

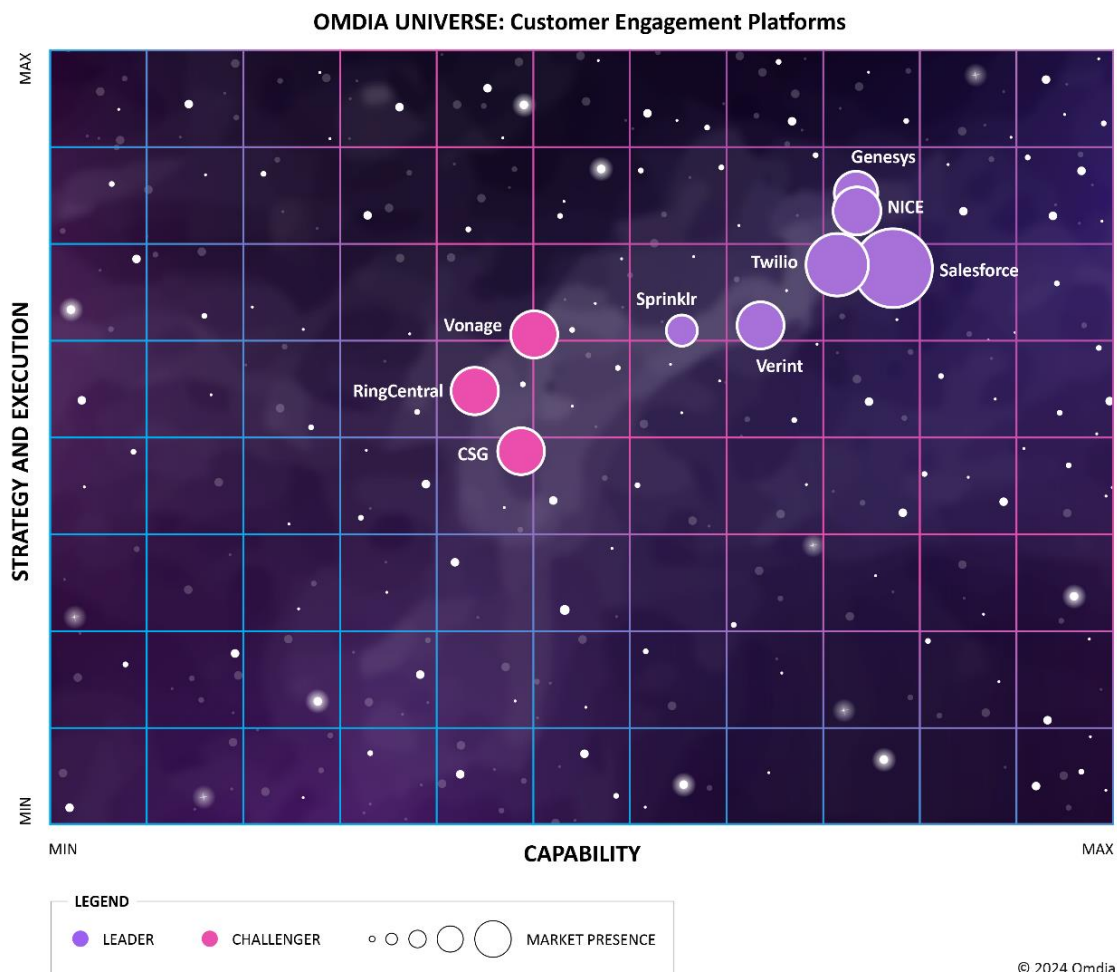
Omdia Universe: Customer Engagement Platforms, 2025

Summary

Catalyst

The *Omdia Universe: Customer Engagement Platform (CEP)* provides invaluable insights into a rapidly evolving market where the urgency to adapt to dynamic customer expectations is higher than ever. With intense competition driving innovation, this Universe is critical for understanding how vendors reshape their offerings to deliver greater value and customer-centric solutions in the digital transformation era. This intelligence is essential for businesses to stay competitive and capitalize on emerging opportunities.

Figure 1: The Omdia Universe for Customer Engagement Platforms



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Source: Omdia

All vendors included in the report were approached to provide input to this study. The following vendors either declined to participate or did not complete the response questionnaire in time before publication: Adobe, Avaya, Cisco, Creatio, Dialpad, Five9, Intelepeer, Microsoft, Oracle, Pega Systems, SAP, Talkdesk, and Zoom.

Omdia view

The convergence of sectors into unified platforms continues

The last couple of years have witnessed the convergence of six sectors to form the CEP market: contact center as a service (CCaaS), unified communications as a service (UCaaS), communications platform as a service (CPaaS), marketing and social technology, workforce engagement management (WEM), and customer relationship management (CRM). Rising customer expectations for seamless, personalized, and responsive experiences have driven this profound shift. The convergence is in response to the need for a comprehensive CEP that unifies fragmented systems and delivers omnichannel experiences. The continued convergence blurs the lines between sectors like CCaaS, WEM, UCaaS, and CEPs.

The distinction between UCaaS and CEPs is becoming less defined as the demand for seamless, omnichannel communication grows. Both markets address critical communication needs, but the shift toward integrated, customer-centric solutions that bridge internal collaboration and external customer engagement drives their convergence. As businesses prioritize customer experience (CX), the need for platforms that connect internal teams with customer-facing operations has grown. For example, escalating customer issues seamlessly from a messaging channel to a live agent relies on integrating UCaaS and CEP features.

Many vendors (e.g., RingCentral and Vonage) are blurring these lines by offering integrated unified communications (UC) and CEP solutions, creating platforms that serve internal collaboration and external engagement needs. Both vendors are included in Omdia's Universe for the first time, thanks to the growing demand for integrated communication solutions that enhance internal collaboration and external engagement.

Looking ahead, the convergence is likely to accelerate as customer expectations rise and more vendors offer all-in-one solutions. As these six sectors continue to merge, CEPs will evolve into end-to-end ecosystems that provide businesses with the tools to anticipate customer needs, respond in real time, and deliver meaningful experiences at scale. The result will be more comprehensive platforms that create a new era of communications-driven business success.

Analyzing the Customer Engagement Platform universe

Market definition

CEPs include platforms or suites of tools that centralize, coordinate, orchestrate, communicate, and measure all customer activities along various business units in an enterprise and customer interaction points. They serve as a centralized system that enables customer-facing stakeholders to manage and personalize their interactions with customers and coordinate seamlessly across an enterprise.

CEP functionality: A robust CEP offers a range of capabilities that cater to the needs of organizations looking to improve customer experiences and streamline business processes. A comprehensive CEP must:

- Excel in performance and scalability
- Provide robust localization options
- Be configurable and customizable to different business needs
- Support omnichannel engagement
- Empower employees with the tools they need to drive engagement,
- Ensure strong user management and security features

When integrated into a CEP, these capabilities help businesses orchestrate and activate customer experiences, driving better outcomes in their engagement strategies.

Data management and artificial intelligence (AI): Data management and AI functionality are critical elements enabling businesses to deliver personalized and meaningful customer interactions. They are essential for creating an effective, scalable, and personalized CX. Through robust data integration, real-time analytics, predictive insights, and AI-driven automation, businesses can better understand customer needs and preferences, enabling companies to respond with proactive and tailored engagement.

Market dynamics

An enterprise-ready market aligns with customer expectations

In this year's *Omdia Universe: Customer Engagement Platforms, 2024–25*, no vendors ranked in the Prospect (tertiary) category. This suggests that the CEP industry is maturing. A year-over-year (YoY) analysis of the leaders in the *Omdia Universe: Customer Engagement Platforms, 2023–24* indicates an across-the-board improvement in non-functional requirements like scalability, performance, reliability, security, and usability. It also highlights the CEP industry's commitment to meeting the needs of complex, large-scale deployments and highlights a competitive drive to offer more resilient and adaptable customer engagement solutions.

The CEP vendors are achieving this commitment by refining their platforms to meet higher standards and aligning with customer demands for robust, enterprise-ready solutions. This maturation could mean that these platforms are better equipped to handle the complexities of large-scale customer engagement, integrating advanced technologies without sacrificing reliability or user experience.

This also points to a possible reduction in potential barriers to adoption for prospective customers, especially those in industries with strict regulatory or performance requirements. Higher ratings may signal that CEP solutions are now more accessible and attractive to a wider range of industries—including finance, healthcare, and government—that demand high availability, security, and scalability standards.

Improvements indicate that vendors are emphasizing enterprise-grade capabilities, suggesting a shift toward serving larger, more complex organizations. As businesses of all sizes grow their reliance on digital customer engagement, they expect platforms that offer dependable performance, scalability, and strong security. This trend suggests that CEP vendors are aligning their platforms to meet the needs of larger enterprises with demanding workloads and strict compliance requirements. This also reflects vendors' efforts to remain competitive, as failure to meet high standards for non-functional requirements might drive customers to switch to platforms with stronger performance, security, and availability. Vendors will likely prioritize investments in core infrastructure and platform capabilities to avoid falling behind and increase innovation and adoption of advanced technologies to build more resilient and adaptable platforms.

Additionally, vendors are elevating their efforts to secure data and enable privacy as compliance standards grow more stringent worldwide. This indicates a response to regulatory pressures and the need to build customer trust. Enhancements in security, data integrity, and compliance—e.g., General Data Protection Regulation (GDPR) and System and Organization Controls 2 (SOC 2)—show that vendors are focusing on non-functional elements that build customer confidence and align with global regulations. This trend could reflect vendors prioritizing “security by design” and resilience to support regulatory requirements.

Finally, the data indicates a CEP market shifting toward composable architectures and microservices as vendors improve their platforms to support modularity, scalability, and integration flexibility. This trend may point to a market shift where vendors are future-proofing their platforms by aligning with these architectural trends to allow businesses to scale and adapt their systems as needed.

CEP market surges with double-digit revenue growth

The CEP market is growing, driven by increasing demand for integrated, AI-enhanced platforms capable of addressing complex CX challenges. Analyzing the YoY growth figures for the CEP market reveals several notable trends and patterns—overall market growth rates, ranging between 7.3% and 18%, suggest a healthy expansion in the CEP space (Note: figures do not include 2024 revenue. Many of the vendors have increased growth since last fiscal year). As noted by their fiscal year results, companies like Genesys and Salesforce demonstrate consistent double-digit growth, indicating that their AI-driven customer engagement and end-to-end journey orchestration strategies are paying off. Vendors like NICE, RingCentral, and Twilio reported a 9% YoY increase, indicating spectacular growth and highlighting how focusing on their core strengths is paying off.

Sprinklr’s 18% revenue growth stands out and suggests its focus on omnichannel engagement and social media integrations resonates strongly with the market. This could reflect a growing demand for platforms that offer unified customer engagement.

With multiple vendors achieving similar growth rates, differentiation becomes critical. Thanks to their established brand equity, the leading vendors are well-positioned, but they must continuously innovate to maintain competitive advantage. Differentiation through advanced capabilities and robust ROI is critical for continued growth. Vendors with strong cloud offerings, an enterprise focus, and innovative AI solutions are well-positioned to thrive in this competitive landscape.

CEP vendors advanced YoY in strategy and execution

The competitive landscape of the CEP market is evolving rapidly. The CEP market has significantly evolved from 2023 to 2024, with leaders advancing their positions owing to strategic innovation and operational execution.

The progression along the “Strategy and Execution” axis of the Universe chart reflects a culmination of proactive investment, market responsiveness, and operational excellence. By aligning their vision with market needs and consistently delivering results, leaders in the CEP space are setting new benchmarks for CX excellence.

CEP leaders focused on unifying disparate systems, enabling seamless data integration and holistic experience. Platforms like NICE and Twilio expanded prebuilt integrations with CRMs and enterprise systems. Others empowered businesses to automate and adapt workflows by democratizing access to CEP functionality. There were also focused investments in innovation in the market. The leading CEP vendors invested heavily in AI and automation to improve personalization, predictive analytics, and real-time engagement, making their platforms indispensable for businesses. Omdia also believes that leading vendors

are prioritizing customer-centric strategies, focusing on understanding customer pain points, addressing them proactively, and enabling end-to-end customer journey management.

Finally, leading vendors in strategy and execution communicated a compelling vision that resonated with enterprise buyers. Their strategies emphasized ROI, customer value, and future-proofing capabilities.

The CEP market evolves with expanding partner ecosystems

The CEP market's ecosystem expansion underscores a shift toward "platformization," openness, and customer-centricity. Vendors are investing heavily in partnerships to drive innovation, accessibility, and seamless integration. This evolution positions CEP platforms as the backbone of modern CX strategies, enabling businesses to cater to increasingly complex customer demands while reducing operational silos. Vendors are collaborating with a wide array of technology providers, consulting firms, and data platforms to enhance their offerings. For example:

- **CSG** partners with Amazon Web Services (AWS), Domo, OpenAI, and Snowflake to offer cloud native, AI-driven solutions and data integration.
- **Genesys** leverages strategic partnerships (e.g., AWS and Salesforce) and its AppFoundry marketplace, which has more than 550 applications and is growing 35% YoY, to provide open APIs and enable extensive customization.
- **NICE** aligns with strategic CX technology players like Microsoft and IBM to expand its market presence.
- **Salesforce** built a zero-copy bidirectional integration model, partnering with Snowflake, Databricks, and other hyperscalers while nurturing a robust independent software vendor (ISV) ecosystem with more than 7,000 apps. The vendor also integrates seamlessly with hyperscaler data lakes for real-time activation.
- **Sprinklr** offers a Unified Partners Program with diverse partner types, including system integrators, business process outsourcing (BPO) companies, and independent consultants. Top of Form
- **Twilio** offers more than 2,000 technology integrations with solutions like Google, Meta, Shopify, and Snowflake, enabling businesses to build tailored customer engagement workflows.

Pricing models are evolving to value selling

CEP vendors are moving away from the traditional model of license selling to embrace value selling. This shift is driven by evolving customer expectations, technological advancements, and the need for measurable outcomes. Businesses demand platforms that deliver measurable ROI, and they also want CEPs that enable them to achieve specific outcomes like reduced churn rates.

This shift affects the pricing models for CEPs, which are undergoing significant changes as vendors adapt to market dynamics, technological advancements, and customer demands for flexibility. For example, vendors like Genesys, NICE, and Twilio are increasingly offering flexible bundles tailored to specific use cases or customer needs. Genesys, for instance, introduced five core packages for its Cloud CX platform. Last May, it introduced a token pricing model for greater flexibility. NICE employs modular and pre-packed bundles. Twilio maintains its pay-as-you-go pricing.

Salesforce offers AI packages as add-ons, priced per agent, or consumption metrics. RingCentral emphasizes predictable pricing with published rates and volume discounts, while Verint bases pricing on user

interactions. Vonage’s pricing model stands out because of its flexibility, transparency, and adaptability, thanks to its support for various models, including usage bundles, pay-as-you-go, and seat-based.

Vendors will ensure competitiveness by offering modular packages, AI-driven pricing, and transparent cost structures because customers benefit from predictable costs and the ability to scale features as usage grows. Bottom of Form

Human-centric AI in CEPs aims to balance technology with empathy

As AI capabilities continue to advance, CEP vendors are increasingly adopting a human-centric AI approach. This paradigm focuses on creating AI systems that not only enhance operational efficiency but also respect and amplify human empathy in customer interactions. The shift underscores the need for advanced automation and humans to deliver meaningful CX.

Salesforce, for example, uses natural language processing (NLP) to detect customer emotions in real time, enabling customer-facing employees to respond with empathy. Genesys Cloud CX provides AI-driven recommendations to agents during live interactions. Overall, the trend signals that AI in CEPs is not only a tool for automation but also a bridge for deeper human understanding.

Vendors shift from license selling to value selling

Figure 2: Vendor rankings in the Customer Engagement Platform Universe

Vendor	Product(s) evaluated
Leader(s)	
Genesys	Genesys Cloud
NICE	NICE CXOne
Salesforce	Salesforce Customer Engagement Platform
Sprinklr	Unified-CXM
Twilio	Twilio Customer Engagement Platform
Verint	Verint Open Platform
Challenger(s)	
CSG	CSG Xponent
RingCentral	RingCX (RCX), RingSense AI, RingEX
Vonage	Vonage Fusion

Market leaders (Genesys, NICE, Salesforce, Sprinklr, Twilio, and Verint)

These vendors are undisputed leaders in the CEP market, excelling through innovation, breadth of offerings, and ability to drive measurable outcomes for businesses. These companies share several defining characteristics that secure their leadership status. Their shared focus on AI-driven innovation, customer-centric design, expansive partner ecosystems, omnichannel capabilities, verticalized solutions, and the ability to demonstrate ROI positions them as go-to solutions for enterprises. By continually evolving their platforms to meet the rising demands of omnichannel engagement, predictive intelligence, and tailored experiences, they are shaping the future of the CEP market.

Key differentiators

Comprehensive AI integration: All six leaders have deeply integrated AI across their platforms. From predictive analytics to generative artificial intelligence (GenAI) and real-time decision-making, they provide advanced capabilities that enhance personalization, operational efficiency, and customer insights.

End-to-end orchestration: They offer holistic solutions that manage the entire customer journey across touchpoints, ensuring seamless interactions from initiation to resolution. Journey orchestration and real-time personalization are at the heart of their platforms.

Robust partner ecosystems: These vendors' expansive networks of system integrators, ISVs, and strategic technology partnerships (e.g., AWS, Google, Microsoft) allow them to scale solutions, customize offerings, and expand their reach globally.

Vertical-specific offerings: Each has invested in industry-specific solutions that cater to complex verticals like healthcare, financial services, retail, and manufacturing, creating tailored experiences and driving value in key markets.

Global reach and scalability: With mature cloud infrastructures and international footprints, these vendors deliver scalable solutions for businesses of all sizes, addressing local compliance and global demands.

Market challengers (CSG, RingCentral, and Vonage)

Despite their strengths, these vendors lag behind leading CEP vendors because of several critical factors. Their platforms lack the depth of AI-driven innovation and advanced orchestration capabilities that leaders have invested heavily in. While these challengers excel in integration flexibility and core communication services, they fall short of offering the comprehensive, end-to-end customer journey management and predictive capabilities that define the top-tier platforms.

These vendors must prioritize AI sophistication and scalability to elevate their CX offerings. Moving beyond basic AI functionalities to advanced predictive analytics, sentiment-driven automation, and GenAI personalization will be essential. Investments in vertical-specific AI models and orchestrated journey frameworks could enhance relevance for enterprise clients. Strengthening industry-specific solutions by embedding pre-built workflows and outcomes tailored to complex verticals like healthcare, financial services, and retail will also provide differentiation. Furthermore, emphasizing omnichannel capabilities and moving beyond communication to true CX orchestration will help these vendors demonstrate greater value.

Finally, shifting to more innovative pricing models that tie directly to customer outcomes, such as value-based or tokenized AI pricing, can position them as strategic enablers of CX transformation.

Opportunities

AI-driven differentiation: Investing in advanced AI capabilities is the key to staying competitive. Vendors that can deliver predictive analytics, sentiment-driven automation, and GenAI personalization will position themselves as transformative partners. Adopting Agentic AI (AI that not only analyzes but also acts autonomously within guardrails) could provide a significant edge.

Vertical-specific innovations: Industry-tailored solutions represent a growth avenue. Vendors that prioritize building pre-configured workflows, compliance-ready features, and AI models designed for verticals like healthcare, financial services, and retail can unlock new revenue streams and gain a competitive advantage.

Expanding partner ecosystems: Strengthening partnerships with major cloud providers like AWS, Google, and Microsoft, as well as growing ISV and system integrator collaborations, could drive scalability and enhance solution offerings. These partnerships allow vendors to co-develop and deliver comprehensive solutions tailored to specific customer needs.

Adopting omnichannel and orchestration: Moving beyond communications tools to robust customer journey orchestration platforms can elevate challengers into the leader category. Seamless integration across digital, voice, and social channels is increasingly becoming a baseline expectation for enterprises.

Innovative pricing models: Vendors can lead with outcome-based pricing, such as value-based or tokenized AI models. These approaches align with customer success, allowing vendors to demonstrate clear ROI and deepen client trust.

Threats

Accelerating AI innovation: Market leaders are heavily investing in AI, setting a high bar for innovation. Their sophisticated predictive analytics, GenAI, and real-time orchestration capabilities could overshadow vendors with less advanced AI offerings.

Heightened customer expectations: Businesses demand seamless, hyper-personalized customer experiences powered by AI-driven insights and omnichannel engagement. Vendors that cannot deliver end-to-end journey management or address specific pain points face the risk of customer churn and difficulty in winning new deals.

Fragmented partner ecosystems: Leading vendors leverage mature partner networks to scale solutions and integrate seamlessly into existing enterprise workflows. Vendors with less developed ecosystems may struggle to meet large enterprises' integration and customization demands, limiting their ability to compete in complex verticals.

Price pressure: As CEP capabilities become increasingly commoditized, pricing wars threaten profit margins. Vendors relying on traditional pricing models may find it challenging to compete with innovative, value-based models offered by market leaders.

Market saturation: With dominant players commanding significant market share, it becomes increasingly difficult for challengers to differentiate. The existing leaders' well-established reputations and track records make it challenging for emerging vendors to attract enterprise clients.

Market outlook

Companies to focus on establishing a unified digital framework

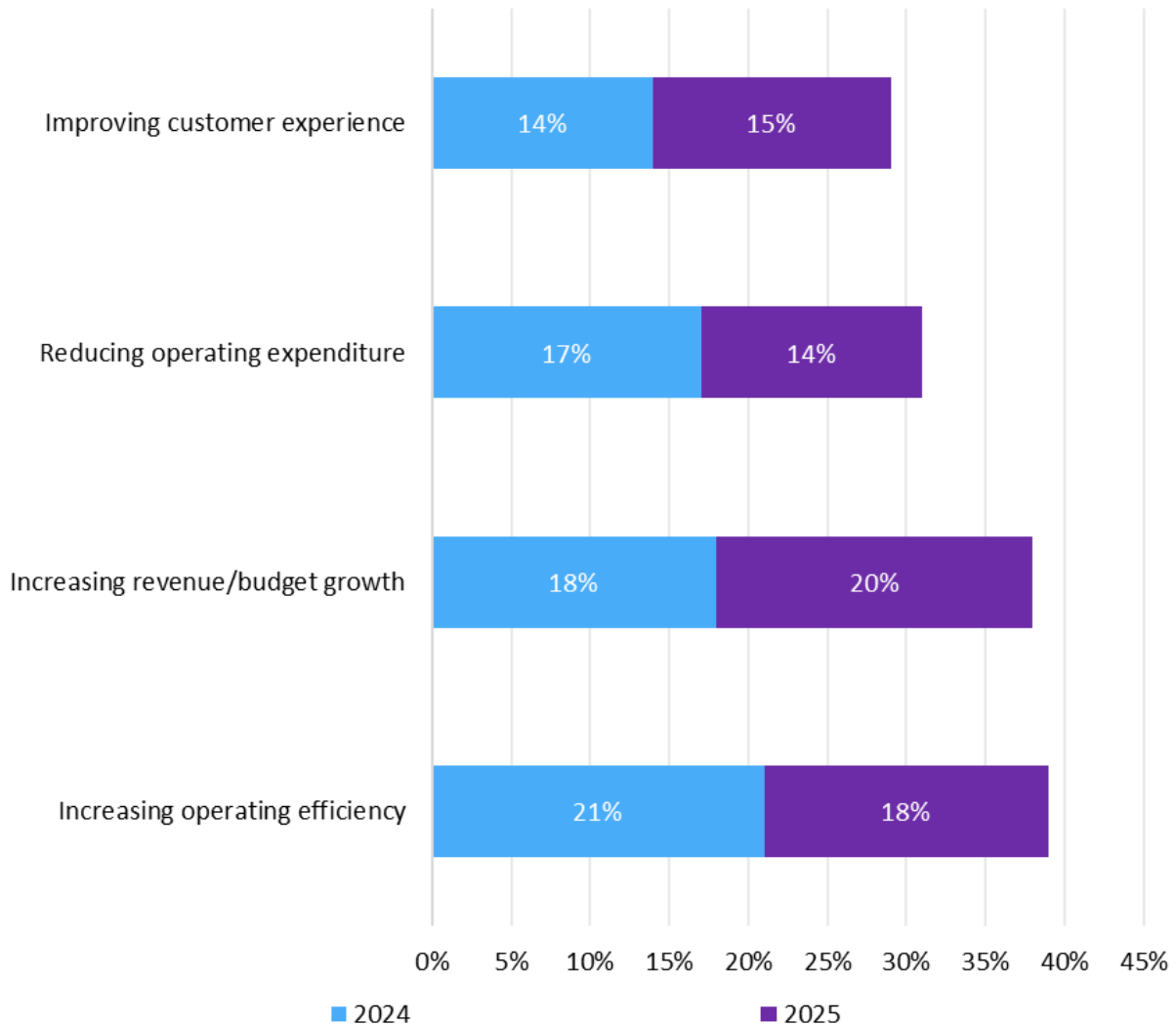
According to Omdia's *IT Enterprise Insights: IT Drivers and Technology Priorities – 2025*, a study of more than 5,000 global IT decision makers, there is a notable shift to prioritizing the creation of digital enterprise architecture (see **Figure 3**). This change suggests that with a more secure, modernized base, companies are focusing on establishing a unified digital framework that will support seamless operations, improved data flows, and integrated data and processes across departments.

This priority shift indicates that companies are moving from preparing for digital transformation to actively implementing structures, which can support scalable and data-driven operations. Companies are advancing beyond foundational IT security and modernization and are prioritizing creating unified digital enterprise architectures, setting the stage for scalable, interconnected, and adaptable operations across the organization. This evolution reflects a maturing digital strategy, where security and modernization efforts from previous years enable a more integrated and forward-looking IT focus.

Overall, the 2025 data indicates that companies are progressing from foundational improvements to strategic IT alignment that supports long-term growth. This reflects a maturing digital approach that allows for a shift toward integrated, forward-looking architectures that enable proactive adoption.

Figure 3: YoY top anticipated outcomes from technology investments

What do you perceive are your top priorities in your organization?



Notes: n=5,009

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Source: Omdia

CEPs will embrace customizable user interfaces (UIs)

CEPs are poised to evolve significantly, with a particular focus on delivering highly customizable UIs. These interfaces will cater to specific user roles, geographic preferences, and individualized workflows.

More customer-facing teams across an enterprise adopting CEPs and requiring individualized views and data will drive the shift toward role-based interfaces. For example, marketing might focus on campaign performance metrics, while sales teams need lead tracking and personalized sales dashboards. The platforms that use AI to adjust the UI based on roles dynamically will help to reduce cognitive load and improve efficiency.

Customizable UIs will also gain relevance in an increasingly globalized market, where geographic customization is critical. AI will also enable CEPs to go beyond static customizations to adapt UIs in real time

based on behaviors. For example, UIs, through workflow recommendations, could potentially suggest shortcuts or templates tailored to individual roles.

Companies will tie contact center data to overall business outcomes

The future of CEPs lies in their ability to connect contact center data with overall business outcomes. By transforming contact centers into strategic assets, these platforms will enable businesses to make data-driven decisions, enhance collaboration, and align CX with long-term goals. The shift reflects the growing recognition that customer interactions—often captured through contact centers—are a rich source of insights that can influence overall business performance.

CEPs that connect contact center data to business outcomes will help justify investments in CX and operational improvements. The quantifiable impact will be revenue growth, reduced churn, the ability to prioritize resources with high ROI, and stakeholder confidence.

Architects will become the lead designers of future CEPs

The complexity of delivering seamless, integrated, and scalable experiences requires a shift in how these systems are designed and implemented. As a result, vendors are increasingly recognizing the need to position architects specializing in system design and scalability as the central figures in CEP development.

These specialized professionals excel at managing the complex interdependencies within interconnected digital ecosystems. They can design platforms that ensure seamless data flows, robust integrations, and future scalability by taking a holistic view.

They are also uniquely positioned to bridge the gap between business leaders and technical teams to ensure the platform designs and decisions align with the vendors' strategic goals and business objectives. Therefore, the vendors that position architects as the lead figures in their CEP design will set themselves apart in a competitive market by delivering CEPs that meet the evolving needs of businesses and customers alike.

As CEP functionality becomes table stakes, vendors will need to differentiate

As CEP functionalities evolve into table stakes, vendors urgently need to differentiate themselves in a highly competitive marketplace. The basics—real-time messaging, multichannel interactions, and basic analytics—no longer suffice to stand out. Vendors must prioritize delivering advanced personalization, seamless omnichannel experiences, and AI-powered predictive capabilities to succeed. By enabling their enterprise customers to engage end user customers with hyper-relevant and context-based interactions, vendors can transform CEPs from transactional tools to strategic growth drivers.

One compelling avenue for differentiation is vertical specialization. Vendors that tailor their platforms to meet the unique needs of specific industries, such as retail, healthcare, or finance, can deliver industry-compliant solutions. For example, a CEP designed for retail might include dynamic pricing tools, while a CEP for healthcare could offer Health Insurance Portability and Accountability Act (HIPPA)-compliant patient journey mapping. This verticalized approach not only deepens the value proposition but also establishes vendors as trusted partners.

In addition, as privacy concerns rise, vendors emphasizing robust data security compliance with global regulations and transparent data handling practices can win customer loyalty. Meanwhile, platforms that showcase superior performance metrics will attract enterprises seeking reliability. Combined with flexible

pricing models, rich integrations, and exceptional customer support, these strategies can help vendors establish leadership in the next generation of customer engagement.

Vendor analysis

Vendor accolades

Within the vendor analysis section, two types of accolades can be awarded to vendors:

- The **Best in class** accolade is awarded to the vendor(s) with the highest score (highest outright, tied highest, or within <1% of the highest score) for each of the scoring categories that make up this Universe topic:
 - CEP Functionality
 - Data Management & AI
 - Solution Breadth
 - Strategy & Innovation
 - Market Momentum
 - Vendor Execution
- The **Top-tier** accolade is given to vendors falling within the upper tercile (top third) of the scores within the comparison group for each of these same scoring categories.

Twilio (Omdia recommendation: Leader)

Twilio should appear on businesses' shortlists if they seek a robust CEP. Twilio's platform offers unparalleled flexibility, scalability, and innovation. Its ability to unify customer data, orchestrate seamless journeys, and deliver trusted communications makes it a compelling choice. As Twilio continues to evolve, its focus on customer outcomes and AI-driven innovation ensures it remains a leader in the market.

Overview

Twilio has consistently positioned itself as a leader in the CEP market by blending communications, data, and AI into a seamless ecosystem. Its approach revolves around personalized interactions at scale, leveraging its heritage in CPaaS and its acquisition of Segment for robust data capabilities. Twilio's offerings include tools for omnichannel orchestration, journey automation, AI-powered insights, and fraud prevention, all underpinned by a global infrastructure.

Twilio's CEP integrates native customer data platform (CDP) capabilities with a zero-copy data model, enabling real-time data enrichment and advanced audience segmentation. Kathryn Murphy, Senior Vice

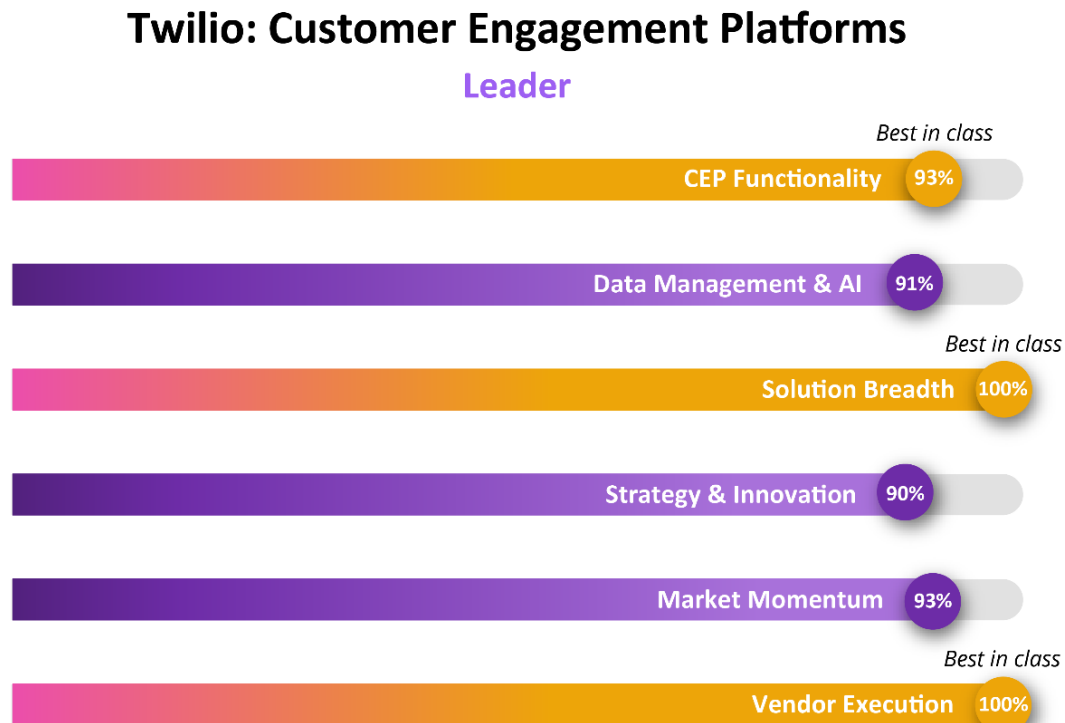
President of Product for Twilio, noted, “By combining Segment with zero-copy data, businesses unlock new potential to enrich customer profiles and drive personalized interactions.”

At its core, Twilio’s platform is built to deliver intelligent communications by combining APIs with advanced orchestration tools. Its focus on outcomes-based orchestration and AI applications, such as predictive customer behavior and generative campaigns, helps clients drive tangible ROI. According to Andy O’Dower, Vice President of Product, “It’s not about the number of channels you support but how you orchestrate them to enable personalized interactions at scale.”

While challenges remain in perception and vertical-specific offerings, the company’s relentless focus on innovation and customer outcomes ensures its continued growth and relevance in the competitive landscape. Most recently, Twilio introduced AI solutions for auto-instrumentation, increased incorporation of specific use case templates, and simplified the onboarding process to expedite the time to value—less than 30 days for the first use case. Additionally, with the Segment implementations with interactive voice response (IVR)—Agent Co-Pilot—and Unified Profiles for Flex, Twilio brings Segment and Communications capabilities more seamlessly together as a single solution.

With strategic investments in AI, partnerships, and customer-centric tools, as well as features like conversational AI, real-time CSAT prediction, and enhanced customer engagement flywheels, Twilio is shaping the future of customer engagement. Furthermore, by prioritizing trust, scalability, and measurable outcomes, Twilio is well-positioned to navigate the evolving demands of the CEP market.

Figure 4: Omdia Universe ratings—Twilio



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Source: Omdia

Strengths

- Integrating Twilio Segment's CDP with communication APIs creates a foundation for personalized and scalable customer interactions.
- Twilio's modular architecture, robust documentation, and self-service options cater to developers and enterprises seeking flexibility and control.
- Strategic partnerships with Google, Snowflake, and OpenAI enhance Twilio's reach and integration potential. Its ISV marketplace and co-sell strategies further expand its ecosystem.
- Twilio measures its success by the outcomes it drives for customers. It aligns product development with measurable goals like increased ROI and reduced resolution times.
- Twilio invests heavily in R&D (roughly \$943 million in 2023) to keep its platform at the cutting edge of CEP innovation. Features like Conversational Insights and Unified Profiles demonstrate its commitment to delivering value to customers.
- Twilio's low-code/no-code offerings provide extensive tools for developers and business users to efficiently design and manage communication and engagement workflows without needing in-depth technical expertise.
- Its modular approach to support, combined with on-demand expertise and comprehensive training resources, positions Twilio as a strong player in the professional services space.

Limitations/opportunities

- Despite its extensive capabilities, Twilio's reputation as a leading CPaaS provider impacts the association of Twilio as a full-fledged CEP. Transforming this perception will require continued emphasis on end-to-end orchestration and AI-driven features.
- Twilio Segment, while powerful, may seem challenging to implement for smaller businesses without technical expertise. Simplifying onboarding could help with adoption.
- Further expanding its pre-built workflows and vertical-tailored features could improve the relevance of industry-specific solutions for enterprise clients in complex industries like financial services.
- Twilio may lack some specialized features like dedicated voice-over-customer (VoC) dashboards and deep social listening that are natively available with some other platforms. However, Twilio has several out-of-the-box API integrations with leading VoC solutions like Qualtrics, Medallia, and others.
- Although Twilio has integrated AI-driven solutions, additional acquisitions focused on advanced AI capabilities could bolster its AI initiatives. Acquiring companies specializing in conversational AI, sentiment analysis, or predictive analytics could further differentiate Twilio's offering.

Appendix

Methodology

Omdia Universe

Omdia's rigorous methodology for the Universe product involves the following steps:

- Omdia analysts perform an in-depth review of the market using Omdia's market forecasting data and Omdia's enterprise insights survey data.
- Omdia creates a matrix of capabilities, attributes, and features that it considers to be important now and in the next 12–18 months for the market.
- Vendors are interviewed and provide in-depth briefings on the current solutions and future plans.
- Analysts supplement these briefings with other information obtained from industry events and user conferences.
- The Universe is peer-reviewed by other Omdia analysts before being proofread by a team of dedicated editors.

Inclusion criteria

- Vendors' customer engagement platforms must have a minimum of 40 unique enterprise clients deploying their CEP offering.
- Vendors must cater to a minimum of six distinct sectors.
- Vendor platforms must offer 11 of the 13 key criteria:
 - **1. Omnichannel engagement:** The platform should allow businesses to reach customers through their preferred channels by offering customer support features, such as omnichannel ticketing, self-service for assistance, customer feedback and surveys, customer portals, multi-channel support, knowledgebase, escalation procedures, mobile accessibility, multi-language support. Additionally, it could support various communication channels like email, SMS, social media, live chat, etc.
 - **2. AI and automation capabilities:** AI-powered features to streamline and automate processes, personalize interactions at scale, and offer relevant content.
 - **3. Analytics and insights/reporting:** Advanced analytics tools that gather, capture, analyze, visualize, and report customer data to derive insights and track metrics. These insights help in understanding customer behavior, preferences, and engagement patterns to optimize strategies. Advanced analytics and reporting tools should track and measure customer engagement metrics and gain insights into customer behavior, satisfaction, and the effectiveness of engagement strategies.

- **4. Performance and scalability:** The platform should scale with the growth of the business, supporting an increasing number of customers, interactions, and data volume.
- **5. Configurability and customization:** The platform should offer high levels of configurability, allowing business users to define, configure, and amend most platform capabilities, including workflows, analytic models, data visualization, profile segmentation, etc. Customization options should allow businesses to adapt the platform to specific business processes and workflows.
- **6. Personalization capabilities:** Capabilities to analyze the customer data (behavioral, transactional, preferences, third-party) to orchestrate personalized content, messaging, offers, etc., via customers' preferred channels.
- **7. Customer data management:** Robust data management capabilities to collect, organize, and analyze customer data effectively. It involves harmonizing disparate data sets from different systems and databases and integrating them into existing enterprise systems to consolidate information and provide a single source of truth.
- **8. Integration capabilities:** Seamless integration via APIs and connectors with other business systems such as CRM, ERP, and third-party applications to facilitate data flow between the customer engagement platform and existing tools.
- **9. A unified view of the customer:** The platform must provide a comprehensive view of customer data across all touchpoints to provide a holistic understanding of customer interactions and preferences.
- **10. Localization:** The platform should support multi-language capabilities and offer UI and UX design to suit the preferences of specific regions.
- **11. Security and compliance:** Tools to ensure data security and oversight across all stages of customer engagement, compliance with regulations like the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), etc., and safeguarding sensitive customer information.
- **12. Customer listening:** Tools to collect customer and employee feedback from multiple sources, analyze respondent sentiment, and gauge customer satisfaction.
- **13. Measurement and reporting:** Capabilities and dashboards to track, measure, and visualize the customer experience based on their engagement to optimize and improve performance.

Exclusion criteria

- The vendor focuses on customer engagement technology in less than six vertical industries or a limited range of industry sectors.
- The vendor has less than 40 unique deployments on its CEP.
- The vendor has less than 11 of the capabilities requirements.
- More than 50% of the vendor's solution comprises partner solutions or third-party solutions.
- The vendor has no direct contact with the end customer; everything is done through channel partners.

- The vendor lacked investment and a dedicated strategy for CEP technology.
- The vendor solutions are “white labeled” and not sold as a branded solution.

Further reading

[“Coopetition set to transform the customer engagement platform \(CEP\) ecosystem”](#) (November 2023)

[Omdia Universe: Customer Engagement Platforms, 2023–24](#) (October 2023)

[“Customer engagement platform providers must evolve with changing customer needs”](#) (July 2023)

[“Leaders in the CEP category share three common attributes”](#) (August 2022)

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