



2010 Service Leaders

WHAT does service leadership look like?

There's no single answer, of course, but the chart in our March issue presents a fairly compelling response. The companies listed there—two dozen of them—represent this year's class of CRM Service Leaders, and they're the best of the best in the CRM industry's support and service sector.

While retaining last year's eight categories—contact center infrastructure, contact center search, interactive voice response, Web interaction management, Web self-service, workforce optimization suite, enterprise feedback management, and outsourcing—we have made one

significant expansion to the awards: Given how critical these offerings have become to CRM and the enterprise as a whole, each category's Winner is now joined by three Leaders instead of two. (It's worth noting that even the runners-up in a category are still leaders in that space. We expected competition to intensify, and we were right.)

One last note: An award—even one for service leadership—doesn't matter very much if the company that wins it can't serve your needs. It's no coincidence that "service" sounds a lot like "serve us." Always pick the vendor that's right for you. | BY THE EDITORS OF CRM MAGAZINE

WORKFORCE OPTIMIZATION SUITE	REPUTATION FOR CUSTOMER SATISFACTION	REPUTATION FOR DEPTH OF FUNCTIONALITY	REPUTATION FOR COMPANY DIRECTION	TOP 3 VERTICALS
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
Aspect Software	██████████	██████████	██████████	FINANCIAL SERVICES, HEALTHCARE, TELECOMMUNICATIONS
Envision Telephony	██████████	██████████	██████████	FINANCIAL SERVICES, RETAIL, TRAVEL/HOSPITALITY
Nice Systems	██████████	██████████	██████████	HEALTHCARE, FINANCIAL SERVICES, INSURANCE
Verint Systems	██████████	██████████	██████████	FINANCIAL SERVICES, INSURANCE, TELECOMMUNICATIONS

THE MARKET

The market for workforce optimization (WFO) suites—which include analytics, e-learning, performance management, quality monitoring, and workforce management—is rapidly maturing in its third year as a category. So much so, argues Ian Jacobs, senior analyst of customer interaction technologies at Ovum, that companies are looking to utilize WFO outside the contact center. "Clearly that's a good business for the vendors, as it greatly increases their addressable market," he adds.

THE WINNER

Verint Systems—the company may be making itself comfortable in this spot, notching its third consecutive win here. Having outpaced the competition in two of the three rating segments in 2009, this year Verint swept all three. After

almost coming in third among leaders for customer satisfaction in 2009, this year's score of 4.4 reflects vast improvement. Paul Stockford, president of Saddletree Research, says Verint's addition of speech analytics and its recent partnership with SAP—the only WFO company to partner with the German giant—carries weight with clients. "Verint powered through the recession with the type of confidence that resonates with and creates trust among buyers," Stockford says. "It has a state-of-the-art product, strong partnerships, clear vision for the future, strong management, and innovative [research and development]. These guys have it all." —*Christopher Musico*



WITNESS ACTIONABLE SOLUTIONS®

Phone: (631) 962-9600 | Toll Free (800) 4VERINT
Email: info@verint.com | www.verint.com