

Market Guide for Speech Analytics Platforms

Published 22 March 2023 - ID G00781108 - 16 min read

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

Speech analytics platforms enable real-time and postcontact capture and analysis of service and support experience. This guide details key features of speech analytics platforms and trends in this market to help customer service and support leaders assess products for purchase and application.

Overview

Key Findings

- Speech analytics (SA) platforms have matured to provide a range of capabilities such as transcribing efficiently, detecting speaker emotion, generating alerts in real-time and providing customer journey analytics.
- Companies continue to implement SA for quality assurance (QA) purposes. However, the technology is increasingly applied to gather insights that support a robust service and support strategy to improve customer and employee experiences.
- SA technology enables a robust set of business capabilities. However, many customer service and support leaders underutilize speech analytics because they are unaware of its capabilities or they underestimate the effort required to customize the platform and analytics models.
- SA platform adoption is on the rise within customer service and support organizations. Gartner research published in 2023 shows that 36% of service organizations had already adopted the technology as part of their voice-of-the-customer (VoC) programs, with a further 17% planning to adopt before the end of the fiscal 2023.

Recommendations

To generate insights using SA technology to improve service and support experience, customer service and support leaders must:

- Ensure vendor platform features align with current and future business needs by understanding the various applications of speech analytics technology
- Select the best-fit vendor that caters to your industry and is compatible with your enterprise ecosystem by performing vendor assessment.
- Focus first on leveraging features that can be delivered with less dependency on operations and integration with other components of the enterprise ecosystem by developing an iterative plan for adoption of speech analytics technology.
- Increase success factors of SA platform adoption by staffing experts to support all phases of adoption, including assessment, implementation and continuous improvement.

Strategic Planning Assumption

By 2025, 66% of service and support organizations will have reduced agent QA teams by more than 50% due to the application of SA technology for QA.

Market Definition

This document was revised on 6 April 2023. The document you are viewing is the corrected version. For more information, see the [Corrections](#) page on gartner.com.

The **market for SA platforms** in customer service and support is an application that analyzes speech content in customer interactions in real time and postcontact. Vendors providing these services offer the following solutions:

- Transcription and metadata for traits of the interaction, including sentiment analysis
- Interface for designing workflows and visualizing data
- Storage and flexible deployment options
- Ability to customize speech models, encrypt and redact sensitive data, and integrate with the enterprise ecosystem.

Informed application of SA technology capabilities will help customer service and support leaders monitor and evaluate customer interactions to improve customer and employee experience. SA platforms can either be stand-alone analytics platforms with integration capabilities or can be included natively as part of broader customer engagement suites.

Market Description

Service and support organizations leverage speech analytics technology to enable business capabilities such as:

- Gathering VoC and voice-of-the-employee (VoE) data
- Monitoring agent performance
- Providing real-time guidance for agents
- Capturing a 360-degree view of the customer in collaboration with other analytics platforms
- Training and coaching agents.

Quite a few vendors in the market have varying degrees of maturity in the solutions offered.

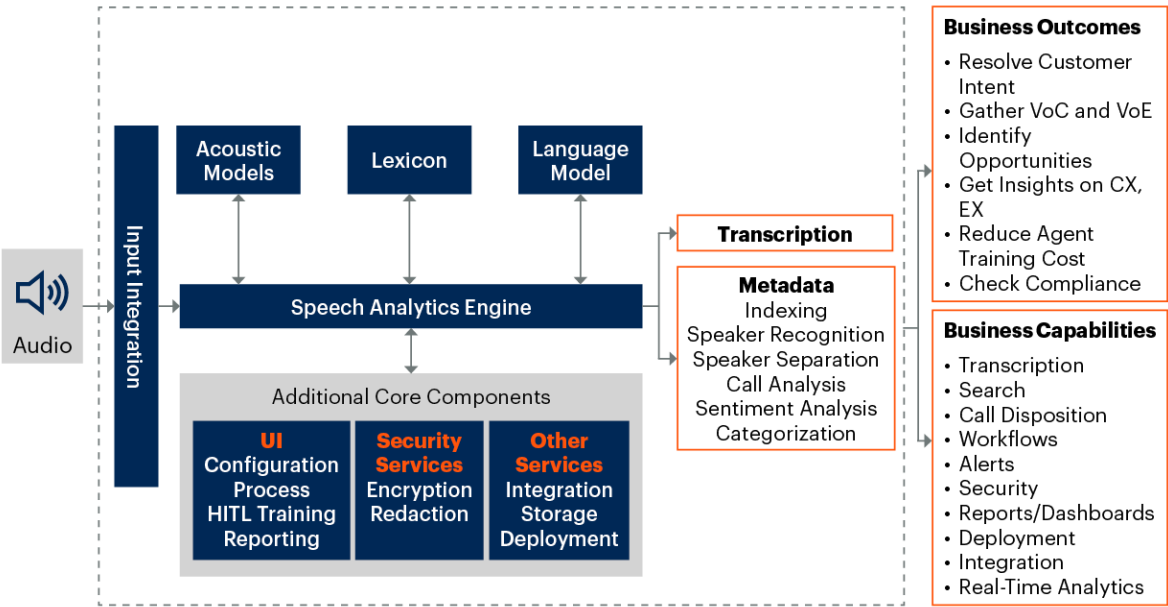
All vendors in the SA platform market leverage two basic components to recognize speech:

- **The acoustic model** is responsible for taking speech and then compiling it into statistical representations of the sounds for words.
- **The language model** provides the probabilities of sequences of words.

SA platforms leverage advances in these models to perform the fundamental task of converting speech to text (STT). At a minimum, SA platforms provide features to integrate with speech sources and to generate speech transcriptions with comprehensive metadata (see Figure 1).

Figure 1: Speech Analytics Platform

Speech Analytics Platform



Source: Gartner
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Customer service and support leaders should assess vendor platforms to not only meet current needs but to scale the application of the SA technology. The assessment must consider the types of speech sources and their integration, type of acoustic and language models used for speech recognition, usability, security and other add-on services. Table 1 presents the core components of a speech analytics platform. Capabilities enabled by these platform components for service and support organizations are discussed in the Market Analysis section.

Table 1: Speech Analytics Platform Components

(Enlarged table in Appendix)

SA Platform Component	Description
Audio	Live or recorded file of speech for ingestion into the speech analytics platform.
Speech Source Integrator	The SA platform component responsible for integrating with the speech source.
Acoustic Model	A model that learns from audio records what the relationship is between an audio signal and the phonemes (or other linguistic units) that comprise speech.
Lexicon	Stores the words and other related information to support the STT process such as pronunciations and parts of speech.
Language Model	Supports the speech recognition engine in determining how likely a word sequence is, independent of the acoustics. Including industry-specific model templates that are prebuilt elements designed for specific industries covering training assets, model variations, and custom workflows.
Speech Analytics Engine	The core engine with AI capabilities that primarily orchestrates the acoustic, lexicon and language models to transcribe STT and provide meta data. Secondary function includes interfacing with additional platform components to provide features for configuration, customization, security, integration, storage etc.
UI Features	User interfaces for configuration of the SA engine, designing workflows, train/customize models, creating reports/dashboards etc.
Security Services	Platform components that can add security features such as encryption and redaction to the speech file and related outputs.
Other Services	Platform components that allow for integration with the enterprise ecosystem, storage and flexible deployment options.
UI = user interface	

Source: Gartner (March 2023)

Market Direction

Speech Analytics Platform Vendor Market Drivers

The application of SA technology is evolving rapidly, even though the underlying natural language processing technology has just passed the Peak of Inflated Expectations according to Gartner's [Hype Cycle for Artificial Intelligence, 2022](#). In the next few years, the SA market will evolve and richer solutions delivered by SA platform vendors will be driven by:

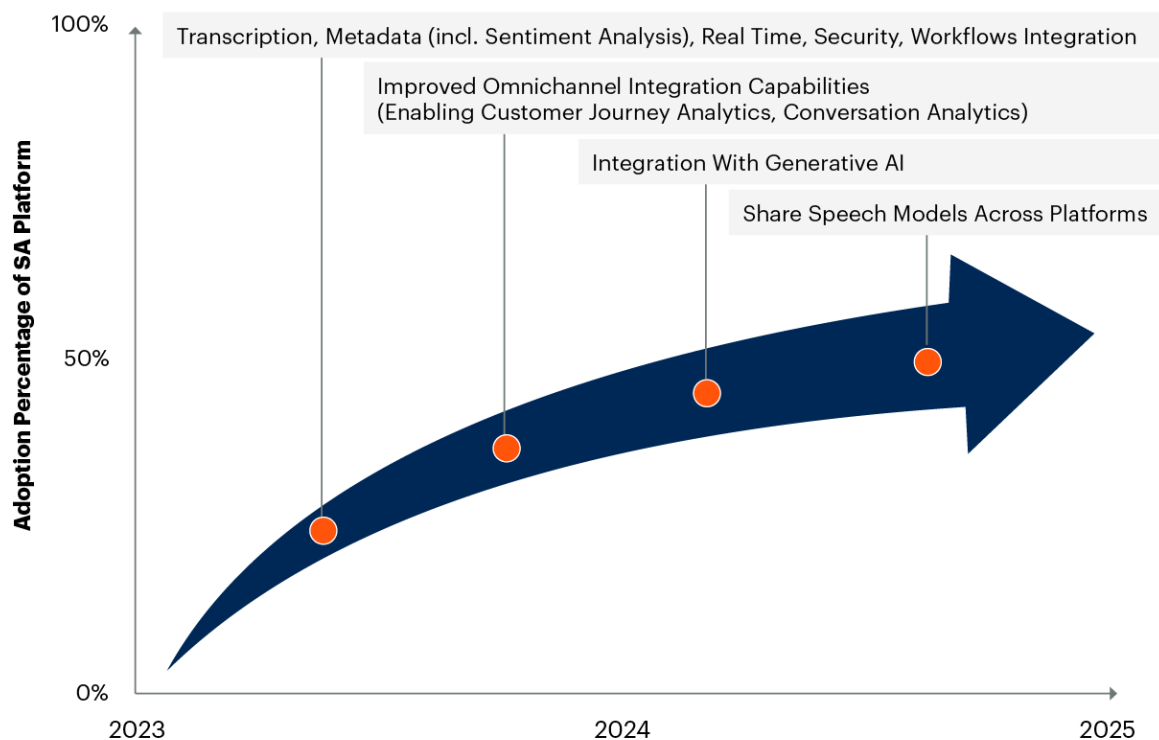
- Advancements in AI and its application to speech models (acoustic, lexicon and language).

- Increased demand for a consolidated view of the customer experience (CX) in a multichannel/omnichannel world.
- Need to improve the efficacy of SA models by training in industry best practices such as IT service management.
- Improve efficiency and reduce cost by sharing speech models across platforms. For example, **sharing speech models** between speech analytics and conversational AI platforms (see Figure 2).

Figure 2: Speech Analytics Market Direction

Speech Analytics Market Direction

Illustrative



Source: Gartner
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Gartner

Service Organization Speech Analytics Platform Adoption Drivers

Most customer service and support organizations adopt speech analytics for the following reasons:

- Support quality assurance programs and compliance goals

- Gather insights from customer interactions via voice channels to improve CX and employee experience (EX)
- Understand customers' perspective of company's products/services
- Identify reasons for not resolving customer intent
- Monitor agent performance
- Identify customer sentiment and at-risk customers

In general, service organizations are not leveraging the full potential of the SA technology. However, factors such as improved accuracy of outputs, low cost to entry with platform-as-a-service (PaaS) subscriptions, and increase in demand for the advanced features are increasing the adoption of the advanced capabilities, such as:

- Provide just-in-time guidance for agents to address customer issues with real-time analytics.
- Gather insights on CX and EX via conversational analytics that require multimodal capabilities.
- Combine speech analytics with other analytics platforms to get a 360-degree view of the customer.
- Gather customer journey analytics across channels (e.g., multichannel and omnichannel experience).
- Apply SA platform for training and coaching agents.
- Generate actionable insights with reduced dependencies on enterprise data and analytics teams.
- Automate activities such as "Call Summarization" and "Automated Call Disposition."

Market Analysis

Based on the trends above, expect speech analytics platform vendors to:

- Focus on broad SA capabilities, flexible deployment and wraparound system integration support.

- Provide SA capability as part of the customer engagement suite, either natively included or by integration with a third-party SA platform.

Note: This Market Guide does not address vendors specializing in self-service features that leverage SA technology to cater to developers of a broad set of speech recognition and processing capabilities (e.g., speech enabled remote devices, medical devices, speech-enabled automobile components, virtual assistants)

Speech Analytics Platform Capabilities

SA platform vendors will continue to focus on offering capabilities for service and support organizations to resolve customer intent, gather VoC and VoE data, provide insights to improve CX and EX, and improve service and support strategy.

SA platform vendor solutions vary in capabilities. The vendors will compete to provide robust platform capabilities that enable advanced business capabilities such as real-time and customer journey analytics. Some vendors provide vertical industry-specific solutions where SA models are trained with specific domain knowledge bases. These customized models will reduce the implementation time required by reducing the model training time.

While all SA platforms will include a type of acoustic, lexicon and language models, other basic and advanced platform and business capabilities vary and are listed in Tables 2 and 3. The capabilities are further classified into basic and advanced, with basic capabilities being the **minimum set of features** that will be required by a performing SA platform. Advanced capabilities, while optional, can cater to scaling the application of SA technology. The SA platform capabilities are categorized into platform (see Table 2) and business capabilities (see Table 3) to provide further detail.

Table 2: Speech Analytics Platform Capabilities

(Enlarged table in Appendix)

Platform Capability	Type	Description
Speech Source Integrator	Basic	SA platform component responsible for integrating with live and recorded files of speech sources. Assessment of compatibility of recorded speech files format with the SA platform is recommended.
Transcription	Basic	Text from real-time or prerecorded voice streams.
Indexing	Basic	A speech-indexing algorithm designed for calculating the number of times a particular word/phrase is used.
Call Analysis	Basic	Analyzes calls to provide traits of the call and classify based on configuration.
Sentiment Analysis	Basic	Recognizing a person's emotional state – for example, anger, confusion or deceit for both agent and customers.
Categorization	Basic	Assignment of meaning for transcription by tagging words and phrases.
Process Tools	Basic	User interfaces to support development/enhancement of models, design workflows and criteria for generation of alerts.
HITL training	Basic	The ability for human experts to support and train the models.
Encryption	Basic	Process of systematically encoding a bit stream before transmission, so that an unauthorized party cannot decipher it.
Redaction	Basic	Refers to the permanent removal of information, not the masking or obfuscation of data. Examples would include PII and HIPAA compliance related information.
Integration	Basic	APIs for integration with enterprise and if required with third-party systems/components.
Storage	Basic	Data management options to run on a server, storage network device or storage device to aid in managing and protecting the data.
Deployment	Basic	Mode of solution deployed in customer environment. (cloud/on-premises/edge/hybrid/embedded/stand-alone)
Reporting Tools	Basic	Data and insights visualization via reporting interfaces.
Speaker Recognition	Advanced	The process of automatically recognizing who is speaking.
Speaker Separation	Advanced	The process during which a call recording is analyzed to break the entire conversation into different parts. These different parts are then assigned to the specific speaker that uttered that specific part.
Industry Templates	Advanced	Custom and vertical industry models/templates for training, workflows and insights generation.
Multilanguage Support	Advanced	SA models support multilanguages.
Cross-Lingual Support	Advanced	SA models support for speech containing cross-/multiple languages.
HIPAA = The Health Insurance Portability and Accountability Act; HITL = human in the loop		

Source: Gartner (March 2023)

Table 3: Speech Analytics Business Capabilities

(Enlarged table in Appendix)

Business Capability	Type	Description
Search	Basic	Aggregates the results of a user-initiated search and presents those results back to the user.
Insights	Basic	Generate broad categories of insights from customer interactions. Examples: VoC, VoE information, what are customers saying about competitors, identify opportunities for self-service, help with root cause analysis and provide insights for data driven decision making.
Compliance Monitoring	Basic	Monitoring speech interactions in real time or near real time to ensure regulatory compliance.
Agent Performance	Basic	Generate automated quality assurance scorecards for monitoring and measuring the performance of individual agents based on scoring elements of individual company measurement form.
Agent Training/Coaching	Basic	Personalized training for agents using the platform and coaching (both scheduled and integrated) based on insights from customer interactions in real time and postcontact.
Security	Basic	Ability to encrypt call data and redact sensitive information.
Design Workflows	Basic	Ability to create workflow based on triggers from insights gathered in real-time and postcontact analysis of the customer interaction.
Alerts	Basic	Ability to send real-time and postcontact alerts and notifications based on predefined triggers.
Reports/Dashboards	Basic	Generation of custom reports, dashboards for specific business insights. Dashboards to heighten visibility and provide insight into trends (ongoing and real time).
Automated Call Disposition	Basic	The process of automating the data entry on the purpose of the call (call disposition). Automatic call context, intent, and sentiment analysis.
Gamification	Advanced	Incentivize the performance of agents to reinforce a culture of improvement and increased motivation for the agents.
Call Summarization	Advanced	Accurately capture key parts of the customer interaction to provide an automated summary for the user.
Fraud Detection	Advanced	Fraud detection through the real-time, near-real-time or batch analysis of customer interaction.
Authentication	Advanced	Capability to authenticate based on speech (voice biometrics).
Real-Time Analytics	Advanced	Ability to handle real-time speech and transcription.
Predictive Scoring	Advanced	Generate prediction/s based on the interaction (contextual data – past interactions, profile data, etc.). Example: conversion probability.
Conversation Analytics	Advanced	Ability to capture customer interactions on all types of channels (speech, text and video) and integrate with the enterprise systems of intelligence to aggregate and generate insights.
Customer Journey Analytics	Advanced	Capture and analyze customer journey with listening posts at applicable touchpoints across channels to solve for customer intent to generate insights for improving CX and reduce friction points.

Source: Gartner (March 2023)

Representative Vendors

The vendors listed in this Market Guide do not imply an exhaustive list. This section is intended to provide more understanding of the market and its offerings.

The vendors named in this guide were selected to represent the various capabilities discussed in the Market Analysis section. We list the vendors based on research of publicly available information (see Note 1).

Vendors in this Market Guide include:

- Speech Analytics platform vendors with services delivered from both public cloud infrastructure, on-premises and hybrid solutions.

- Vendors that are stand-alone platforms, as well as integrated suites. We classified them into “Platform” and “Customer Engagement Suite” categories.
- Vendors offering customer service and support enablement.

Many other vendors have entered the market in recent times as speech analytics usage by companies has increased. The vendors chosen in this Market Guide represent the speech analytics market supporting the customer service and support domain. Buyers should inform themselves of other vendor considerations based on their specific speech analytics requirements and scenarios.

Market Introduction

This section provides a high-level overview of the market. The vendors in speech analytics capabilities vary, with some specializing in a facet of the speech analytics process such as speech recognition, speech transcription, real-time analytics, training of the speech models.

The vendors included in this report provide the basic features listed in the market analysis section, and some of these vendors provide a few or all of the advanced features as well. The listed vendors have achieved some degree of visibility and traction in this market. The vendors listed are further classified into “customer engagement suite” and “platform” categories:.

- Table 4 represents the vendors that offer SA capabilities as part of the customer engagement suite.
- Table 5 represents the vendors that offer SA capabilities as a stand-alone platform.

Table 4: Speech Analytics as Part of Customer Engagement Suite

(Enlarged table in Appendix)

Vendor	Product
2MARES	2MARES
Alvaria	Alvaria Engagement Analytics
Amazon	Contact Lens for Amazon Connect
Avaya	Avaya Experience Platform
Calabrio	Calabrio Analytics
Dialpad	Dialpad Ai
Five9	Five9 Interaction Analytics
Genesys	Genesys Cloud CX
JustCall	JustCall
Knowlarity	Knowlarity AI
MaxContact	MaxContact
Nuance	Nuance Contact Center AI (Conversational AI Services)
NICE	CXone
Talkdesk	Talkdesk Interaction Analytics

Source: Gartner (March 2023)

Table 5: Speech Analytics as a Stand-Alone Platform

(Enlarged table in Appendix)

Vendor	Product
Almawave	Iride Voice
CallFinder	CallFinder
CallMiner	CallMiner Eureka
Chorus.ai	Chorus
Cogito	Cogito Product Suite
Contact Cubed	Contact Cubed
Daisee	Daisee
Enthu.ai	Enthu.ai
Google	Google
IBM	IBM
Intelligent Voice	IV
Invoca	Invoca
LivePerson	LivePerson VoiceBase
Medallia	Medallia Speech
Micro Focus	IDOL Speech Server
Observe.AI	Observe.AI
Prodigal Technologies	Prodigal
Qualtrics	Qualtrics XM Discover
Snowfly	Snowfly Speech Analytics
Spitch	Speech Analytics
Tethr	Tethr
Verint Systems	Verint Speech Analytics
Voyc	Voyc
Xdroid	Xdroid Interaction Analytics
Yactraq	Yactraq

Source: Gartner (March 2023)

Market Recommendations

To successfully adopt and apply speech analytics technology, as part of their evaluation process be sure to:

- Develop thorough knowledge of various applications of the speech analytics technology, market direction and advances in foundation capabilities such as AI to align the SA technology with your current and evolving business needs.

- Perform vendor assessment based on business needs to select the vendor that can best provide turnkey solutions and is compatible with the enterprise ecosystem. This is imperative given the varying capabilities of the vendors and multiple deployment options:
 - Cloud
 - On-premises
 - Edge
 - Hybrid
 - Embedded
 - Stand-alone
- Avoid lengthy contract tie-ins due to the rate of development of this technology.
- Be sure to include the human expertise required to integrate, configure and customize the platform. As an option, engage with the vendor to get expert resources or obtain recommendations for third-party resources that have experience in implementing the vendor platform for other clients.
- Conduct a proof of concept to test a vendor's capabilities with a small sample of data.
- Identify use cases for the initial implementation cycle that require less dependency on operations, and integration with other systems in the enterprise. For example:
 - Review the feasibility of implementing real-time analytics in phase. Consider the operational changes required to ensure enough bandwidth for supervisors to support notifications in real time.
 - Review the feasibility to enable real-time assistance to agents that involve integration with other systems such as the next best action engine and knowledge article repositories. Identify whether you will require additional time, and resources which may delay the initial adoption.
- Remove from consideration any vendor that does not have strong analytics and supervised learning capabilities as they are essential for continuous improvement.

- Assess compatibility of the enterprise audio signals/recordings (by the telephony/voice platform) with the SA platform.
- Evaluate the balance between platform ease-of-use, and the platform's ability to meet your business needs during vendor assessment.
- Review the governing policies in collaboration with control teams (legal, risk, compliance and security) on security features, storage and metadata. For example, data protection agreement (DPA) requirements are unique to each company and country.
- Assess storage options because pricing can be high with vendor-provided storage for call recordings.

Acronym Key and Glossary Terms

CX	customer experience
DPA	data protection agreement
EX	employee experience
HIPAA	The Health Insurance Portability and Accountability Act
HITL	human in the loop
PaaS	platform as a service
PII	personally identifiable information
QA	quality assurance
SA	speech analytics
STT	speech to text
UI	user interface
VoC	voice of the customer
VoE	voice of the employee

Evidence

Gartner's research on the profiles of the speech analytics vendors worldwide. The profiling included vendor offerings, market footprint, growth detail (year on year), years in the industry, revenue and other pertinent details.

2023 Gartner Technology Trends in Service Survey. This survey, conducted in 2023, asked customer service and support leaders to assess the current and future value of service and support technologies.

Note 1

Gartner's Initial Market Coverage

This Market Guide provides Gartner's initial coverage of the market and focuses on the market's definition, rationale and dynamics.

Recommended by the Authors

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

[5 Pitfalls to Avoid While Deploying Speech and Text Analytics for Quality Assurance](#)

[Quick Answer: What Speech and Text Analytics Use Cases Drive ROI?](#)

[Go Beyond VoC Surveys to Truly Understand Your Customer](#)

[Invest in Your Speech and Text Analytics Initiative Now, or Fall Behind Your Competition](#)

[Accelerate Identification of Actionable VoC Insights With Speech Analytics](#)

[Quick Answer: Evolve Quality Assurance to Capture VoC and Generate Insights](#)

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Security Services

Platform components that can add security features such as encryption and redaction to the speech file and related outputs.

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Platform components that allow for integration with the enterprise ecosystem, storage and flexible deployment options.

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Real-Time Analytics	Advanced	Ability to handle real-time speech and

		transcription.
Predictive Scoring	Advanced	Generate prediction/s based on the interaction (contextual data – past interactions, profile data, etc.). Example: conversion probability.
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Daisee	Daisee
Enthu.ai	Enthu.ai
Google	Google
IBM	IBM
Intelligent Voice	IV
Invoca	Invoca
LivePerson	LivePerson VoiceBase
Medallia	Medallia Speech
Micro Focus	IDOL Speech Server

Observe.AI	Observe.AI
Prodigal Technologies	Prodigal
Qualtrics	Qualtrics XM Discover
Snowfly	Snowfly Speech Analytics
Spitch	Speech Analytics
Tethr	Tethr
Verint Systems	Verint Speech Analytics
Voyc	Voyc
Xdroid	Xdriod Interaction Analytics
Yactraq	Yactraq

Source: Gartner (March 2023)