

Cool Vendors in Customer Service and Support Technology

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Initiatives: [Customer Service and Support Technology](#); [Service and Support Customer Experience and Analytics](#)

Emerging vendors have the potential to transform contact center operations, with AI-driven solutions for conversation analytics, quality intelligence and agent well-being. Customer service and support technology leaders can use this research to explore innovative CX and efficiency-focused use cases.

Overview

Key Findings

- Conversation analytics (CA) platforms are able to analyze 100% of customer interactions, capturing insights, trends, and sentiment across service channels. In addition to being valuable to customer service and support organizations, CA insights can be shared with other departments across the enterprise to improve the customer, product or brand experience.
- Quality management (QM) platforms leverage AI-driven findings to assess customer service agent performance, highlighting moments that add value as well as opportunities for improvement. Additionally, these platforms are increasingly collecting the broader voice of the customer (VoC) and CX information for the organization.
- Downstream CA application capabilities include automatic QA (quality assurance), automating many tasks associated with the coaching process, reducing the amount of time supervisors and coaches spend analyzing calls, creating coaching plans, and preparing summaries.
- By reducing agent stress levels and improving employee wellness, customer service technologies can improve the overall employee experience, which is vital to reducing agent turnover and empowering agents to deliver stellar customer experiences.

Recommendations

As a customer service and support technology leader, you should:

- Confirm and assess integration compatibility with existing systems to ensure successful connection of newer customer service and support technology solutions to key contact center and enterprise systems.
- Compare the functions and capabilities of existing, and often larger, customer service technologies (such as contact center as a service [CCaaS], CRM, customer experience management [CXM] VOC, workforce engagement management [WEM], etc.) to minimize the overlap of features and capabilities. This will prevent duplication of efforts and costs.
- Reevaluate current customer service support responsibilities, skill sets, and training required when implementing customer service and support AI systems to ensure alignment between AI capabilities and human expectations.
- Assess the value of a multimodel AI solution, preparing and realigning current operations to be able to continuously support CA and QM platforms in a customer service environment.

Analysis

This research does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

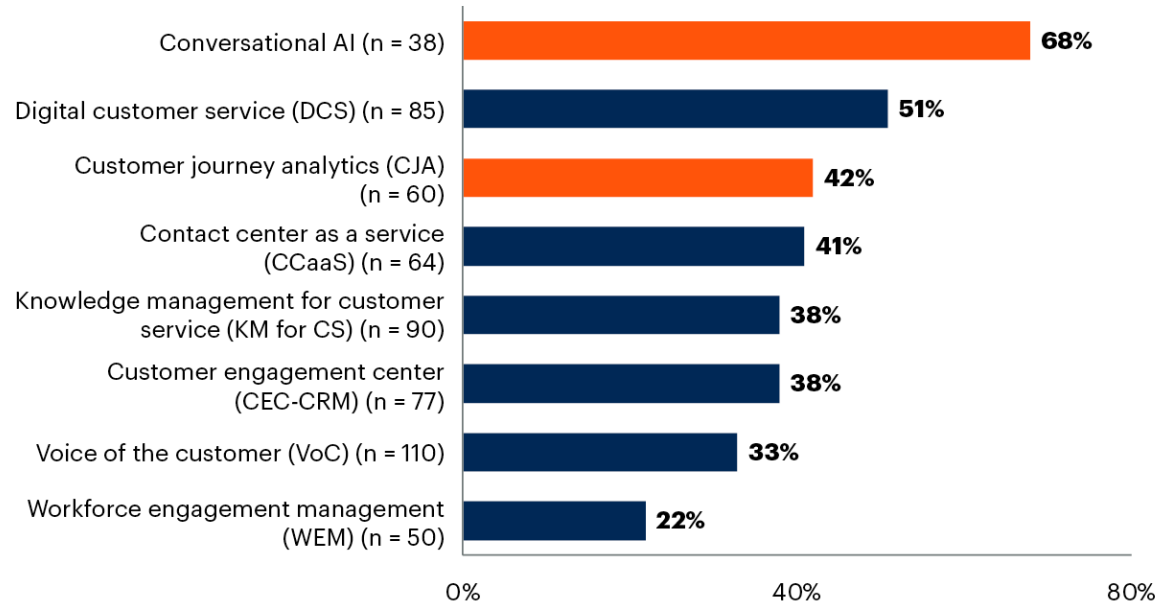
What You Need to Know

Analytics solutions and conversational AI are top of mind in customer service organizations, receiving increased priority when customer service and support leaders seek to invest in customer service systems (see Figure 1). The ability to listen and analyze 100% of conversations, coupled with automatic quality assurance (QA) capabilities, is enabling customer service leaders to gain a broader understanding of their team's performance at much faster speeds than before.

Figure 1: Increased Investment in Customer Service and Support Technology

Increased Investment in Customer Service and Support Technology

Percentage of service leaders using each tool who plan to invest more than before



n = varies; customer service and support leaders

Q: And for each of your ongoing investments, how will those investments change from before, if at all?

Source: 2024 Gartner Customer Service and Support Priorities Survey

Note: Each item was only asked among those who previously indicated they will be continuing ongoing investments in each market.

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In addition to streamlining operational, performance and quality models, customer service and support technologies are also focusing on improving the employee experience with more timely and relevant feedback. These technologies also infuse employee wellness into operational workflows.

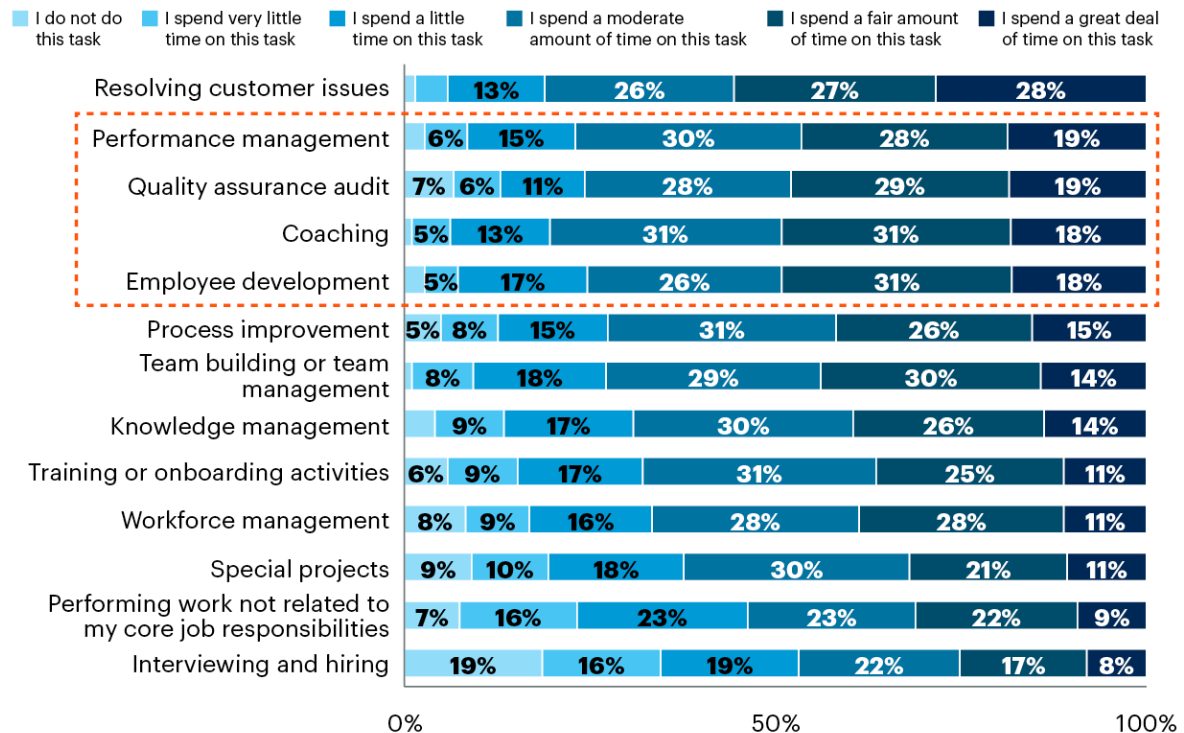
Generative AI and natural language processing (NLP), along with task-action automation features, are enabling contact centers to modernize their operational, performance and quality models. CA and QM platforms are streamlining the monitoring and evaluating process, eliminating tedious, time-consuming steps, and obtaining deeper understanding on issues impacting customer service (see [Innovation Insight: Coaching Tech to Boost Customer Service Performance](#)).

Aside from resolving customer issues, most supervisors report spending a moderate amount of time on a variety of tasks focused on performance management, quality assurance, coaching, and employee development (see Figure 2).

Figure 2: Supervisors' Time Is Spread Out Over Many Tasks

Supervisors' Time Is Spread Out Over Many Tasks

Percentage of respondents



Gartner

The following lesser-known, newer vendors offer unique and innovative solutions that provide customer service teams with visibility into customer trends, loyalty impacts, product issues, and service opportunities, that are both positively and negatively impacting the customer experience. By leveraging the latest technologies, customer service and support technology leaders can empower their teams to spend more time on the things that matter and less time on analyzing, preparing and administration.

AmplifAI

Plano, Texas (<https://www.amplifai.com>)

Analysis by Wynn White

Why Cool: AmplifAI offers an AI-based customer service solution that supports the contact center agent coaching experience, including supervisor coaching effectiveness, to enable targeted coaching at scale. AmplifAI focuses on improving organizational performance through data analysis and AI-driven insights, identifying areas of opportunity, and automating the quality assurance process. AmplifAI aims to support the people and roles within the contact center, with AI as a partner.

AmplifAI acts as an AI assistant to supervisors and coaches, automating many historically manual and time-consuming tasks in the QA and performance management process such as:

- Providing automatic QA evaluation, analysis and scoring
- Creating personas of top performing agents
- Recommending key observations and opportunities for improvement
- Preparing coaching plans and coaching advice

The system can even make scheduling coaching sessions easier by determining the best time to hold coaching sessions and by recommending actions based on agent availability and performance trends.

AmplifAI's Performance Intelligence feature is unique, as it focuses on supervisor productivity and optimization. The system can evaluate the effectiveness of coaching activities, providing visibility into the impact coaching has on performance. Supervisors (and coaches) can track the effectiveness of their coaching efforts, make data-driven decisions to improve agent performance, and leverage example strategies that mirror top-tier coaches.

From a data standpoint, the AmplifAI platform consolidates data from various systems, including key enterprise systems, by leveraging API integration and AI capabilities to analyze data from across the business. It listens to conversations, uses machine learning and formulates actionable insights that guide coaching sessions. This eliminates the need for supervisors and coaches to spend time manipulating and compiling data, which results in a more unified reporting output across teams.

Its dashboards use intuitive visuals that curate data to show only the most relevant information for the role of the viewer. Users can also see where they left off from previous coaching sessions and continue the coaching cadence and development later (see Figure 3 at the end of this section).

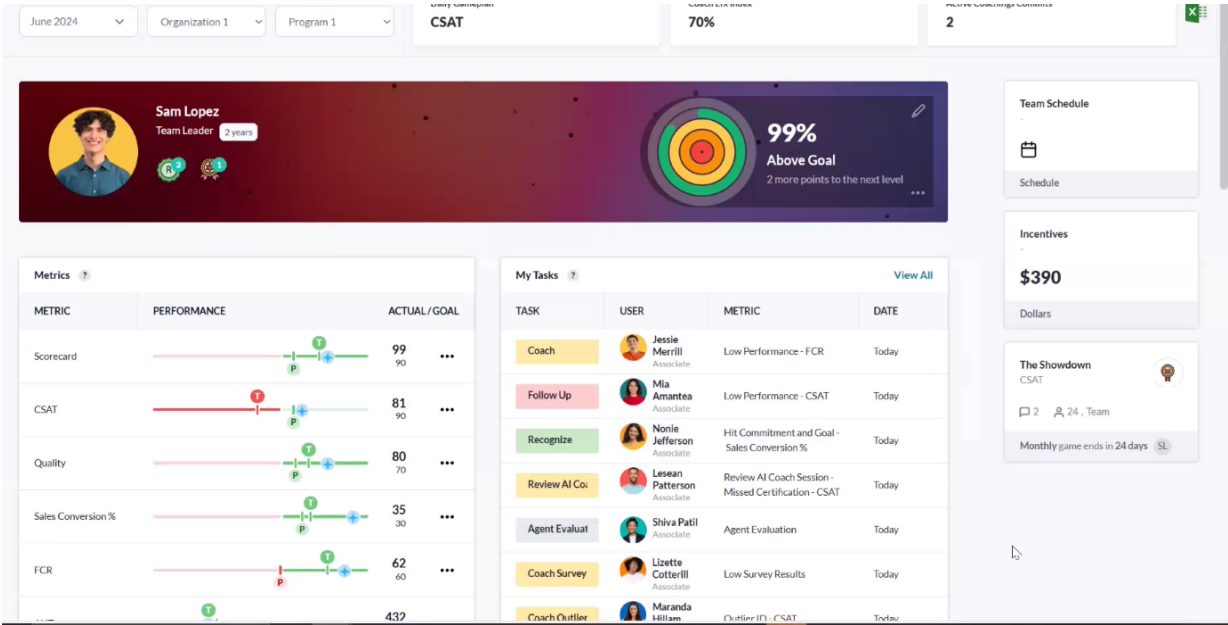
Challenges:

- Teams run the risk of being overly dependent on AI insights, summaries, and automatic QA outputs, which could lead to disparities in actual learned skills and business acumen. Leaders should carefully balance AI reliance with human expectations and responsibilities.
- Organizations may need to reevaluate current operational and organizational models to ensure that roles and responsibilities are not redundant and are in alignment to work in tandem with an AI platform. Supportive roles could include QA program management, system administration and analytical output management.
- AmplifAI can record performance and coaching sessions, which could be in conflict with an organization's code of conduct and privacy rules. Many companies do not allow the recording of performance and/or managerial conversations with employees. Leaders should confirm and clarify their approach with their human resources and executive leaders, and set expectations with everyone, including the vendor, accordingly.

Who Should Care:

- **Heads of customer service and support and quality and assurance leaders:** Those seeking to save time normally spent gathering and analyzing performance data should consider AmplifAI.
- **Organizations reviewing in-market solutions:** AmplifAI is well-suited for those organizations seeking to support contact center agent coaching and performance management at scale through technology.
- **Organizations automating transactional and simpler interactions:** AmplifAI is particularly beneficial to those organizations seeking to allow human workers to handle more complex work on a regular basis. It is a supportive solution that aids in competency development and training for agents and coaches.

Figure 3: Example of AmplifAI's Leader Dashboard



AmplifAI

Echo AI

San Francisco, California, U.S. (www.echoai.com)

Analysis by Patrick Quinlan

Why Cool: Echo AI is helping its customers scale the breadth and impact of QA programs, turning them into deep sources of customer intelligence. This approach aligns well to Gartner’s recent research: [How to Evolve QA Into a Strategic Quality Intelligence Program](#).

Traditional QA programs focus on manually rating a small fraction of total interactions in order to find faults in agent behavior. Like other vendors, Echo AI enables customers to analyze all interactions across many channels to identify trends in sentiment, satisfaction, emotion and policy adherence. The AI analysis generates automated feedback to agents and also identifies specific interactions that QA analysts should investigate further.

What makes Echo AI different is the degree to which it automates the process: end users do not need to pick keywords, identify phrases, or otherwise configure the system to generate results. Echo AI leverages more than 20 LLMs to analyze data automatically, generating both high-level trends on intent, sentiment and resolution, as well as detailed reports. Leaders can quickly identify causes behind customer service issues without needing to know what to look for ahead of time.

Insights from Echo AI analysis are not limited to quality assurance. The platform can help customers identify trends in product feedback, customer loyalty and drivers of churn. Integrations with other customer service technologies enable customers to trigger specific actions in other systems based on insights discovered through Echo AI analysis. These actions can relate to retention, engagement, agent performance, sales and more.

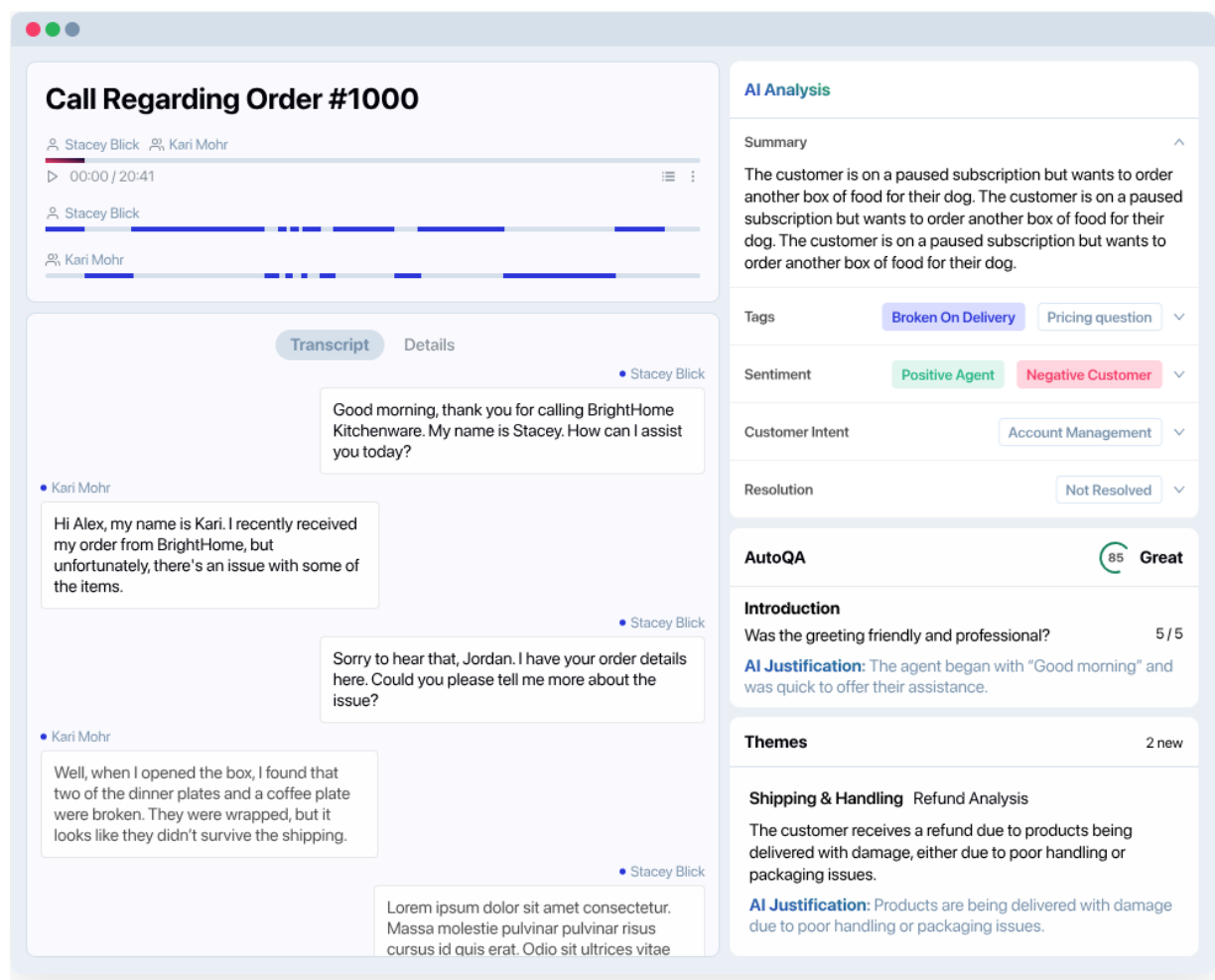
Challenges:

- Echo AI's feature set is similar to other point solutions, as well as large platform CCaaS and CRM customer engagement center (CEC) vendors. While Echo AI's approach to models may be superior, it will need to spend more time educating customers on the value of a multimodel AI solution. Echo AI faces challenges to acquire customers who already leverage cloud-based customer service platforms and to find the sweet spot for pricing of its multimodel offerings.
- To make the most of the systems capabilities, customers will need to integrate with several of their existing systems, complicating implementation and ongoing maintenance.
- Traditional QA teams who would most benefit from their solution are also less likely to have the requisite data literacy and prompt writing skills to set up, read, interpret and act on the data generated by the system.

Who Should Care:

- **Heads of service, support and success:** Echo AI surfaces trends in customer sentiment, agent behavior and service drivers that would otherwise be hidden in mountains of unmonitored data (see Figure 4). This data can drive decisions that improve operational efficiency, reduce churn, and improve satisfaction. Detailed call analysis and historical reporting help analysts discover the root causes of service issues, while customizable scorecards enable quality programs to adapt quickly to changing business needs.
- **CX, marketing and product leaders:** Echo AI's integrations allow customers to trigger workflows in other systems based on automated conversation analysis. For example, an offhand comment about a friend's birthday during a phone interaction could trigger an email with a discount code on gift purchases, leading to improved conversions and loyalty.

Figure 4: Echo AI Surfaces Hidden Insights



EchoAI

Loris.AI

New York, U.S. (www.loris.ai)*Analysis by Christopher Sladdin & Jonathan Schmidt*

Why Cool: Loris.AI takes a progressive approach to capturing customer insight through its three integrated products: Loris Insights (VoC analytics), Loris Quality Assurance (behavior and process monitoring), and Loris Co-Pilot (real-time guidance for agents). Each is also available as separate modules. Its AI-first solution is driven by real-time transcription of 100% of a service and support organization's service interactions across written and spoken channels. This totality ensures that insights capture the full extent of an organization's inbound service volumes rather than using random sampling (as is common using survey-based VoC and analyst-driven QA programs).

Loris.AI's strategy is anchored on prioritizing VoC and CX data over agent behavior and process compliance. Highly customizable automated dashboards and reports aggregate targeted insights for different leaders (i.e., CX, service, product) with the ability to drill down to and review individual interactions (see Figure 5 at the end of this section). This includes a CX-focused call summary that is automatically generated. The vendor's offering aligns well with Gartner's recent research on evolving QA into a quality intelligence (QI) function (see [Shift Your QA Program's Objective From Rep Performance to Customer Insights](#)).

The platform offers a wide range of no-code integrations with CCaaS, CPaaS and CRM CEC platforms including Genesys, Five9, Twilio, Salesforce, Zendesk and others. These out-of-the-box integrations, coupled with Loris.AI's onboarding support for clients, lead to extremely quick deployment times, averaging at 1-2 weeks.

Challenges:

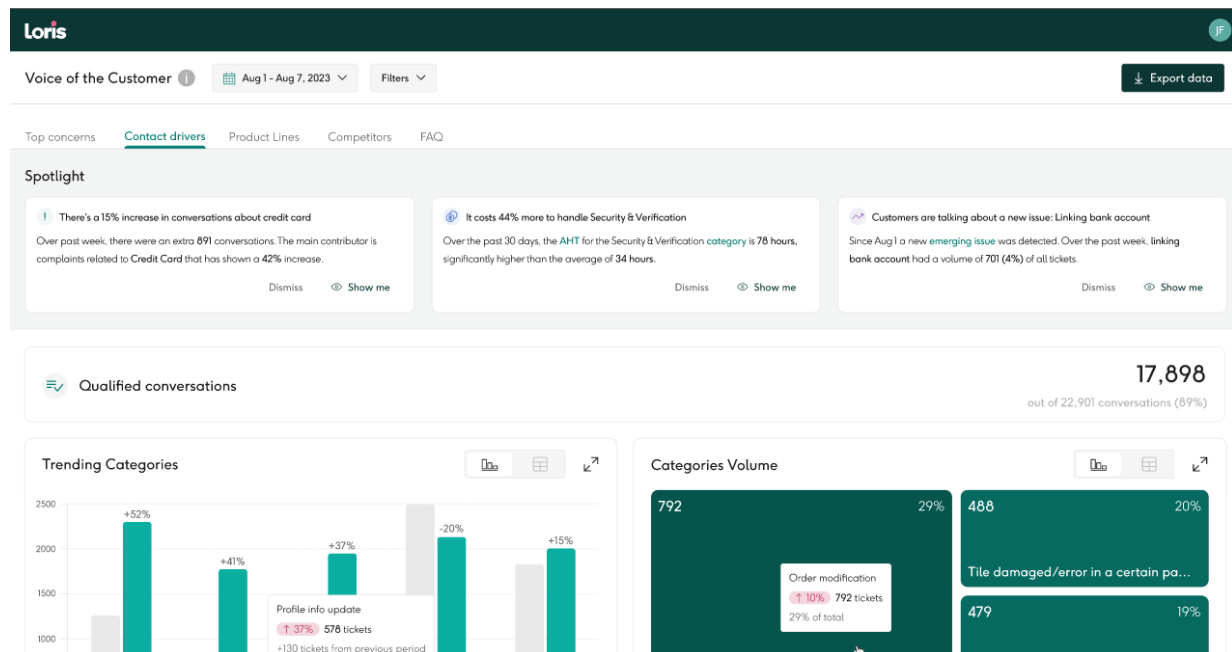
- Loris.AI's approach is a significant differentiator. But other vendors — including many of the CCaaS and CRM CEC platforms they offer integrations with, and some of the larger VoC vendors — are increasingly investing in similar functionality. This includes speech-and-text transcription and analysis, QA monitoring tools and more.
- Service and support organizations should assess whether similar functionality is available or planned from their existing platform vendors. If so, these organizations must determine if Loris.AI's differences in approach, price point, speed of deployment, solution maturity and design for a cross-functional audience warrant investment in a separate vendor.

Who Should Care:

- **VoC and quality teams:** Loris.AI streamlines quality management to provide actionable insights from every customer interaction. The platform facilitates seamless collaboration and detailed reporting, enabling VoC and Quality teams to effectively communicate insights and drive continuous improvement across the organization.

- **CX teams; service, support and success leaders; and product management:** Loris.AI's real-time insights and automated reporting, including features like "spotlight" for identifying critical CX issues, enable proactive customer engagement and swift issue resolution. Product management teams can leverage these insights for customer-driven product development and informed decision making based on competitive analysis and feature adoption trends.

Figure 5: Loris.AI Changes Your Contact Center Into a Customer Intelligence Center



Loris.AI

Thrive Global

New York, U.S. <https://thriveglobal.com>

Analysis by Kathy Ross

Why Cool: Thrive Global offers comprehensive employee wellness solutions to enhance employee productivity and the employee experience. Its product suite revolves around supporting productivity, engagement and a positive organizational culture by focusing on employee wellness. The Thrive platform provides a holistic approach to well-being with customizable journey solutions that address key areas such as sleep, nutrition, exercise, mental focus, financial health, stress management and social connections. The solution includes “microsteps,” Thrive’s delivery model of small daily steps, actions and check-in questions to gauge progress and reinforce positive changes over time through encouraging and motivational messages. It also connects employees to valuable company resources like employee assistance programs (EAP) when they need them most.

Thrive Global promotes the wellness of contact center frontline agents with its *Thrive Reset* feature, which offers 60-second breaks to help agents manage stress. These breaks are triggered by customizable settings and use conversation analytics and other queues to identify interactions that indicate higher-stress elements, offering agents breaks and relaxation exercises. To do this, Thrive integrates with major collaboration, analytics and workforce engagement management (WEM) platforms such as Slack, Microsoft Teams, Genesys, Intradiem, Webex Contact Center and NICE CXOne (see Figure 6 below).

Thrive Reset presents themed break activities including breathing exercises, nature visuals, gratitude practices, stress reframing and stretching guidance. These activities aim to reduce stress, lower attrition rates and enhance engagement, ultimately improving the performance quality of contact center agents.

Challenges:

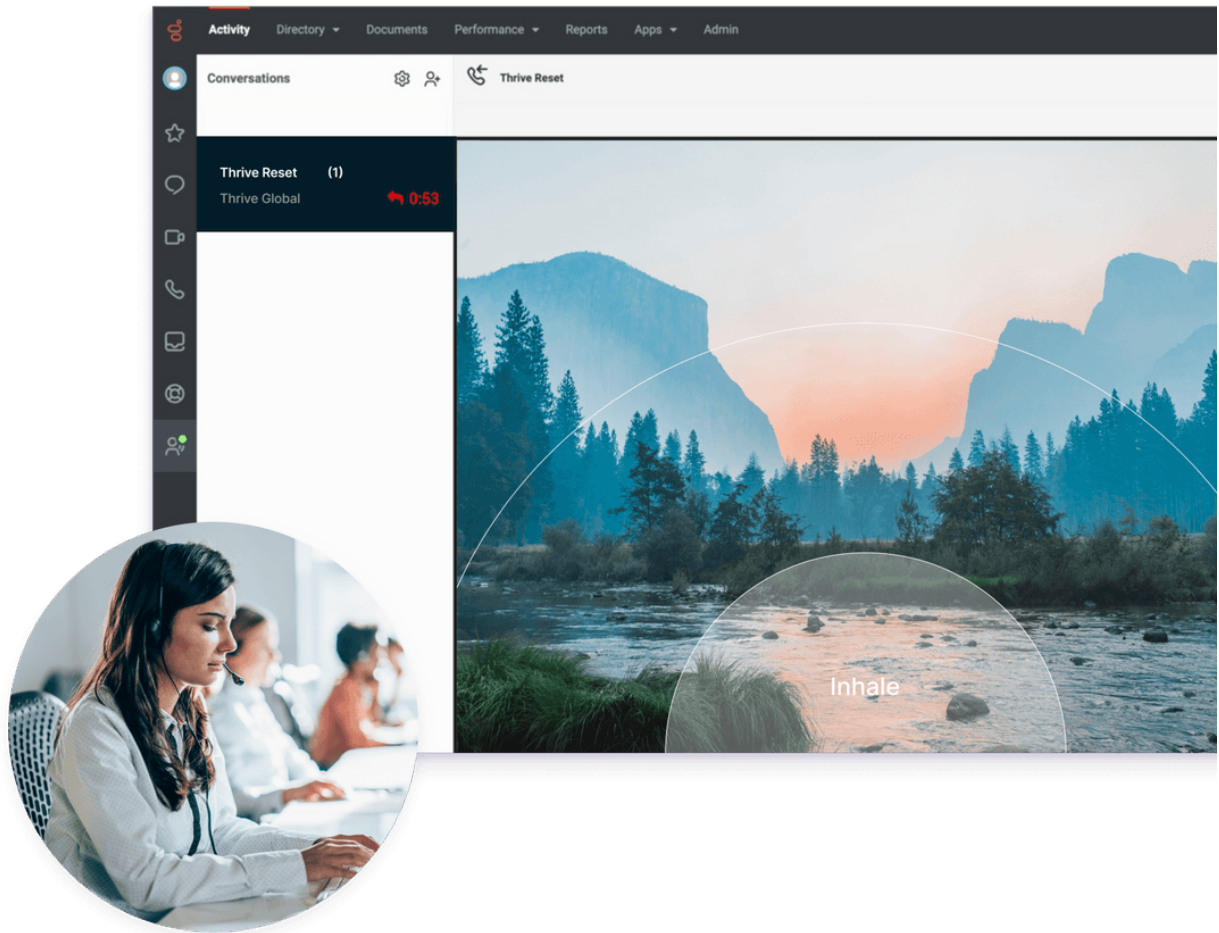
- While Thrive Global provides a comprehensive suite of tools aimed at improving employee well-being, engagement and productivity, quantifying these benefits can be challenging. Traditional metrics may not fully capture the nuanced improvements in employee morale, mental health, and job satisfaction. Leaders will need to establish clear KPIs and leverage advanced analytics to track the impact of these wellness initiatives accurately.
- Addressing the challenge of potential lag between the implementation of Thrive Global’s solutions and observable improvements in performance metrics may require a multifaceted approach. Customer service and support leaders will need to include qualitative and quantitative feedback, predictive analytics, and industry benchmarks to justify the investment and ensure sustained support for the wellness initiative.

- Leaders should be aware of the potential for employees to “game” the system to inflate their Reset breaks, thereby undermining the effectiveness of Thrive Global’s wellness programs. While features like Thrive Reset are designed to provide essential stress-relief breaks, there is a risk that employees may exploit these tools to take more frequent or longer breaks than intended. This could lead to decreased productivity and an imbalance in workload distribution among team members. To mitigate this risk, leaders will need to implement robust monitoring and reporting mechanisms to track the usage of Reset breaks. Without safeguards, the well-intentioned wellness initiatives could inadvertently lead to reduced efficiency and potential resentment among employees who adhere to the guidelines.

Who Should Care:

- **Customer service and support leaders and human resources leaders** aiming to enhance their workplace culture by prioritizing the employee experience should consider exploring Thrive Global’s comprehensive solutions. By boosting engagement and improving quality and productivity, organizations could mitigate agent burnout and attrition. Thrive Global offers tailored solutions for employees across all organizational levels, integrating with collaboration tools designed for management and offline workers. Additionally, Thrive Global provides specialized integrations with contact center solutions — specifically catering to employees in high-stress environments — to ensure a holistic approach to employee well-being and performance enhancement.

Figure 6: Thrive Reset, Embedded Within Genesys Cloud CCaaS



Thrive

Where Are They Now?

Forethought

San Francisco, California, U.S. (www.forethought.ai)

Analysis by Wynn White

Profiled in [Cool Vendors in CRM Customer Service and Support](#), Sept. 2023

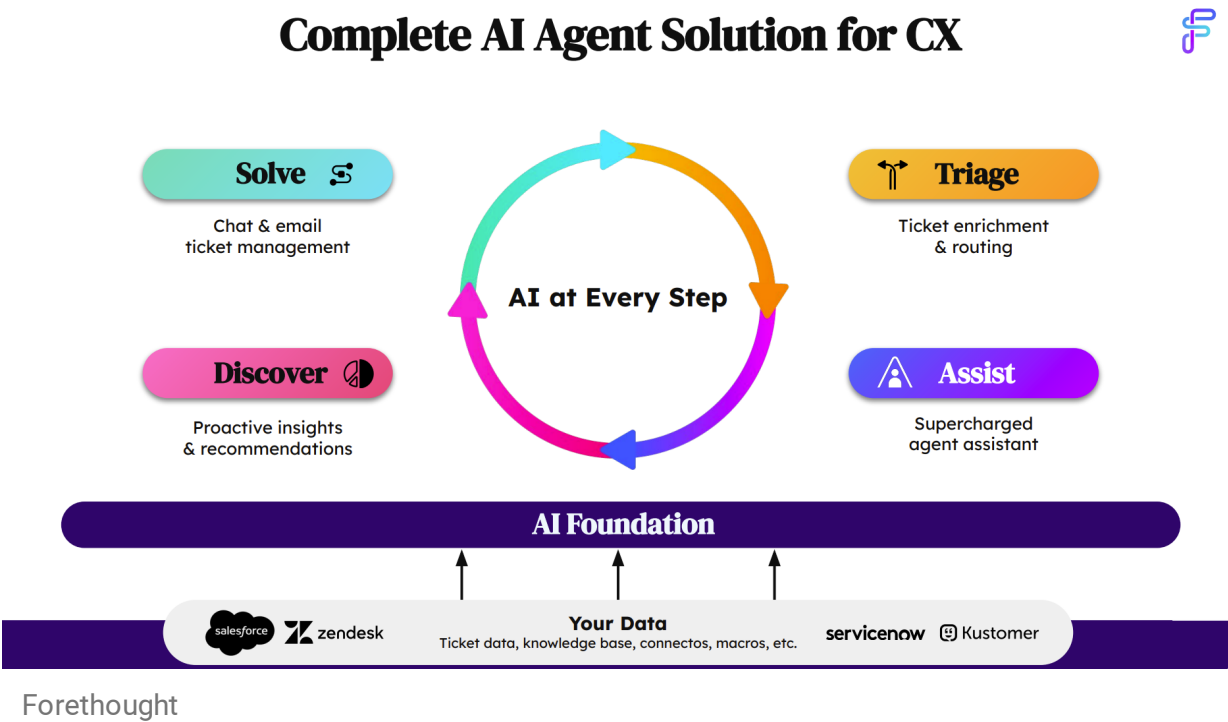
Why Cool Then: Forethought's platform is cool because it offers GenAI capabilities specifically designed for customer service teams, boosting speed and effectiveness when responding to customer requests. This enables businesses to successfully automate interactions and ease the burdens placed on their customer service teams. By leveraging AI, Forethought automatically generates and delivers personalized responses to customers, with or without human intervention. Forethought's unique AI training model allows it to ingest proprietary ticket data and/or cross-industry knowledge articles, enabling its AI agent to autonomously provide reasoning and decision-making resolutions (see Figure 7 at the end of this section). Forethought's company founders have a strong background in AI, ML and NLP, and are passionate about fundamentally disrupting the customer service solution industry.

Where They Are Now: Forethought is currently an independent company and has achieved Series C funding, expanding into the e-commerce, SaaS, recruiting, fintech and travel industries. Forethought's future vision includes exploring voice channels and focusing on seamless channel transitions for a better customer experience. Forethought is also working on delivering agent performance insights, expanding its integration capabilities, and developing workflow automation to generate policies and customer journeys automatically.

Forethought's platform offers a range of products, including chat and email ticket management, AI chatbots for issue resolution and AI-powered agent assistance. Forethought's solutions excel in information retrieval and are able to facilitate human-like conversations, helping customers find resolutions without human intervention. The company continues to refine its pricing and packaging to align customer value with costs, including outcome-based pricing models. Overall, Forethought's innovative approach to customer service and their commitment to leveraging AI make them a company that customer service teams should keep on their radar.

Who Should Care: Forethought’s portfolio is particularly relevant for **midsize to large customer service teams** that struggle with high volumes of customer inquiries or seek to automate responses for complex interactions. It has a strong sales-led growth strategy, is featured at customer service industry events, and has a solid list of referrals from satisfied business clients.

Figure 7: Forethought’s AI Agent Solution for CX



Acronym Key and Glossary Terms

AI	Artificial Intelligence
CA	Conversation Analytics
CCaaS	Contact Center as a Service
CEC	Customer Engagement Center
CRM	Customer Relationship Management
CSS	Customer Service and Support
CXM	Customer Experience Management
EAP	Employee Assistance Program
NLP	Natural Language Processing
QA	Quality Assurance
QM	Quality Management
VoC	Voice of the Customer
WEM	Workforce Engagement Management

Evidence

Gartner Customer Service and Support Priorities for 2024 Survey. This survey was conducted online from 13 September through 20 October 2023 to understand the most pressing priorities and key challenges for service and support leaders in the upcoming year. This year, it also measured service and support leaders' plans for technology investment in the coming year, including their plans for using generative AI. In total, 246 people participated. Survey participants were from North America (n = 174), EMEA (n = 50), Asia/Pacific (n = 19) and Latin America (n = 3). Disclaimer: Results of this survey do not represent global findings or the market as a whole but reflect the sentiments of the respondents and companies surveyed.

2023 Gartner Customer Service and Support Coach, Supervisor and Manager Survey.

This survey was conducted to better understand the responsibilities of customer service and support supervisors with an emphasis on tasks related to coaching and developing their direct reports. The survey was conducted online from 8 June through 4 August 2023. A total of 486 supervisors from across Australia (n = 24), Canada (n = 71), New Zealand (n = 21), the Philippines (n = 75), the U.K. (n = 103), and the U.S. (n = 192) responded. Qualified participants were full-time customer service and support professionals who reported spending most of their time supervising customer-facing employees. Disclaimer: Results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.

This research is based on analyst expertise and over 500 Gartner inquiries with clients over the past 10 years.

Document Revision History

[Cool Vendors in Customer Service and Support Technology - 11 September 2023](#)

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

[Innovation Insight: Coaching Tech to Boost Customer Service Performance](#)

[How to Evolve QA Into a Strategic Quality Intelligence Program](#)

[Shift Your QA Program's Objective From Rep Performance to Customer Insights](#)

[Why Service Technology Leaders Need to Understand Conversation Analytics](#)

[Cool Vendors in Customer Service and Support Technology](#)

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