FROST & SULLIVAN

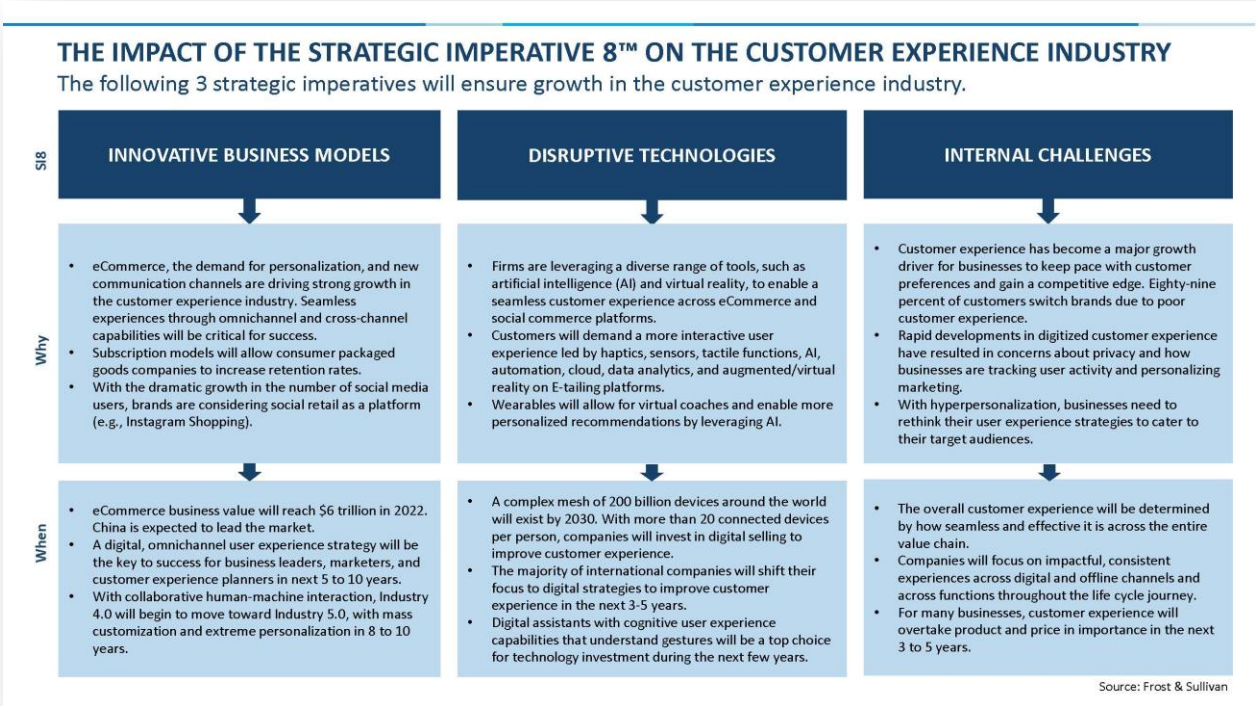
BEST PRACTICES AWARDS

inConcert

2020 EUROPEAN CONTACT CENTER AS A SERVICE ENABLING TECHNOLOGY LEADERSHIP AWARD

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of inConcert is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. inConcert excels in many of the criteria in the Contact Center as a Service space.

AWARD CRITERIA

Technology Leverage	*Customer Impact*
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

The European contact center solutions industry is enjoying significant advances in technology and ecosystems. Cloud technology has revolutionized the delivery of contact center functionality; approximately 70% of new bookings in the region are Contact Center as a Service (CCaaS) solutions. A number of factors are boosting migration to the cloud, including the preference for subscription-based pricing, the ability for CCaaS solutions to support omnichannel and digital CX strategies, and the increased focus on the Work-at-Home-Agent (WAHA) model due to the Covid-19 pandemic.

Although market conditions are favorable for CCaaS vendors, providers are encountering a series of complex business challenges. Booming demand for cloud solutions has resulted in a surge in the number of CCaaS vendors, prompting increased levels of market fragmentation and competition. The European CCaaS market comprises more than 150 vendors of varying size, with differentiation difficult to achieve. Few providers stand out in terms of technology, product offering, or customer services.

In addition, end-user organizations are more empowered and knowledgeable than ever before. Businesses have better access to information regarding vendors' CCaaS product offerings, enabling them to assess solutions and switch between brands more easily, hence increasing the pressure on providers. In addition to having high bargaining power, buyers also have high expectations with regards to CCaaS solutions. In these times of disruption, many expect vendors to anticipate and cater to their evolving customer experience needs. Frost & Sullivan believes that market expectations for exceptional technological capabilities, business knowledge, and technical support will continue to grow.

Frost & Sullivan's research also highlights the acceleration of technology innovation. Many vendors are focused on rapidly enhancing their product offerings by covering emerging contact channels or incorporating new technologies in order to retain a technological edge. This is achieved either through native R&D or partnering with third-party providers.

In Frost & Sullivan's opinion, vendors that understand market demands for omnichannel and all-in-one solutions, are best equipped to address the numerous challenges that compel them to continuously enhance their product and services offerings. Moreover, high-quality customer services aid differentiation and help secure leadership positions in the market.

Wide range of native solutions catering to any customer experience (CX) related need

inConcert is a contact center solutions vendor that started operations almost two decades ago. The company offers inConcert Omnichannel Contact Center, an end-to-end contact center solution that helps businesses enhance their customer service capabilities, reduce costs and energize business operations. inConcert is a success story in the CX industry. In 2008, after many years of strong business growth in Latin America and the United States, the company started operations in Spain, where it has since moved a significant part of its management and operation centers. At present, inConcert processes 8 billion annual interactions, operates in 27 countries (including Spain, Portugal, and France), and is eagerly expanding to new markets.

Since its inception, inConcert has embraced a creative approach to product innovation. inConcert's ability to understand CX market dynamics, customer demands, and industry mega trends has helped it design a remarkable product portfolio and position itself as an industry challenger. Frost & Sullivan's research reveals that the company offers one of the industry's most comprehensive and diverse portfolios, encompassing a myriad of modules and applications that aim to respond to the varying business challenges across the CX space, with the additional advantage that all functional components were natively developed by inConcert. inConcert Omnichannel Contact Center, the core of the product portfolio, includes powerful contact center features -such as dialing, messaging, IVR, recording, integration capabilities, among others- enhanced by artificial intelligence.

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>
> ***- Federico Teveles, Research Analyst, CX***

The diversity of the inConcert product portfolio can be considered in three different layers:

- **Channel diversity:** inConcert´s product portfolio supports the management of interactions across eleven channels and through a unique, single interface. The solution provides customers with one of the largest sets of channel options in the market, including voice, mail, SMS, web chat, Web Forms, video, Instagram, YouTube, Twitter, Facebook, and WhatsApp.
- **Diversity of complementary systems:** inConcert's product portfolio incorporates systems that are not part of the "core" of a contact platform but add value to it and solve the various customer requirements that would otherwise require integrations with third-party applications. The ability to pre-integrate inConcert Omnichannel Contact Center with these native, complementary systems enhance customers' business capabilities and enables the provision of a seamless experience for agents and end-users. Some of these systems include chatbots and virtual assistants, workforce management, speech analytics, and quality assurance.
- **Diversity of business applications:** inConcert's product portfolio includes a wide array of plug-and-play business applications that cover the entire life cycle of customers, enhancing revenue-generating opportunities for customers. This ranges from demand generation, marketing automation, customer relationship and loyalty (inConcert Marketing & Sales CRM), customer service and incident resolution (inConcert Helpdesk), and collection management (inConcert Collections).

Customization capabilities to enable optimal CX

In addition to providing multiple applications and modules that cover a multitude of business needs, Frost & Sullivan notes that inConcert also stands out for its capacity to customize its solutions to maximize relevance. inConcert delivers a set of advanced customization tools to implement tailor-made solutions that clients can even use by themselves with proper training. These customization tools include: Flow Designer, Web App Designer, Bot Designer, and Content Builder. In this way, it is possible for inConcert to rapidly develop powerful solutions tailored to the requirements of clients, at low cost and without the need to write code.

The ability to customize solutions to such a high degree is one of the pillars for delivering high customer value in the CX space. inConcert strikes an impressive balance between innovative technology capacities and a customer-centric focus. This approach enables the company to deploy its technology to fill the white spaces in the market, provide practical solutions to clients, and differentiate itself from the competition. This also explains why inConcert attracts new clients from diverse industries and geographies.

Ongoing adoption of emerging technologies to drive growth

Since its inception, inConcert has harnessed the latest technologies to optimize its offering. This enthusiastic focus on continuously improving its capabilities and functionality gives customers confidence in its solutions and future direction. Although the COVID-19 crisis has presented the greatest challenge to the global business environment in decades, inConcert has managed to substantially expand its portfolio in 2020. It has developed new complete functional modules that adhere to the latest technological trends in terms of AI, Robotic Process Automation (RPA), omnichannel capabilities, and mobility. Some of these new upgrades include:

- **inConcert Video Contact Center**: inConcert has incorporated video call functionality within its Omnichannel Contact Center, allowing customers to use this channel in a simple and fully integrated way with other contact channels. Thus, the company provides customers with a new option to deliver humanized communication with end-users without the need for face-to-face interactions.
- **Mobile app for inConcert Marketing & Sales:** Marketing & Sales is a solution that allows customers to manage the entire life cycle of a sales leads in the contact center space. inConcert has developed a mobile app version of this product that allows customers' sales teams to have 24/7 access to customers and sales information from anywhere. In this way, they can manage leads, contacts, pipelines, opportunities and omnichannel interactions directly from a mobile device.
- **Lead distributor based on machine learning (ML**): inConcert incorporated ML technology that allows the leads that reach the system to be distributed intelligently among commercial agents, guaranteeing that the agent that serves each client is the fit and best prepared to close a business lead.
- **AI module for inConcert Help Desk:** inConcert has developed an AI layer for its ticketing module that allows for the distribution of the different cases to be handled intelligently and, importantly, in an automated way. This reduces waiting times and improves customer satisfaction.

- **New speech analytics technology:** inConcert has improved its speech analytics technology and enables customers to analyze the different interactions that occur with end-users from multiple angles, without the need for an auditor to intervene. This analytics engine can evaluate hundreds of interactions in minutes, which means huge savings in terms of time and resources.

Customer intimacy philosophy

inConcert has deep knowledge of the contact center industry, its related technologies and the business strategies of its customers. Frost & Sullivan notes that this is due to the combination of two main factors: its focus on research and development (R&D), and its customer intimacy philosophy. All customers have access to inConcert's C-level executives, who are fully involved in all operations and in every customer project. This allows inConcert's leadership team to have first-hand insight into its customers, get to know their problems and needs, and ask for their feedback in order to improve its operations.

In addition, the company is distinguished by excellent post-sales customer services, which includes training, business consulting, professional services, and 24/7 customer support. inConcert carries out the entire solution delivery process – from analysis, customization, implementation, onboarding, training and support – without outsourcing responsibilities, and always works hand-in-hand with clients. This is a significant factor that contributes to its customers' positive view of the brand, especially in Europe, where few competitors can match inConcert from this perspective. The positive results of this customer intimacy philosophy are clearly visible; the company maintains incredible customer loyalty and customer satisfaction rates. In fact, after almost 20 years operating in the contact center solutions market, its early customers continue to trust and choose the company. inConcert's success reminds the CX market that the key to ensuring customer happiness is delivering high-quality solutions that are accompanied by an equally rigorous focus on the customer.

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Conclusion

Achieving differentiation is challenging in the highly fragmented European CCaaS market. inConcert harnesses its culture of continuous product improvement, its technological know-how, and its follow-the-sun customer support ethos to ensure it delivers the solutions and support its customers need. The company places significant focus on innovation, giving customers confidence that its products will continue to evolve to meet their changing needed. If inConcert stays true to its value proposition, and continues to focus on product innovation, Frost & Sullivan is certain that it will continue to grow in Europe and strongly increase its presence and brand recognition in new markets such as Italy, Germany and the UK.

With its strong overall performance, inConcert has earned Frost & Sullivan's 2020 Enabling Technology Leadership Award.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below:

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

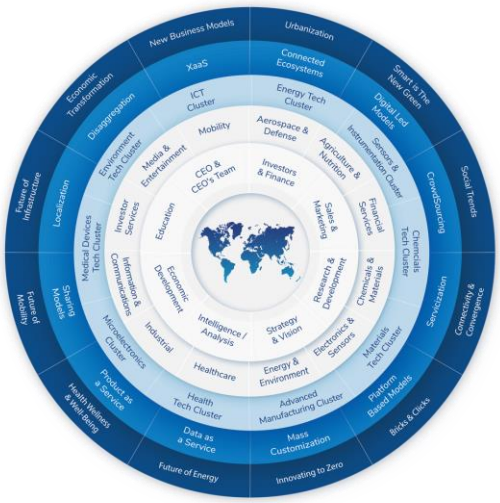
Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.



Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)