee experience management, including the newly launched EX25 which allows employers to listen to 25 drivers that impact employees in the workplace)

Most recently, the company launched an in-app experience optimization product as well as Experience ID, which allows for a single, combination view of everything customers and employees have shared with a company. Experience ID will allow companies to personalize at scale. Additionally, SAP and Qualtrics announced a new EX-related solution, Concur Experience Optimizer.

Qualtrics is used by more than 13,000 brands and customers include DISH Network, BMW, JetBlue, and Peloton.

5.110 Quantum Workplace

Headquarters	Omaha, Nebraska, USA
Founded	2002
Ownership	Private
Revenue	$10m to $50m
Employees	100 to 250
Ecosystem Segment(s)	EX

Overview
Quantum Workplace offers solutions for employee engagement, performance, and intelligence.

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Quantum's Engagement software offers three types of surveys: pulse, engagement, and lifecycle. The data can be sliced in myriad ways and dashboards and benchmark reports created. Results can be seen in real time. Its new Narrative Insight product is a text analytics engine that uses NLP and ML to provide real time insights. The Intelligence Software and Data Feed solution can enable organizations to pull, integrated, examine, and analyze data. Its software can integration with Microsoft Teams

More than 10,000 companies use Quantum Workforce, including Orange Theory Fitness, Omaha Public Power District, Getty Images, and Buffalo Wild Wings.

Qubit.

5.111 Qubit

Headquarters	London, United Kingdom
Founded	2010
Ownership	Acquired by Coveo
Revenue	$10m to $50m
Employees	250 to 300
Ecosystem	Personalization & optimization
Segment(s)	Customer insights & feedback

Overview
Qubit focuses on giving customers personalized experiences to drive loyalty, leveraging DL. Qubit offers a variety of personalization features, including product recommendations based on where the customer is in their individual journey, website and mobile app personalization, audience builders for better targeting, and A/B testing. The platform has customer data collection tools, as well as the ability to launch surveys to collect customer feedback. In October 2021, Qubit was acquired by Coveo, a provider of a Relevance Platform that includes intelligent search, recommendations, and content personalization.

Qubit is used by more than 300 brands. Customers include Emirates, Estee Lauder, Radisson Hotel Group, and Ugg.

QuestionPro

5.112 QuestionPro

Headquarters	Seattle, Washington, USA
Founded	2006
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	250
Ecosystem	Customer insights & feedback
Segment(s)	EX
Recent Acquisitions	Enprecis (December 2020) Bryght AI (November 2021)

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Overview
QuestionPro offers tools for the creation, distribution, and analysis of surveys for both CX and EX.

The company's CX software provides reporting, including NPS tracking and churn analysis, as well as dashboards. Other features include sentiment analysis, online and offline mobile surveys, and data segmentation. There is also the ability to assign different surveys to different customers.

QuestionPro also has software to support EX with surveys that can be rolled out across the employee journey. Dashboards show trends and gaps.

QuestionPro users include Thales, BMW, and the American Cancer Society.



5.113 Redpoint Global

Headquarters	Wellesley, Massachusetts, USA
Founded	2006
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	100 to 250
Funding Stage	Series C, $13.5m, September 2019 Total funding: $37.1m
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization
Recent Acquisitions	Kyligence, April 2021

Overview
Redpoint Global focuses on technologies to support marketing. Its rgONE platform has three pillars: Customer Data Management, Automated Machine Learning, and Intelligent Orchestration.

The Customer Data Management solution offers features such as merging & matching, identity resolution, pre-built connectors, automation & workflows, data enrichment, and the management of data quality issues. The company also offers solutions for intelligent orchestration (audience segmentation, customer journey design, reporting & dashboards, and inbound/outbound orchestration), as well as real-time orchestration, including optimization & personalization. A data quality-as-a-service offering has been introduced under the name Situ.

Customers include Xanterra Travel Collection, Florida Blue, Toyota, and Lucerna Health.

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5.114 Reflektive

Headquarters	San Francisco, California, USA
Founded	2014
Ownership	Private/owned by PeopleFluent's parent company, Learning Technologies Group
Revenue Range Estimate	$10m to $50m
Employees	50 to 100
Ecosystem	EX
Segment(s)	

Overview

Reflektive was acquired by Learning Technologies Group in February 2021. Its suite of products is being integrated into PeopleFluent's portfolio of talent management and learning solutions. Reflektive has templated and custom surveys that are combined with NLP and sentiment analysis to get more deeply layered insights. Progress can be measured against historic performance, department-specific results, or industry data. Pre-built dashboards and reports are available.

There is also an employee recognition capability that allows employees to view, comment, edit, and attach photos of recognition on a "wall."

Reflektive has more than 500 customers that include Allbirds, Physician's Insurance, Newport Group, and FabFitFun.

5.115 Relay42

Headquarters	Amsterdam, Netherlands
Founded	2011
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	70
Funding Stage	Series A, December 2015
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization

Overview

Relay42 has a platform that leverages AI for ID management, data activation, and customer journey orchestration. The platform can collect, unify, and activate customer and prospect data (both online and offline) and offer 1-1 personalization. The CDP operates in real time and prediction models help optimize the customer journey, determining the best when/how often/through which channel types of questions. Journey analytics and experimentation can also be performed.

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The Relay42 platform is used at more than 600 sites. Customers include Air France, KLM, Mazda, Heineken, and Transvia.

5.116 Reltio

Headquarters	Redwood City, California, USA
Founded	2011
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	50 to 100
Funding Stage	Series E, $120m, November 2021 Total funding: $237m
Ecosystem Segment(s)	Customer data & analytics

Overview
Reltio is a provider of master data management (MDM) software as service platforms. The Connected Customer 360 product is focused on connecting all customer data from all sources to provide insights and customer profiles. Reltio also has the Identity 360 product, which offers identity resolution across multiple systems for one single source for customer profiling.

Customers include L'Oréal, CarMax, CIO Review, and Pfizer.

5.117 Reputation

Headquarters	Redwood City, California, USA
Founded	2006
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	250 to 500
Funding Stage	Series E, $30m, August 2019 Total funding: $118m
Ecosystem Segment(s)	Customer insights & feedback
Recent Acquisitions	Nuvi (April 2021)

Overview
Reputation focuses on Reputation Experience Management, creating ways to manage and act on customer feedback to improve CX programs.

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Reputation's platform can bring in feedback from sources such as reviews, surveys, and social media. Conversational surveys, feedback buttons, and stream to site (allowing users to stream positive feedback to a website) are all offered. The survey tool also allows surveys to be sent via text. All review and survey data can be housed in one location and insights provided based on sentiment.

The system is used by Fortune 500 companies with specific customers that include KIA Motors UK, Spartanburg Regional Healthcare System, and Vizient.

5.118 RingCentral

Headquarters	Belmont, California, USA
Founded	1999
Ownership	Public
Revenue	$1.2bn
Employees	2,350+
Ecosystem Segment(s)	Contact center
Recent Acquisitions	Kindite (March 2021) Connect First (January 2019)

Overview

RingCentral is a provider of cloud communications and collaboration solutions. Its contact center handles inbound, outbound, and digital interactions.

The contact center technology can offer skills-based routing, agent management, reports, omnichannel routing, and real-time insights. Engage Digital can pull together all conversations across channels like WhatsApp and Facebook.

RingCentral's solutions are used by more than 400,000 businesses. Customers include ARCO, FirstBank, IntelSat, and Tuff Shed.

5.119 Sage

Headquarters	Newcastle-upon-Thyme, United Kingdom
Founded	1981
Ownership	Public
Revenue	£1.7bn/$2.5bn
Employees	12,000
Ecosystem Segment(s)	CRM

Overview

Sage offers a variety of cloud-based accounting and HR solutions, including sales, marketing, and service modules, as well as fully integrated CRM. Sage CRM provides an end-to-end look at the customer lifecycle.

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Sage CRM is used by hundreds of businesses. Customers include ATEC Security, Federated Farmers, Capsol, and Pact Group.



5.120 Salesforce

Headquarters	San Francisco, California, USA
Founded	1999
Ownership	Public
Revenue	$21bn
Employees	56,000
Ecosystem	Customer data & analytics
Segment(s)	EX CRM
Recent Acquisitions	Slack (December 2020) Mobify (September 2020) Hearsay Systems (July 2020) Vlocity (February 2020) Evergage (February 2020) ClickSoftware Technologies (August 201) Tableau Software (June 2019) Bonobo AI (May 2019) MapAnything (April 2019) Griddalbe (January 2019)

Overview
Salesforce is global cloud computing company best known for its CRM solutions. Its Customer 360 platform leverages AI and connects data from across systems, apps, and devices. The platform is flexible and scalable and has apps for each part of a customer journey. Salesforce also has data offerings.

The Customer 360 solutions are designed to work together and include: Sales, Service, Marketing, Commerce and Experience.

- Sales: Contact management, forecasting and the automation of administrative tasks.
- Service: Enables personalized customer service and support, with the ability to connect service agents to customers across any touchpoint and at any time. A 360° view of the customer is given and predictions, recommendations, and chatbots can be used to resolve issues. Self-service and call center management and CTI are also part of the offering.
- Marketing: Helps plan, personalize, and optimize the customer marketing journey.
- Commerce: Personalized shopping experiences.
- Experience: Formerly known as Community, focuses on customer engagement via sites, forums, and apps.

Other supporting technologies and products include:

- Einstein AI: Helps automate repetitive tasks and provide suggestions for future actions.
- Mulesoft: Integrates data inside and outside of the CRM.

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- Tableau: Delivers real-time analytics and data visualization.
- Salesforce Anywhere: Allows team members to work together in real time.
- Customer 360 Identity: Creates one customer profile against all touchpoints, which assists with logins and sign-up experiences.
- Customer 360 data manage: Connects, matches, and resolves customer data.
- Salesforce CDP: Helps segment and target to provide a more personalized CX.

There are built-in EX features to assist with collaboration, as well as employee engagement technologies that include self-service portals, easier case management, and omnichannel communication technologies. The company has also expanded capabilities of its work.com, offering products with a focus on employee grown and well-being.

More than 150,000 companies use Salesforce CRM, including 90% of the Fortune 500. Specific customers include Juniper Networks, McAfee, PayPal, 3M, and Southwest.

5.121 SAP

Headquarters	Waldorf, Germany
Founded	1972
Ownership	Public
Revenue	€27bn/$33bn
Employees	102,430
Ecosystem	CRM (+CJM)
Segment(s)	Customer data & analytics Personalization & optimization (Emarsys)
Recent Acquisitions	Signavio (January 2021) Emarsys (October 2020) Deepgram (March 2020)

Overview

SAP's CX portfolio includes solutions for customer engagement and personalization. Its CDP can pull together all data sources (online and offline) and create real-time insights across marketing, commerce, sales, and service. The CDP is deployed in the cloud, offering an overarching customer view and dynamic data activation.

Its CRM solutions includes the SAP Sales Cloud that has embedded sales intelligence, customer analytics and insights, and sales process optimization. Other CX offerings include SAP Commerce Cloud and the SAP Marketing Cloud. The SAP Service Cloud is leveraged by contact center agents.

In November 2020, SAP acquired Emarsys, an omnichannel customer engagement platform provider. This will be rolled into the SAP Customer Experience portfolio. The acquisition of Signavio in early 2021 fleshes out SAP's business process offerings.

SAP customers include Globus, Carrefour Belgium, Daimani, and Maui Jim.

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Emarsys

Emarsys was acquired by SAP in November 2020 and its products are part of SAP's Customer Experience portfolio. Emarsys offers an omnichannel customer engagement platform.

This platform offers an open architecture and API and allows users to map data to individuals across devices. AI is used for prediction and lifecycle scoring, helping companies create personalized campaigns and strategies. Automation, AI marketing, loyalty, and analytics are other capabilities. Emarsys has more than 1,500 clients. Customers include PUMA, eBags, Samsonite, Gymshark, and Tupperware.

Signavio

Signavio is now part of SAP and its CJM may be now rolled into Business Process Management (likely now relabeled SAP Journey Modeler by Signavio). This software connects journeys, processes, and data to help make continuous improvements in experience. It offers a real-time view of how customers engage with the business and the mapping helps show bottlenecks, effort duplications, and any other areas that might negatively impact the customer relationship.



5.122 SAS

Headquarters	Cary, North Carolina, USA
Founded	1976
Ownership	Private
Revenue Range Estimate	$1bn+
Employees	12,545
Ecosystem Segment(s)	Customer data & analytics
Recent Acquisitions	Boemska (January 2021)

Overview
SAS is a data and analytics-focused company. Its software can be leveraged in the CX space to manage the customer journey using engagement, analytics, and automation technologies. Recently, the company has communicated they may be ready for an IPO by 2024

SAS Marketing Analytics solutions focus on customer journey activation, embedded customer analytics, engagement, and data management. Products include:

- SAP 360 Engage (omnichannel marketing)
- SAS 360 Match (A/B testing, behavioral event collection, and targeting)
- SAS Marketing Automation
- SAS Intelligent Decisioning (real-time interactions based on analytics)
- SAS Data Management
- SAS Visual Analytics (see data, look for patterns, create reports)

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- SAS Visual Data Mining and Machine Learning
- SAS Visual Statistics (create predictive models)
- SAS 360 Plan (manage marketing planning)
- SAS Customer Data Platform (collection and feeding of data into a structured data model. Real-time, 360° views of the customers are created, and segmentation designed)
- SAS 360 Discover (capture of behavioral information across the digital CX)

Some of these products are powered by SAS Viya, an AI, analytic, and data management platform that runs on a scalable, cloud-native architecture.

SAS has software in more than 82,000 businesses. Customers include Honda, 1-800 Flowers, Nestle, Rogers Communications, HSBC, and Office Depot Europe.



5.123 Sentimeter

Headquarters	Lahore, Pakistan/McKinney, TX, USA
Founded	2007
Ownership	Part of Arbisoft
Revenue Range Estimate	$10m to $50m (Arbisoft)
Employees	10 to 25
Ecosystem	Customer insights & feedback
Segment(s)	EX CRM (CJM)

Overview
Sentimeter is focused on customer and employee feedback technologies, as well as tools for CJM.

Feedback can be collected across channels and at all points in a customer journey. The company offers gamified surveys, data collection, analysis & reports, data integration, text analytics, sentiment analysis, and smart alerts. Sentimeter's employee engagement tools can look at employee-customer interactions as they happen, measure performance, and provide instant feedback. Other offerings include an NPS calculator and loyalty programs.

CJM is another tool offered that charts a journey from start to finish, helping foresee problems and suggest follow ups.

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5.124 Service Management Group (SMG)

Headquarters	Kansas City, Missouri, USA
Founded	1991
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	500 to 1,000
Funding Stage	Unknown strategic investment, October 2021
Ecosystem	Customer insights & feedback
Segment(s)	Customer data & analytics EX

Overview

SMG's customer experience technology collects, analyzes, and shares feedback and behavioral data across the entire customer journey.

SMG focuses on location, digital interaction, contact center, ratings, and review touchpoints. These interactions are collected, and SMG's predictive analytics and text analytics help show customer priorities and mitigate risk. The data is processed in real time and SMG offers case management features to automate workflow. Its smg360 dashboard helps monitor and resolve issues immediately.

SMG also has an employee engagement solution, SMG Associate Voice. Pulse surveys, onboard assessment, and exit analysis can be performed.

Customers include AMC, KrispyKreme, Shell, Wawa, and Papa Johns.

5.125 SessionM

Headquarters	Boston, Massachusetts, USA
Founded	2011
Ownership	Acquired by Mastercard, 2019
Revenue Range Estimate	$10m to $50m
Employees	100 to 250
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization

Overview

SessionM (now a Mastercard Company) offers customer data management leveraging ML and real-time decisioning for use with message delivery, offers, and loyalty programs.

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The customer data management product can integrate data from various systems (mobile app, ecommerce, CRM, etc.) and use cleansing and matching to create a real-time, unified customer view. Enhanced analytics help segment customer groups. Customers are scored on metrics such as spending, frequency, and churn potential, so that outreach can be targeted and personalized. SessionM also has a full suite of loyalty technologies, including tiered rewards and status, as well as a digital reward store. Additionally, SessionM has an engagement platform for personalized cross-channel campaigns.

Customers include ShakeShack, Kimberly Clark, Air Canada, and Chipotle.

5.126 Sitecore

Headquarters	Sausilito, California, USA
Founded	1999
Ownership	Private
Revenue Range Estimate	$100m to $500m
Employees	500 to 1,000
Funding Stage	Series C, $1.2bn, January 2021 Total funding: $1.23bn
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization
Recent Acquisitions	Reflektion (September 2021) Moosend (May 2021) Boxever (March 2021) Four51 (March 2021)

Overview

Sitecore is known primarily for its content management solution, but also offers other products in the CX space, such as its customer data platform that collects customer data from any channel, segments it, and allows for experimentation and optimization in any digital channel.

Sitecore's 2021 acquisition of CDP provider Boxever has enhanced the company's capabilities for real-time decisioning and experimentation using data coming in from any channel. These functionalities, combined with Sitecore's customer intelligence and personalization tools help drive better CX with more targeted and real-time product, content, and offer recommendations. Sitecore's AI digs into customer behaviors and is leveraged across the company's Experience Platform and Content Hub. Analytics and insights can be shared across the organization.

Sitecore has about 4,000 customers, including Chick-fil-A, British Red Cross, and Con Edison.

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5.127 Sitel Group

Headquarters	Miami, Florida, USA
Founded	1985
Ownership	Private (acquired by Acticall)
Revenue Range Estimate	$1bn+
Employees	100,000
Ecosystem Segment(s)	Contact center
Recent Acquisitions	Sykes Enterprises (June 2021)

Overview

Sitel is a global provider of CX solutions, focusing on business process outsourcing and digital CX, as well as CX consulting and analytics. EXP+, Sitel Group's Enterprise Experience Platform, has complete cloud capability, with four connected product families: Empower, Engage, Explore, and Evolve.

EXP+ Engage focuses on contact center technologies, including omnichannel engagement technology, work at home products, real-time agent support, and analytics for agents. EXP+ Explore leverages AI to provide analytics. EXP+ Evolve offers technology for intelligent self-service and automation, including digital agents, support bots, and conversational IVR. EXP+ Empower offers solutions focused on coaching, training, and picking the right people.

For Sitel's outsourced contact center offering, the company has traditional physical contact centers, work at home agents, and its newer MAXhubs, where agents spend 20% of their time at a Sitel hub and 80% working from home.

Sitel has more than 400 customers, including Tribune Publishing, Lidl, Packlink, and Toms.

5.128 Skyvera

Headquarters	Austin, Texas, USA
Founded	2021
Ownership	Private. Subsidiary of TelcoDR
Revenue Range Estimate	$51m to $100m
Employees	50 to 100
Ecosystem Segment(s)	Contact center
Recent Acquisitions	Customer insights & feedback ResponseTek for Telco (January 2019) Accuris Networks (October 2019) ZephyrTel (October 2021)

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Overview
Skyvera was formed in October 2021 when TelcoDR purchased ZephyrTel assets. The former ZephyrTel focused on the telecommunications industry, offering a variety of solutions for customer engagement, product and service monetization, and network as a platform. TelcoDR has been acquiring companies that help support the use of public cloud by operators. This portfolio of acquired companies is being operated by the newly formed Skyvera.

VoltDelta and ResponseTek were two ZephyrTel acquisitions in the CX space that are now housed within the Skyvera portfolio. VoltDelta is a multichannel contact center solution that offers CXM, voice automation, signaling, search engine, and search strategies. ResponseTek for Telco is a cloud-based CXM solution based on AWS. It enables the capture of customer feedback as close to the CX as possible. Surveys can be done about any or all experiences across the customer journey. ZephyrTel also offered a mobile device management solution, MobilogyNow, that helps improve in-store CX. Mobilogy, as well as Accuris Networks, Service Gateway, Vasona Networks and PeerApp are also in the Skyvera portfolio.

The former ZephyrTel had more than 300 customers including carriers such as Asiacell, Taiwan Mobile and Claro.

5.129 Sprinklr

Headquarters	New York, New York, USA
Founded	2009
Ownership	Public, IPO filed June 2021
Revenue	$324m
Employees	2,469
Ecosystem	CRM
Segment(s)	Customer insights & feedback Customer data & analytics

Overview
Sprinklr provides a platform for all customer-facing functions. The company offers four product suites (Care, Research, Marketing & Advertising, and Sales & Engagement) and one unified CXM platform.

Its Modern Care platform focuses on digital CXM across more than 35 channels. Modern Care uses an AI engine to sift through billions of conversations quickly, determining how a customer feels and what they might need so they can be routed to the correct resource. Chats can be opened with customers waiting on hold during high call volume to speed up the resolution process. Feedback can be collected in real time and customer satisfaction (CSAT) predicted. NPS and CSAT post-interaction surveys can be sent via a variety of channels. Case management, bots, live chat, and AI-guided agent workflow are also parts of the platform.

The Modern Research platform develops real-time listening, location, and product insights. The Unified-CXM platform takes in customer engagement data from all available channels in addition to consumer data from one of the largest publicly available datasets. Using more than 1,250 pre-built and custom-built AI models, Sprinklr churns out more than 10 billion predictions per day, allowing for more personalized experiences across a multitude of digital channels.

Sprinklr has more than 1,100 customers, including more than 50% of the Fortune 100. Customers include Moen, Cisco, AAA, and Choice Hotels.

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5.130 SugarCRM

Headquarters	Cupertino, California, USA
Founded	2004
Ownership	Private/majority investment Accel-KKR
Revenue Range (estimate)	$101m to $500m
Employees	500
Ecosystem Segment(s)	CRM (+CJM) Contact Center
Recent Acquisitions	Loaded Technologies (November 2020) W-Systems (November 2020) Node.io (August 2020) Salesfusion (May 2019)

Overview

SugarCRM is an AI-infused cloud platform for marketing automation, sales automation, and customer service. A cloud-based solution, Sugar Sell provides comprehensive CRM functionality with a high level of customization at each level. Sugar Sell features sales acceleration and pipeline management, business process automation, case management, campaign and lead management, renewals console, and AI-powered reporting and dashboards. Sugar Market is a full marketing automation solution with a curated toolset that includes streamlined campaign builders, advanced automation and enhanced engagement capabilities. Sugar Serve is its customer service platform that offers self-service capabilities, a 360° view of customers via SugarCRM's CDP and omnichannel support.

SugarPredict was launched in 2021 and is an AI engine that provides prediction and insights. A customer journey plug in helps optimize and map the customer journey throughout the entire customer lifecycle.

More than 4,500 companies in more than 120 countries use SugarCRM. Customers include Tyson, Star2Star, Backcountry, Lomas Travel and Wesley Mission Queensland.

5.131 SuperOffice

Headquarters	Oslo, Norway
Founded	1989
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	100 to 250
Ecosystem Segment(s)	CRM

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Overview
SuperOffice provides CRM software for marketing, sales, and customer service. For its customer service CRM, all customer inquiries across a variety of channels are captured and organized. Inbound requests are categorized and assigned, and the SuperOffice Chat function allows for engagement with multiple customers at once to immediately answer questions. The platform includes a knowledge base, customer center, and mobile service management. The marketing CRM helps target customers and personalize messages.

SuperOffice has 6,000 companies as customers, including IMAP, Printed Cup Company, Knauber, and Dialoghaus GmbH.

5.132 Talkdesk

Headquarters	San Francisco, California, USA
Founded	2011
Ownership	Private
Revenue Range Estimate	$101m to $500m
Employees	1,367
Funding Stage	Series D, $230m, August 2021 Total funding: $498m
Ecosystem	Contact center
Segment(s)	Customer insights & feedback

Overview
Talkdesk's CXCloud offers a suite of native apps for customer engagement, workforce engagement, employee collaboration, and analytics & insight. It allows out-of-the-box integration with leading CRM and business systems, and leverages AI and knowledge solutions.

Talkdesk's contact center software, CX Cloud, is an open platform that can connect to other systems. It uses AI and knowledge solutions for agent assistance and customer self-service. Talkdesk for Service is its customer service solution that leverages intelligent routing, contextual customer data, CSAT, and reporting. Other features include speech analytics, reporting, sentiment gathering, context customer information collection, and workforce management. AI-powered features include Agent Assist, Virtual Agent, and Guide. The company recently announced the Healthcare Experience Cloud and the Financial Services Experience cloud, purpose-built for those sectors. Other recent solutions include Talkdesk Feedback and Talkdesk Performance Management.

Talkdesk customers include Campaign Monitor, Canon, HotelTonight, Medfar, and Scotts.

5.133 Tealium

Headquarters	San Diego, California, USA
Founded	2008
Ownership	Private

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Revenue Range Estimate	$101m to $500m
Employees	250
Funding Stage	Series G, $96m, February 2021 Total funding: $263.9m
Ecosystem Segment(s)	Customer data & analytics

Overview
Tealium offers a customer data hub that features tag management, an API hub, a customer data platform with ML, and data management.

Its CDP provides identity resolution and customer profiling, a 1,300+ integration marketplace, and the ability to handle external and internal data from any source.

More than 850 companies use Tealium, including Mezzo Labs, Roman Originals, Cambia Health Solutions, and the Utah Jazz.



5.134 Tenerity

Headquarters	Stamford, Connecticut, USA
Founded	2021
Ownership	Private
Revenue Range Estimate	$501m to $1bn
Employees	1,400
Ecosystem Segment(s)	Personalization & optimization Customer data & analytics

Overview
Tenerity is the former global engagement division of cxLoyalty Group Holdings. Now branded as Tenerity, the company focuses on engaging customers for rewards and offers to deepen loyalty and increase retention.

Tenerity offers technology for customer and content intelligence. It enables the gathering and processing of data and allows for real-time personalization and insight gathering. The company uses ML and predictive analytics to model and score customers, and provide the offers and rewards that will best fit them. The technology is automated and channel agnostic.

The company has 2,000 clients around the world.

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5.135 Teradata

Headquarters	San Diego, California, USA
Founded	1979
Ownership	Public
Revenue	$1.8bn
Employees	7,543
Ecosystem Segment(s)	Customer data & analytics

Overview
Teradata is an enterprise data warehouse platform provider. Its VantageCX platform helps deliver real-time intelligence, offering a 360° view of the customer by connecting datasets from different channels and creating unified customer profiles. Analytics are leveraged to determine and react to customer pain points, sentiments, and trends along the journey. Teradata also has Vantage Analyst, which is a self -service tool for data loading, discovery, ML, and advanced analytics without coding.

The company has more than 1,200 customer installations. Vantage CX customers include Vodafone Germany, Brinker International, Air France, KLM, and Lloyds Banking Group.

5.136 Thunderhead

Headquarters	London, United Kingdom
Founded	2001
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	100 to 250
Ecosystem Segment(s)	Personalization & optimization

Overview
Thunderhead provides solutions to power identity recognition, real-time interaction management, and omnichannel customer journey orchestration and analytics.

Thunderhead's ONE Engagement Hub offers real-time interaction management across channels and touchpoints, automation, analytics & insights. Its ThunderBay feature leverages AI to automate the analysis of large numbers of journey touchpoints to help predict customer behavior. Customer Insights offers a view into higher level customer behaviors and interaction on a dashboard with metrics. Journeys can be visualized in real time.

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Customers include the Cleveland Cavaliers, EnBW, Marston's, and Titan Travel.

5.137 TIBCO

Headquarters	Palo Alto, California, USA`
Founded	1997
Ownership	Private/Owned by Vista Equity Partners
Revenue Range Estimate	$501m to $1bn
Employees	2,500 to 5,000
Ecosystem Segment(s)	Customer data & analytics
Recent Acquisitions	Information Builders, Inc. (October 2020)

Overview
TIBCO is a pure-play data and analytics company with solutions that can be leveraged within the CX space.

TIBCO's Connected Intelligence solutions can combine data from various solutions and provide customers with personalized and relevant offers at the right time. TIBCO Data Science can be combined with event management systems to provide customer behavior prediction, while Spotfire Analytics provides real-time, immersive visual and predictive analytics. Additionally, the Anything 360 solution offers 360° view of all customer information.

The company has more than 4,000 customers, including Aeroporti di Roma, Blendtec, Caesars Entertainment, and First Citizens Bank.

5.138 Totango

Headquarters	Redwood City, California, USA
Founded	2010
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	51 to 200
Funding Stage	Series D, $100m, September 2021 Total funding: $132m
Ecosystem Segment(s)	Customer data & analysis

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Overview
Totango's CDP provides a real-time customer view, connecting all data streams into a hub and offering 360° insights.

The DNA CX platform takes data from finances, product usage, support tickets, feedback, and touchpoints, as well as individual behavioral and demographic information. Totango Zoe is a product that allows all groups to access the data, receive notifications about account changes, and see tasks and touchpoints. Totango Spark is customer success software that shows performance along the customer journey, allowing users to see usage, status, and health scores.

Totango has more than 5,000 customers, including TrustPilot, ON24, NTT, Zoom, and Aircall.

TREASURE DATA

5.139 Treasure Data

Headquarters	Mountain View, California, USA
Founded	2011
Ownership	Acquired by Arm in 2018. Arm spun it off to Softbank Vision Fund 2 in July 2021
Revenue Range Estimate	$10m to $50m
Employees	100 to 250
Funding Stage	Growth funding: $234m, November 2021 Total funding: $288m
Ecosystem Segment(s)	Customer data & analytics

Overview
Treasure Data has an enterprise CDP that can collect data from online and offline sources, manage customer profiles, analyze the data, and be leveraged for journey orchestration.

The CDP can bring together data from various channels to provide insights along the customer journey. Customer profiles are updated in real time, considering data from customer attributes and behaviors, as well as product details. Its analytics help predict buying behaviors, detect potential churn, and provide recommendations. There are more than 140 out-of-the-box integrations for connection into data sources and applications.

Its technology is used by more than 400 customers, including Black & Decker, Subaru, LG, and National Debt Relief.

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5.140 Trustpilot

Headquarters	Copenhagen, Denmark
Founded	2007
Ownership	Public
Revenue Range Estimate	$100m to $500m
Employees	700+
Ecosystem	Customer feedback
Segment(s)	

Overview
Trustpilot is an online platform that hosts service, product, and location reviews. The company launched an IP0 in March 2021 and is now a public company.

Consumers can share feedback at any time and review feedback left by other customers. Trustpilot's platform helps encourage reviews and manage them, allowing companies to keep up with new feedback and respond to reviewers. Customer satisfaction can also be tracked and measured in real time using Trustpilot Analytics.

Customers include Dashlane, Staples, Western Union, WordPress, Hermès, and Lending Tree.



5.141 TTEC

Headquarters	Englewood, Colorado, USA
Founded	1982
Ownership	Public
Revenue	$1.9b
Employees	58,500
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization Contact center EX CRM (CJM) Customer insights & feedback
Recent Acquisitions	Faneuil, Inc. (certain assets – pending) Avtex (March 2021) VoiceFoundry (August 2020) Serendebyte (February 2020) FCR (October 2019)

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Overview
TTEC provides end-to-end, digital CX solutions including technology, services and operational CX orchestration. TTEC's Customer Experience as a Service (CXaaS) platform delivers personalized, omnichannel experiences, bringing together technology, talent and services.

The company offers CX strategy consulting including customer journey mapping, analytics, and voice of the customer. TTEC Digital provides cloud-based technology and automation for both CX and EX. The Digital group has capabilities to design, build and operate omnichannel contact center solutions, conversational messaging, CRM, automation, and analytics solutions. TTEC 's Engage segment provides managed services including CX omnichannel and application technologies, human resources, recruiting, training and production, at-home or facility-based delivery infrastructure on a global scale, and engagement processes.

TTEC serves more than 300 clients around the world including Volkswagen Group UK, GE Healthcare, Red Wing Shoes and Telkom South Africa.

5.142 Twilio

Headquarters	San Francisco, California, USA
Founded	2008
Ownership	Public
Revenue	$1.8bn
Employees	2,900
Ecosystem	Customer data & analytics
Segment(s)	Contact center
Recent Acquisitions	Zipwhip (July 2021) Ionic Security (May 2021) ValueFirst (March 2021) Segment (October 2020) Courier (September 2020) Electric Imp (July 2020)

Overview
Twilio is a cloud communications platform that includes voice, SMS, an email API, and Twilio Flex, a programmable contact center platform. Twilio has been acquiring many companies with CX capabilities, including Segment, a customer data hub provider.

The Twilio Flex customer contact center platform can serve customers on any channel, offering programmability and application integration, as well as business insights. Twilio Segment collects customer data from every interaction (website, mobile apps, digital ads, etc.) to create a single customer profile. Personalized messages and customer behavior prediction help drive engagement. Most recently, Twilio Segment introduced a new product, Journeys, which is a customer journey orchestration and visualization tool. Other products include Twilio SendGrid, Twilio Frontline, and Twilio Conversations.

More than 172,000 businesses use Twilio. Customers include Shopify, Lyft, Airbnb, and Instacart.

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5.143 Unbounce

Headquarters	Vancouver, British Columbia
Founded	2009
Ownership	Private
Revenue Range Estimate	$51m to $100m
Employees	175
Funding Stage	Series A, $38.4m, June 2020 Total funding: $39.3m
Ecosystem Segment(s)	Personalization & optimization
Recent Acquisitions	Snazzy.ai (May 2021)

Overview
Unbounce is a landing page platform that uses conversion intelligence and AI-based optimization.

Unbounce's Smart Traffic tool provides the best landing back for each visitor. Using its Conversion Intelligence and ML, Smart Feature can start optimizing in as few as 50 visits. Other capabilities include A/B testing, real-time dashboards, and dynamic text replacement.

Unbounce has 15,000 customers worldwide, including Helix, Campaign Monitor, and Officevibe.



5.144 Unbxd

Headquarters	San Mateo, California, USA
Founded	2011
Ownership	Private
Revenue Range Estimate	$10m to $50m
Funding Stage	Series C, $12.5m, June 2017 Total funding: $14.5m
Employees	135
Ecosystem Segment(s)	Personalization & optimization

Overview
Unbxd is an ecommerce product discovery platform that improves CX with intelligent site search, personalized product recommendations, and real-time merchandising information.

Unbxd uses AI-based intelligent automation to provide a 1:1 personalized browsing experience. The technology profiles the shopper in real time to tailor the experience using segmenting, A/B testing, and analytics. Unbxd Autosuggest and Unbxd Recommendations further deliver on the personalization

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experience during the customers path to purchase.

Unbxd is used by more than 1,200 online retailers, including EXPRESS, Ashley Homestore, Rural King, and HSN.

5.145 Upland

Headquarters	Austin, Texas, USA
Founded	1998
Ownership	Public
Revenue Range Estimate	$291m
Employees	810
Ecosystem	Customer data & analytics
Segment(s)	Personalization & optimization Customer insights & feedback
Recent Acquisitions	BlueVenn (March 2021) Second Street (January 2021) Localytics (February 2020) InGenius (October 2019) Alitfy (October 2019) Kapost (May 2019)

Overview
Upland is a provider of cloud-based software used across various business functions, such as marketing, sales, contact center, project management, IT, business operations, and HR. Through recent acquisitions, the company has expanded its offering in the CX space with a CDP solution, as well as products for personalization and customer feedback.

The BlueVenn platform helps pull together each customer interaction to create one single, accurate customer record that can enable omnichannel personalization. The Localytics product leverages analytics to deliver more personalized mobile app campaigns.

Upland also has customer feedback software, Rant & Rave, that allows for the collection of feedback in the moment and across the entire journey. Channels such as email, SMS, and chat can all be used, and a sentiment engine helps show the emotions involved in the information shared by customers.

The company has more than 10,000 customers, including Bounty, Natural Habitat Adventures, The Washington Post, and International Personal Finance.

5.146 Verint

Headquarters	Melville, New York, USA
Founded	1994
Ownership	Public

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Revenue	$1.3bn
Employees	4,300
Ecosystem	Customer data & analytics
Segment(s)	Contact center
	Customer insights & feedback
Recent Acquisitions	Conversocial (September 2021)
	HireIQ (June 2021)

Overview
Verint provides intelligence solutions with a focus on customer engagement optimization and cyber intelligence. In the CX space, Verint focuses on work solutions, experience management, engagement data management, and customer engagement. Verint offers its solutions via a cloud platform.

Within what Verint terms its Future of Work solutions, the company offers tools for forecasting & scheduling, interaction insights, knowledge management, real-time work support, and self-service. Intelligent virtual assistants for voice and digital, as well as voice self-service are included. Experience management applications enable the collection and analysis of CX feedback across the customer journey. It includes solutions for VoC using text and speech analytics, as well as predictive experience management.

The Verint Customer Engagement platform is powered by its DaVinci AI & Analytics. It leverages ML, NLP, and DL algorithms. Verint also has an online community platform, via its acquisition of Telligent and its acquisition of Conversocial will broaden its messaging, social and conversational capabilities.

Verint has approximately 10,000 customers in more than 175 countries, including BMW, Costco Wholesale, Google, and Amtrak.

Yieldify

5.147 Yieldify

Headquarters	London, United Kingdom
Founded	2012
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	100 to 250
Funding Stage	Series A, $6m, May 2017
	Total funding: $17.5m
Ecosystem Segment(s)	Personalization & optimization

Overview
Yieldify offers predictive marketing technology, leveraging behavioral segmentation to provide a personalized online customer journey. Its fully managed website personalization platform triggers content and messaging based on this segmentation, which can be used at each touchpoint.

The company has more than 800 clients. Example clients include HobbyKing, HealthyChef, AllClear Travel Insurance, and Kiehls.

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5.148 Zendesk

Headquarters	San Francisco, California, USA
Founded	2007
Ownership	Public
Revenue	$1bn
Employees	4,130
Ecosystem	Contact center
Segment(s)	CRM
Recent Acquisitions	Cleverly (August 2021) Stella Connect (March 2019) Smooch (May 2019) Tymeshift (January 2020) Lessonly (April 2020)

Overview

Zendesk offers customer service solutions (Zendesk for Service), sales solutions (Zendesk for sales), and a CRM platform (Zendesk Sunshine). In October 2021, Zendesk and Momentive entered into a definitive agreement for Zendesk to acquire Momentive.

Zendesk for Service can support a variety of channels (messaging, live chat, social, email, or voice). AI-powered bots help automate and personalize the experience for customers. Zendesk Sunshine is a CRM platform that is powered by AWS and consists of four main components: Unified Profiles, Custom Events, Custom Objects, and Conversations.

Zendesk's software is used by more than 160,000 businesses. Customers include Airbnb, Shopify, OpenTable, and Uber.

5.149 Zeotap

Headquarters	Berlin, Germany
Founded	2014
Ownership	Private
Revenue Range Estimate	$10m to $50m
Employees	25 to 50
Funding Stage	Series C, $11m, September 2021 Total funding: $92m
Ecosystem	Customer data & analytics
Segment(s)	

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Overview
Zeotap offers a CDP that unifies, enhances, and activates customer data, focusing on consumer privacy and compliance.

Its customer intelligence platform, ZeoCore, offers proprietary data, as well as fast match testing for client data. The platform can ingest data from a client's own CRM, as well as information from product software security, e-commerce, telecom, finance, and payroll, etc. Zeotap unifies all this data to create a single customer view, which helps optimize and personalize the customer journey. The platform offers out-of-the-box predictive and prescriptive analytics, and its search functionality leverages NLP for ease of use. Zeotap has more than 100 data partners.

Customers include 3UK and SmartClip.



5.150 Zoho

Headquarters	Austin, Texas, USA/Chennai, India
Founded	1996
Ownership	Private
Revenue Range Estimate	$501m to $1bn
Employees	7 million
Ecosystem Segment(s)	CRM

Overview
Zoho Corporation's three main brands include Zoho (business operating systems), Manage Engine (IT management software) and Web NMS (IoT for enterprise). Zoho's CRM solution is end-to-end and includes a wide variety of apps and capabilities.

Zoho CRM mainly focuses on supporting sales teams. However, Zoho CRM Plus is described as a united CX platform that provides tools to marketing, sales, and support teams, and allows for multichannel engagement throughout the customer lifecycle. It combines CRM with an email client, visitor tracking, help desk, project collaboration, marketing automation, and customer surveys, enabling a 360° view of the customer. Teams can also leverage Zia, an AI-based voice assistant for guidance on business trends, optimal times for customer contact, and finding sentiments within emails.

Zoho CRM is used by more than 150,000 businesses worldwide. Customers include Amazon.in, Purolite, AbuDhabi Aviation, and Bose.

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Section 6
Other Industry Participants

The companies listed below are other representative examples of businesses in the CX space. A more comprehensive listing is included the Dash Research Ecosystem Databook.

Table 6.1 Other Industry Participants

Company	Headquarters	Ownership	Founded	Employees	Ecosystem Segment(s)
15Five	San Francisco, CA, USA	Private	2011	200 to 500	EX
3CLogic	Rockville, MD, USA	Private	2005	51 to 200	Contact center
Abacus EMedia	London, United Kingdom	Private	1978	78	Customer data & analytics
Affinio	Halifax, Nova Scotia, Canada	Private	2013	50	Customer data & analytics
Alcatel Lucent Enterprise	Paris, France	Private	2006	10,000+	Contact center
Alterian	Denver, CO, USA	Private	1997	51 to 200	Customer data & analytics Personalization & Optimization
Amazon Web Services (AWS) (Amazon Connect)	Seattle, WA, USA	Public	2006	10,000+	Contact center
Ameyo	Gurgaon, Haryana, India	Private	2003	392	Contact center
Apex Technologies (Changlue Technology)	Shanghai, China	Private	2011	201 to 500	Customer data & analytics
Apptivo	Fremont, CA, USA	Private	2009	200	CRM
Ascent360	Golden, CO, USA	Private	2013	11 to 50	Customer data & analytics
AskNicely	Portland, OR, USA	Private	2020	50	Customer insights & feedback
Assist Digital	Milan, Italy	Private	2009	1,000 to 5,000	Contact center, CRM
Avoxi	Atlanta, GA, USA	Private	2001	51 to 200	Contact center
AT&T	Dallas, TX, USA	Public	1983	230,000	Contact Center
BambooHR	Lindon, UT, USA	Private	2008	600	EX
Blueshift	San Francisco, CA, USA	Private	2014	66	Customer data & analytics

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Company	Headquarters	Ownership	Founded	Employees	Ecosystem Segment(s)
Beekeeper	Zurich, Switzerland	Private	2012	25 to 50	EX
Bright Pattern	San Bruno, CA, USA	Private	2019	25 to 50	Contact center
Broadvoice	Northridge, CA, USA	Private	2005	250	Contact center
Bullhorn	Boston, MA, USA	Private	1999	500 to 1,000	CRM
C3.ai	Redwood City, CA, USA	Private	2009	100 to 250	CRM
CallTower	Salt Lake City, UT, USA	Private	2002	51 to 200	Contact center
Capillary	Singapore	Private	2008	500 to 1,000	CRM
Cerebri	Austin, TX, USA	Private	2015	25 to 50	Customer data & analytics
Chattermill	London, United Kingdom	Private	2015	11 to 50	Customer insights & feedback
ChurnZero	Arlington, VA, USA	Private	2015	10 to 25	Personalization & optimization, CRM
Cirrus Response	Thousand Oaks, CA, USA	Private	2011	25 to 100	Contact center
Cision	Chicago, IL, USA	Public	2010	5,000	Customer data & analytics
Civis Analytics	Chicago, IL, USA	Private	2013	112	Customer data & analytics
Cogito	Boston, MA, USA	Private	2007	100 to 250	Contact center
ComputerTalk	Richmond Hill, Canada	Private	1987	112	Contact center
CoreDial	Blue Bell, PA, USA	Private	2005	143	Contact center
Couchbase	Santa Clara, CA, USA	Private	2009	597	Customer data & analytics
Coveo	Quebec City, Quebec, Canada	Private	2005	165	Personalization & optimization
Creative Virtual	London, United Kingdom	Private	2003	50 to 100	Contact center, EX
CrossEngage	Berlin, Germany	Private	2015	43	Customer data & analytics
Culture Amp	Melbourne, Australia	Private	2011	300+	EX
D&B Lattice	Short Hills, NJ, USA	Public	1841	6,000+	Customer data & analytics
Directly	San Francisco, NY, USA	Private	2011	358	Contact center
Ecrion	Rockville, MD, USA	Private	2015	82	CRM (CJM)

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Company	Headquarters	Ownership	Founded	Employees	Ecosystem Segment(s)
Edify	Indianapolis, IN, USA	Private	2019	11 to 50	Contact center
EngageHub	London, United Kingdom	Private	1982	100 to 250	Personalization & optimization, CRM (CJM)
Enghouse Systems	Markham, Ontario, Canada	Public	1984	1,000 to 5,000	Contact center
Evolve IP	Wayne, PA, USA	Private	2006	250 to 300	Contact center
Eulerian Technologies	Paris, France	Private	2002	50 to 100	Customer data & analytics
Feefo	Petersfield, Hampshire, United Kingdom	Private	2010	115	Customer insights & feedback
FirstHive	Karnataka, India	Private	2015	10 to 25	Customer data & analytics
Fivestars	San Francisco, CA, USA	Private	2011	200 to 500	CRM, personalization & optimization
Formation	San Francisco, CA, USA	Private	2015	51 to 200	Customer data & analytics
FreshLime	Lehi, UT, USA	Private	2014	51 to 200	Customer insights & feedback, CRM
Intouch Insight	Ottawa, Ontario, Canada	Public	1992	90	CRM, customer insights &feedback
Inquba	Santa Monica, CA, USA	Private	2010	50 to 100	Personalization & optimization, customer feedback
Kameleeon	Paris, France	Private	2012	50	Personalization & optimization
Leadspace	San Francisco, CA, USA	Private	2919	100	Customer data & analytics
Lemnisk	Bangalore, Karnataka, India	Private	2007	51 to 100	Customer data & analytics
Lexer	Victoria, Australia	Private	2008	51 to 100	Customer data & analytics
Logicbox Software	Portland, OR, USA	Private	2010	5 to 10	CRM
Lytics	Portland, OR, USA	Private	2012	75	Customer data & analytics, personalization & optimization
MethodCRM	Toronto, Ontario, Canada	Private	2010	25 to 50	CRM
Motivosity	Lehi, UT, USA	Private	2013	25 to 50	EX

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Company	Headquarters	Ownership	Founded	Employees	Ecosystem Segment(s)
Netcall	Hertfordshire, United Kingdom	Private	1996	154	Contact center
Netigate	Stockholm, Sweden	Private	2005	134	Customer insights & feedback
Nexthink	Lausanne, Switzerland		2004	700+	EX
Nokia	Espoo, Finland	Public	1865	92,000	Customer data & analytics
NGData	Ghent, Belgium	Private	2012	51 to 200	Customer data & analytics
Paytronix	Newton, MA, USA	Private	2001	100 to 250	Personalization & optimization, CRM
PiwikPro	Wroclaw, Poland	Private	2014	25 to 50	Customer data & analytics
Questback	Bridgeport, CT, USA	Private	2000	322	EX, customer insights & feedback
QuickTap Survey	Toronto, Ontario, Canada	Private, acquired by FormStack	2010	11 to 50	Customer insights & feedback
Reflektion	San Mateo, CA	Private	2012	50	Personalization & optimization
Resonate	Reston, VA, USA	Private	2008	120	Customer data & analytics
RetailNext	San Jose, CA, USA	Private	2007	160	Customer data & analytics
Sailthru	New York, NY, USA	Private	2008	170	Personalization & optimization
Sendinblue	Paris, France	Private	2010	100 to 250	CRM
Simon	New York, NY, USA	Private	2014	25 to 50	Customer data & analytics, personalization & optimization
Sitespect	Auburndale, MA, USA	Private	2004	121	Personalization & optimization
Smaply	Innsbruck, Austria	Private	2002	11 to 50	CRM (CJM)
SoGo Survey	Herndon, VA, USA	Private	2013	151	Customer insights & feedback, EX
Stuzo	Philadelphia, PA, USA	Private	2007	50 to 100	Personalization & optimization
Symphony Talent	New York, NY, USA	Private	2007	300	EX
TELUS	Vancouver, British Columbia, Canada	Public	1999	50,000	Contact center, customer data & analytics
ThinkTel Communications	Edmonton, Alberta, Canada	Private	2003	50 to 100	Contact center

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Company	Headquarters	Ownership	Founded	Employees	Ecosystem Segment(s)
Toluna	Wilton, CT, USA	Private	2000	1,200	Customer feedback, EX
SmarterHQ	Indianapolis, IN, USA	Private, acquired by Wunderkind	2010	70	Customer data & analytics, personalization & optimization
Toluna	Wilton, CT, USA	Private	2000	1,200	Customer insights & feedback
V12	Matawan, NJ, USA	Private	1999	51 to 200	Customer data & analytics
Veeva	Pleasanton, CA, USA	Public	2007	4,506	CRM
VHT	Akron, OH, USA	Private	1995	100 to 250	Contact center
Vocalcom	Paris, France	Private	1996	100 to 250	Contact center
Vonage	Holmdel, NJ, USA	Public	2001	2,198	Contact center
Vtiger	Sunnyvale, CA, USA	Private	2003	100 to 250	CRM
WebEngage	Mumbai, India	Private	2011	73	Personalization & optimization, CRM, customer insights & feedback
Workforce Software	Livonia, MI, USA	Private	1999	5,000 to 1,000	EX
Workhuman	Dublin, Ireland	Private	1999	500,000	EX
Worldline	Bezons, France	Subsidiary of Atos	1970	2,500 to 5,000	Contact center
Workstride	New York, NY, USA	Private	1999	95	EX
Ytel	Lake Forest, CA, USA	Private	2012	100 to 250	Contact center
Zeta Global	New York, NY, USA	Public	2007	1,300	Customer data & analytics
Zylotech	Boston, MA, USA	Private, now part of Terminus	2014	59	Customer data & analytics

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Section 9
Appendix

9.1 Scope of study

This report provides an overview of the CX market ecosystem, focusing on six functional areas: customer data & analytics, personalization & optimization, customer insights & feedback, contact center, customer relationship management (CRM) and employee engagement. The 150 profiles examine companies in each of these areas, with estimated revenue over $20m.

9.2 Sources and methodology

Dash Research is an independent market research firm that provides industry participants and stakeholders with an objective, unbiased view of market dynamics and business opportunities within its coverage areas. The firm's industry analysts are dedicated to presenting clear and actionable analysis to support business planning initiatives and go-to-market strategies, utilizing rigorous market research methodologies and without regard for technology hype or special interests including Dash Research's own client relationships. Within its market analysis, Dash Research strives to offer conclusions and recommendations that reflect the most likely path of industry development, even when those views may be contrarian.

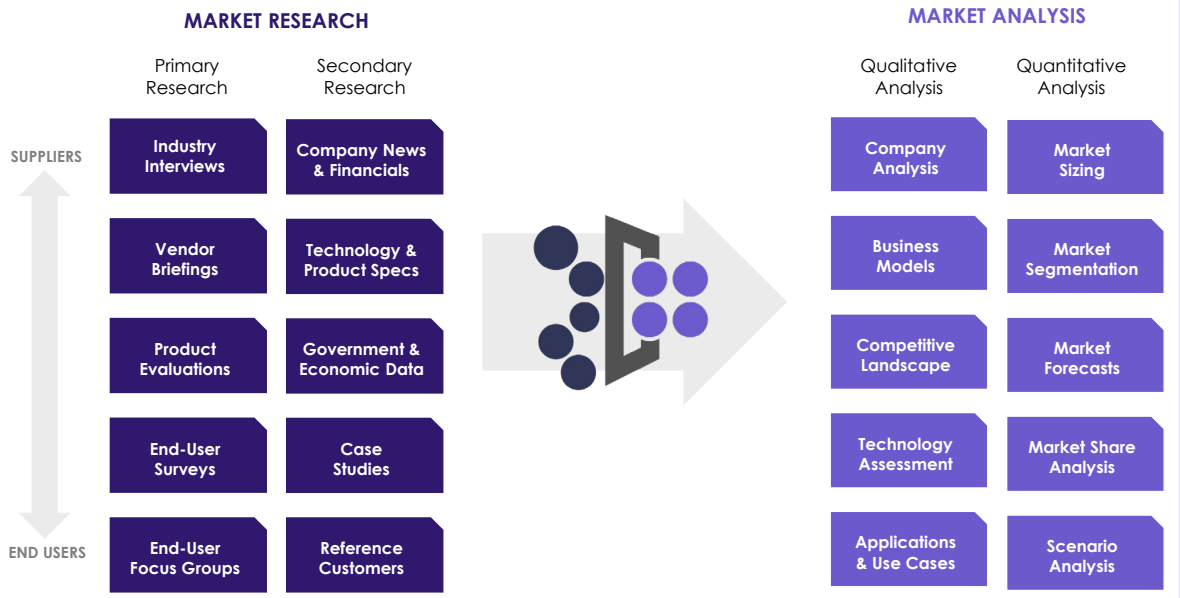
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Chart 9.1 Dash Research Methodology



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