



The 2011 Service Leaders

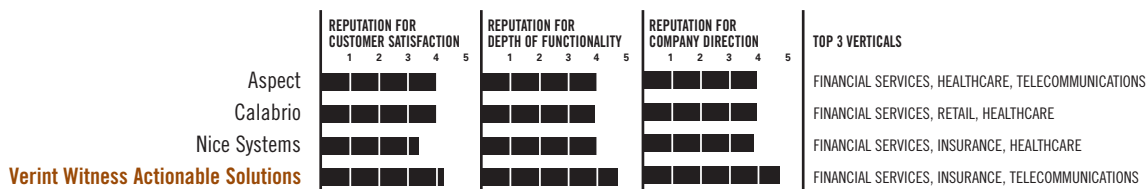
WE PRESENT THIS YEAR'S class of winners and leaders. The chart on the facing page captures the story in a nutshell: Each leader is graded on three criteria—customer satisfaction, depth of functionality, and company direction—in seven categories of support and service. Each winner is joined by three other leaders to complete our choices.

CRM magazine made one significant change from last year. We combined Web self-service with Web interaction management in a new category called Web support. All the other categories remain the same: contact center infrastructure, contact center search, interactive voice

response, workforce optimization suite, enterprise feedback management, and outsourcing.

The leaders were chosen based on a rigorous analysis (see our methodology at the bottom of the chart on the right). However, an award is no substitute for a customer's direct experience with a vendor. So, if you have a story to tell and if a company has not met *your* needs, we would like to hear about it. Email us at editor@destinationCRM.com. After all, this special issue does not presume to be the final word. In the era of social CRM, this conversation is just beginning. | BY THE EDITORS OF CRM MAGAZINE

Workforce Optimization Suite



THE MARKET

Workforce optimization (WFO) took a financial hit during 2010 because of the sluggish economy. Still, many companies saw double-digit growth, as end users realize the personnel savings that these solutions could bring. To speed up those savings, however, the industry has seen growing demand for more sophisticated and real-time analysis. WFO products, available as suites that include analytics, coaching, e-learning, performance management, quality assurance, scheduling, and staffing management, continue to see traction outside the contact center. In addition, the shift has brought new competitors to the space, with Microsoft, SugarCRM, CSG Systems, VoicePrint International, CallCopy, and several other relative newcomers all claiming to offer WFO solutions.

THE LEADERS

Aspect Software, which analysts credit with having a clear and well-articulated company direction, several strong partnerships, a broad WFO product line, and a reputation for exceptional customer care, keeps its spot on the leaderboard for the fourth straight year. The company collected strong scores in its reputation for depth of functionality (4.0) and its reputation for customer satisfaction (4.0) but was bumped down a notch for having what some called weak speech analytics and recording applications.

Aspect is seen as a “solid performer with a clear vision of where it wants to take WFO,” says Paul Stockford, of Saddletree Research. But its WFO technology “is mature, yet evolving at the same time,” adds Ian Jacobs, a senior analyst of customer interaction technologies at Ovum.

Analysts agree that **Calabrio** is rising quickly. Though it finished even with Nice Systems in just about all categories, Calabrio did outpace the Israeli firm in one area: customer satisfaction, for which Calabrio received a 4.0. It also scored high in company direction, particularly for the company’s efforts to simplify and personalize the user interface connected to its Calabrio One suite.

“These guys are doing a fantastic job with Web 2.0 infrastructure,” Stockford says. “They have established themselves as thought leaders and are releasing products that back up that thought leadership.”

Nice Systems, also a perennial member of the leaderboard, performed strongly in all categories. The company’s high marks in depth of functionality served as a double-edged sword, however, ultimately hurting the vendor’s customer satisfaction score (it garnered just a 3.4). “Its customers are sometimes overwhelmed because of all of its depth of functionality,” Jacobs explains. He points out, however, that Nice’s strong position and reputation in the security space should propel it in the WFO market for many years to come.

THE WINNER

There was no doubt among analysts that **Verint Witness Actionable Solutions** is the clear leader in WFO. The vendor received a combined score of 4.6, more than sevenths ahead of its nearest competitor. Verint again took the leadership position in all categories. The company’s Impact 360 solution is seen by analysts as the gold standard by which all other WFO solutions are evaluated. “Verint is the pinnacle of the WFO market,” Jacobs says. “They do everything there is to do. They do everything you could possibly want. They are the most well-situated of all vendors.”

Stockford agrees. “On the WFO side, nobody can touch Verint,” he says. They are “an established leader with a clear vision for the future and the proven ability to execute on that vision.”

However, despite taking the title in each of the past four years, Verint has not been resting on its laurels. “Verint (then Witness) produced the first fully integrated WFO solution in 2005 with the launch of Impact 360,” says Dick Bucci, senior consultant at Pelorus Associates. “Over the years, the company has continued to make improvements, particularly in the areas of analytics and ease of use. Verint serves all market segments and has a solid reputation for innovation and customer care.” —*Leonard Klie*

ONE TO WATCH

Autonomy has been known more for its speech analytics than for its WFO products, but the company still earned better-than-average scores in depth of functionality and company direction around its Workflow Manager solution. While limited in its capabilities compared with other vendors in the space, Autonomy offers more of a process automation engine with visual tools, rule-based routing, electronic forms, real-time business activity monitoring, and capabilities for modeling business processes.

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