



Uniphore Recognized for

2021

Technology Innovation Leadership

North American

Conversational Automation Industry

Excellence in Best Practices

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 company. Uniphore excels in many of the criteria in the conversational automation space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Application Diversity

Understanding the importance and diversity of Uniphore’s portfolio involves understanding how speech and AI technologies have matured over time. The infusion of AI across the customer contact landscape has been a growing and important theme for several years. The umbrella of AI, which includes speech technologies and the ways humans communicate, was initially relegated to improving point solutions in the contact center, which occurred first through interactive voice response (IVR) and natural language IVR and later through VAs, IVAs, and bots. Development was later conducted on creating speech analytics for analyzing and gaining actionable insights from recordings of customer/agent interactions at first and then from text-based interactions.

Uniphore was initially formed to develop speech analytics and real-time speech analytics and then moved to text analytics and RPA to focus on the conversational needs across organizations that have traditionally been siloed. Through its Conversational Service Automation (CSA) platform, the company now provides the following four distinct product families that address cross-organizational needs, creating one of the broadest AI-enhanced portfolios in the industry:

- U-Self Serve brings the richness of AI to customer self-service by identifying the customer’s intent and sentiment and then using that information to drive intelligent automation across customer interaction channels.

- U-Trust is a voice biometric-based solution that provides agent authentication and secures sensitive customer data during an interaction. U-Trust Agent uses voice biometrics to authenticate the agent in the interaction, assuring the customer of the agent's identity and thus increasing customer trust. U-Trust Environment ensures that personal customer data is safe by enabling customers to share information without directly giving it to an agent.
- U-Assist helps live agents with customer interactions. For instance, when a call is transferred to an agent, U-Assist carries over the context of the interaction, predicts the customer's sentiment and intent, and provides in-call alerts to help the agent better handle the call. U-Assist real-time call transcriptions and automated ACW drive additional value, with auto-generated summaries.
- U-Analyze uses AI and natural language processing (NLP) to analyze 100% of conversations and provide actionable insights to the business. This solution provides comprehensive omnichannel post-interaction analytics, out-of-the-box reporting and insights, and enhanced search and discovery to allow the user to drill down deeper into interactions.

With these solutions in place, Uniphore is well positioned to help customers move from fundamental point solutions to companywide strategic automation. Furthermore, the company can do this by blending its own products or providing them in concert with solutions from other automation providers to fit the needs of clients. In essence, the platform can act as an orchestration layer between components in the customer journey. For example, using U-Assist to document workflow and customer assurance can trigger particular workflows, which can either be within the platform or launched as a workflow using RPA from another provider.

Commitment to Innovation

Palo Alto-based Uniphore's commitment to innovation is what keeps it ahead of the competitive pack. This commitment is particularly important in an era of digital transformation, where customers can interact with businesses across myriad touchpoints and devices, and where employees across an organization need to collaborate on the customer's behalf.

"The customer journey has always been about communication. Customer contact started with voice conversations but has exploded in the years since to encompass voice and digital communication. Uniphore was established to address conversational enhancement."

*- Nancy Jamison, Industry Director,
Information & Communications
Technologies*

Underpinning all of this is how employees communicate both as and with customers. Uniphore's vision exemplifies how analyzing human conversations and using new technologies can enhance the way people interact and can improve both the customer and employee experience across the organization. In fact, the company's name reflects this. As stated on the company's website, "Uniphore [uni: consisting of, relating to, or having only one, universal; and phore: meaning "bearer of"]. The origin of the name Uniphore is rooted in the fact that speech and the human voice sets us apart from other

species. It's the universal method of communication between us. Voices are essential and can be combined to create powerful conversations."

From its inception in India in 2008, Uniphore has focused on capturing, understanding, and analyzing conversations and then automating the processes arising from those conversations in real time across the customer journey.

Process automation provides a great example of the focus Uniphore brings cross-organizationally. Robotic process automation (RPA) has been around since 2001, and millions of bots are performing routine and complex processes across every industry. Until recently, RPA was mostly relegated to the back office in areas such as accounting and order entry but has since branched out to all areas of an organization. In particular, in the last couple of years, companies with a primary focus on RPA have realized that the contact center is rife with processes, which if automated, can save time and effort, increase accuracy, and maintain compliance. Classic RPA vendors, therefore, are targeting the process automation of common agent tasks. In addition, contact center providers have added process automation and RPA-like capabilities to agent workflows. Most recently, providers have added agent-focused virtual assistants (VA) to assist live agents by automating time-consuming processes, thus creating a blend of RPA bots and intelligent VAs (IVAs) to improve business outcomes. These solutions extend from customer care to the rest of the organization, sometimes working in the background and sometimes working alongside agents as personal assistants.

Conversely, Uniphore has held conversational artificial intelligence (AI) and cross-company process automation at the forefront of design for over a decade, taking into account the processes that start with the beginning of a customer conversation and then ripple throughout until the customer's issue or request is satisfied. The Uniphore platform uses a combination of AI, natural language, machine learning, and other technologies to analyze and automate, increase productivity, and improve conversations over time. To ramp up its already robust set of automation capabilities, Uniphore acquired an exclusive third-party license of NTT DATA's RPA technology in late 2020, enabling it to customize and market new applications to accelerate process automation in the contact center.

Uniphore's U-Assist solution set elegantly bridges the gap between the front and back office. U-Assist is a fully conversational solution that predicts customer intent and sentiment and alerts agents in real-time on how to best handle the conversation from start to finish. It then automates the agent after-call work to improve accuracies and efficiency. The U-Assist Assurance solution uses RPA technology to register promises or assurances made to customers during the call in real-time and manage the fulfillment after the interaction to ensure they are kept. The solution accomplishes this by analyzing a customer's conversation throughout the call and then produces a call transcript while pinpointing which assurances were made during the call to the customer for tracking and follow up. For example, the solution might note what items were placed on order, whether a discount was offered, or if a technician needs to be scheduled for a house call. U-Assist Assurance can then schedule the appointment, send an email to the customer detailing what was promised during the call, complete after call work (ACW), and track any follow up – without much, if any, action from the agent. In this way, commitments are extracted, tracked, and completed. This automation reduces interaction handling time, improves the customer experience (CX), and ensures that commitments are kept, thus avoiding lowered customer satisfaction (CSAT) and net promoter scores (NPS) and a poor CX.

Commitment to Creativity

In addition to innovation, a commitment to creativity drives Uniphore. The company continues to enhance its four core areas and how they work together and continues to add technology to strengthen the core and enable the creative blending of functions and new capabilities. For example, one of the contact center industry's biggest challenges is preventing fraudulent callers from accessing sensitive customer information or making fraudulent transactions by "talking their way around agents." Consumers today, however, are equally impacted by scammers placing outbound calls pretending to be legitimate contact center agents. Uniphore's U-Trust is a creative take on the use of biometrics, which had previously been deployed primarily to authenticate the customer for the agent, not the reverse. While this use reduced the customer's frustration in answering multiple questions, the primary use was to offload the agent from the burden of fraud prevention and assist the business. The U-Trust solution, however, assures customers that the people reaching out to them are who they say they are, giving them peace of mind and increasing trust.

Other examples of incremental creativity include advancements in quality monitoring and call analytics. For instance, the company automatically applies enhanced noise cancelation on calls using pre-trained noise models for better clarity and accuracy. Moreover, the company adds advanced clustering models for mono calls and speaker and channel separation.

Uniphore has acquired assets that will further assist it in developing innovative solutions. In January 2021, the company acquired Emotion Research Lab, which brings cutting-edge emotion AI technology. Facial emotion recognition and advanced eye tracking are used to analyze real-time video to enhance the engagement between participants, which is particularly important because the use of video has rapidly increased, driven in part by the COVID-19 pandemic and work-at-home mandates. Uniphore is incorporating the technology to broaden its use cases for customer engagement by strengthening its ability to denote customer sentiment, for example. Plans, however, are in place to apply this technology in other creative ways to increase productivity and engagement across the larger enterprise.

Based on Frost & Sullivan research, Uniphore's vision of how blending its growing set of assets with other solutions in the customer environment can creatively transform customer care and provide real value to customers, such as the potential of automation and AI changing the growing area of telemedicine. For instance, if Uniphore's NLP can generate a transcript of a call and extract data to create a pseudo medical report and pseudo claim, it might then match those with the real claims made to catch overpayments before they happen. Moreover, this solution would help catch fraudulent payments and dramatically improve the patient experience as well.

Human Capital

According to Frost & Sullivan, company culture is an additional aspect that sets Uniphore apart. From the start, Uniphore believed that human resources and marketing should not be siloed; therefore, the head of human resources and marketing has always been the same role. In fact, Annie Weckesser, who was hired into the role of chief people and marketing officer in 2019, has spoken frequently on the notion that you create the inner wow with your employees, which in turn creates the outer wow with clients, and that this culture fosters creativity.

“Uniphore’s broad portfolio of AI-enhanced conversational automation solutions addresses the automation needs of the entire organization, bridging the gap between customer contact and the back office and enabling companies to move from point solutions to strategic automation.”

**- Nancy Jamison, Industry Director,
Information & Communications
Technologies**

Uniphore has invested heavily in its growing employee base. In fact, while other companies have struggled during the pandemic, Uniphore expanded its employee headcount last year by adding more than 100 new employees worldwide and is on track to hire more than 300 employees this next fiscal year.

Customer Acquisition

Since its inception in 2008, Uniphore has rapidly grown its base to millions of users, providing conversational service automation to some of the largest brands worldwide. Of particular value to

prospects is the company’s ability to address multiple areas of the business by applying AI and process automation. Touching on customer and agent engagement at the front end and RPA to assist at the back end is only part of this solution. Uniphore’s U-Analyze solution has drawn attention because it increases customer engagement and helps customers maintain compliance, which are key top-of-mind issues for organizations of all sizes. The main features of Uniphore’s U-Self Serve product are an attractive draw for companies seeking to transform customer care digitally. For instance, the product is easy to design and deploy by using a visual modeler and a dialogue simulator that allow for in-app testing. Moreover, companies can train once and deploy across any channel in multiple languages.

This solution, which impacts multiple touchpoints in the customer journey, has allowed Uniphore to grow exponentially, even in the past year when many industries were financially impacted by COVID-19 and when budgets for technology spend decreased. Recent wins include some of the world’s largest telecom providers, insurance companies, and financial service organizations, as well as customer contracts with CX providers, such as Tech Mahindra, NTT DATA, Sitel, Firstsource, and WNS. These deals can support over 75,000 customer service agents, who can handle approximately 160 million engagements every month.

Growth Potential

The growth potential for conversational automation and for Uniphore is vast. According to a recent Frost & Sullivan survey, in the next two years, CX management and communications and collaboration solutions will represent key investment priorities for 41% and 39% of IT/telecom decision makers, respectively. In the same survey, almost one-third of respondents said the key reasons for investing in AI include automating customer contact functions, enhancing customer relationships, and gaining operational efficiencies, which are all goals that Uniphore’s product set satisfies.

Other factors that clearly demonstrate Uniphore’s bright prospect for future success are the continual expansion of its existing solutions and the regular additions of new solutions to its technology portfolio. For example, the company recently introduced the U-Trust suite that includes U-Trust Agent that verifies to the customer that the person they are speaking to is an agent, in addition to U-Trust Environment that further protects the customer’s sensitive data.

The investment community clearly agrees because on March 31, 2021, the company announced it has raised an additional \$140 million in Series D funding, bringing the total funds invested in the company to \$210 million. The additional funds will further assist Uniphore in developing cutting-edge, innovative solutions to keep abreast in the market.

Over the past 12 months, Uniphore has shown strong momentum across the board. In fiscal year 2021, the company experienced a year-over-year growth of more than 300% and expects to have \$100 million in contracted annual recurring revenue (ARR) in fiscal year 2022. Uniphore's financial growth can be attributed in large part to the series of significant deals mentioned above.

Conclusion

Uniphore has set a stake in the ground for conversational process automation honing in on the ways that humans communicate and on innovating customer care solutions to make communication better. The company's product portfolio addresses the ongoing trend of companies seeking to simultaneously transform customer care digitally while using technology to rein in costs and boost revenue. As businesses seek providers that offer comprehensive portfolios that allow for the easy addition of new digital channels and process automation, Uniphore's compelling vision and innovative product set position it for continued rapid growth in the conversational automation market.

With its strong overall performance, Uniphore earns Frost & Sullivan's 2021 Technology Innovation Leadership Award in the North American conversational automation market.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation 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

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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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)**

