



New Research In Action Vendor Selection Matrix™ Report – AI Powered Chatbot Platforms: The Top Six Global Vendors 2020

Germany – October 6th 2020: AI Powered Chatbot Platforms: The pandemic makes this technology more important than ever.

According to the vendors studied, the pandemic has caused a tremendous growth in demand for AI powered customer support services which have the ability for omnichannel deployment, can integrate with the existing back office processes and most importantly accelerate the demand for improved, safe and effective customer and employee support. Enterprises which have already deployed virtual assistants and chatbots in the past are looking for more advanced capabilities such as the operational management of the chatbot, out-of-the-box chatbots, predictive capabilities and of course the usage of natural language. Key verticals are starting to leverage AI Powered Chatbot Platforms to build virtual agents to help them support their existing staff or want to keep operations going during lockdowns. As this market is extremely dynamic, the top conversational AI vendors are focusing on the development of intelligent virtual agent solutions and digital employees to be leveraged by their clients. The current world situation has caused an increase for scalable, easy to use, and cost-effective conversational AI solutions and will funnel the growth of this part of the AI technology market worldwide. To help you in developing your shortlist we bring you the six most efficient and effective conversational AI powered chatbot platforms to look out for in 2020 and beyond.

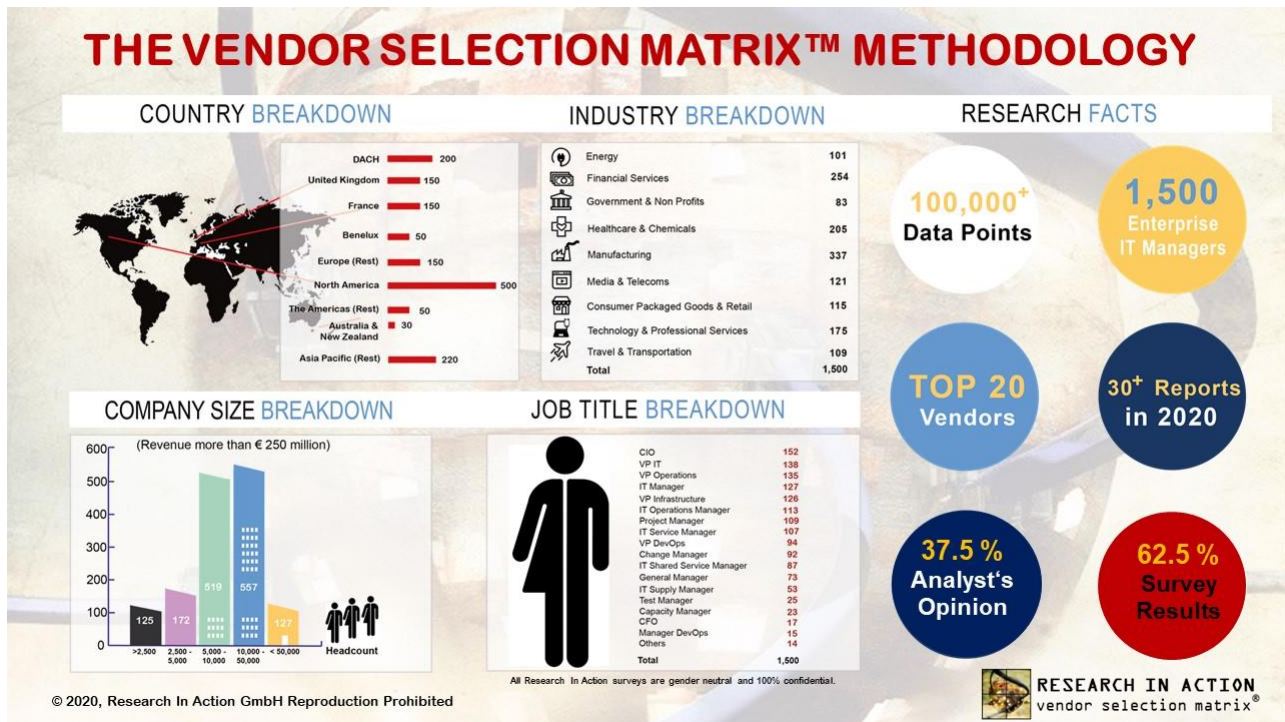
OUR MARKET IMPACT OVER THE LAST 12 MONTHS



The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5 % on the



analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 IT managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.



Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/RIA-VSM-BOT-2020-WWW.pdf>

Eveline Oehrlich, Research Director for IT Automation at Research In Action GmbH, comments:

- **The rise of conversational AI.** The pandemic has increased the demand for effective, easy, and emotional connected customer services interactions for contact centers in verticals such as telco, retail, finance, insurance, and healthcare. To avoid long delays in customer service due to lockdowns and to cope with the demand, conversational AI, a form of artificial intelligence (AI), that allows people to create a dialogue with applications, websites and devices in everyday, humanlike, natural language via voice, text, touch or gesture input has finally gotten the attention from business executives and leaders and adoption will rise.
- **Broad, wide, and deep integrations.** Conversational AI must take many factors into consideration. One key area is that of integrations into a vast ecosystem of existing applications or systems. Our survey respondents listed the ease of integration into existing environments as their top 4th priority.



- **Demonstratable business value.** The use cases continue to expand across a variety of verticals for both internal and external use cases. External examples are patient engagement, specific information on a product, adverse events reporting and social media interactions. Internal examples are expert lookup, service desk interactions, enterprise question and answers such as finance, HR and more.
- **Bot to augment the human.** From providing simple facts to answering questions and imparting knowledge, conversational AIs can do everything a human customer-service agent can, but faster and with immediate access to much more information and therefore can assist a human agent during customer interactions to improve customer experience.
- **Convergence of conversational AI and intelligent automation.** Example of key convergences is the integration with Robotic Process Automation (RPA). While RPA kicks off, automates, and oversees the execution of business processes invisible to customers, Conversational AI sits in front of these processes to manage the human interaction. Additional integrations are with Enterprise Service Management systems to initiate service resolutions or issues.
- **Which are the top vendors?** Here are the top six vendors of the Vendor Selection Matrix™ – AI Powered Chatbot Platforms 2020:
 1. Amelia
 2. Avaamo
 3. Rulai
 4. Inbenta
 5. Kore.ai
 6. Botpress

Vendor Selection Matrix™ Disclaimer:

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Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.



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independent research and consulting

Press Contact:

Research In Action GmbH

Eveline Oehrlich, Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 151 40158054

E-Mail: eoehrlich@researchinaction.eu

Internet: www.researchinaction.eu