

Verint Open CCaaS

Verint Open contact center as a service (CCaaS) is a platform designed with data and artificial intelligence (AI) at the core with the goal of increasing automation in customer experience (CX).

- The Engagement Data Hub at the center houses both structured and unstructured interaction, experience, workforce, and behavioral data (or links to that data housed in other data repositories or applications). Its structure is designed for customer engagement use cases in real time without the need for data analysts.
- Verint Da Vinci AI is a bot “factory” that leverages models from commercial artificial intelligence (AI) vendors including Microsoft, AWS, and Open AI as well as proprietary AI models. To date Verint has released more than 30 bots to automate customer interactions and contact center operations.
- Open APIs enable customers to integrate capabilities for forecasting and scheduling, quality and compliance, real-time assistance, voice of the customer, channels and routing, self service, knowledge management, and analytics, or use Verint’s capabilities.



FROM THE SUMMIT

Verint’s open approach means customers can start quickly deploying bots without moving all contact center agents to the cloud and deliver new capabilities without operational disruption, which is key for a 24 by 7 contact center operation.



DEEP DIVE

Verint’s bot approach is specialized, with each bot built for a specific person and a specific purpose (such interaction wrap up for agents or call containment bots for customers). More than 30 bots have been built in the Da Vinci Bot Factory and trained on Data Hub data, and Verint plans to deliver 70 more by the end of 2024.



LONG VIEW

Verint’s approach leverages its experience in workforce optimization and decades of gathering behavioral data. Looking ahead, it’s likely it will extend this leadership to the bots themselves, providing bot management and optimization technologies to ensure bots stay on the right track.



MONEY: Open CCaaS is moving toward consumption-based pricing, priced on volume of interactions instead of named agents or seats. This is a more predictable model than pricing on AI query volumes, and more value-aligned than named users.



MARKET: Verint needs to continue to bring partners along with it in its cloud journey. New packages and partner ecosystem investments such as prebuilt connectors and low-code tools will help.



PEOPLE: Verint’s focus on bots isn’t necessarily about replacing people, although its leading bot is call containment (for call deflection). Its bots-first approach, it argues, will free up agents for higher-level engagement with customers.



TECH: With Open CCaaS, Verint is decoupling telephony from CCaaS, treating telephony as just another application to integrate and enabling customers to keep what they have, or buy and integrate a new telephony solution from a partner.