SuccessKPI

20 25 | CUSTOMER VALUE LEADER

Maximizing the Price/Performance ROI for Customers

RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL WEM INDUSTRY

FROST & SULLIVAN

FROST & SULLIVAN

Table of Contents

FROST & SULLIVAN

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. SuccessKPI excels in many of the criteria in the WEM space.

RECOGNITION CRITERIA

Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Market Scenario

The contact center industry and the Workforce Engagement (WEM) market have undergone significant changes in the last few years. Businesses have been forced to accelerate their digital transformation efforts to stay productive and meet their revenue targets. Uncertain economic conditions have also underscored the importance of improving the employee experience (EX) to retain top talent, maintain efficiency, and boost productivity amid budget cuts and layoffs. WEM tools have become essential investments as retaining agents and supervisors, along with upskilling, has gained increased priority.

Another crucial reason for the increased investment in workforce engagement optimization tools and WEM solutions is the growing recognition among businesses that contact centers have become vital hubs for customer engagement. Therefore, solutions that boost contact center workforce performance and engagement are more significant than ever.

The infusion of AI and generative AI (GenAI) has significantly enhanced capabilities across the contact center, supercharging process automation and self-service channels. This expansion results in a broadening array of repetitive and simpler customer interactions being managed through technology, while more complex or nuanced interactions that need a human touch remain with live agents. To understand the details of incoming interactions, agents require the right tools and technology to grasp the customer's journey, sentiment, and intent. As a result, demand surges for WEM solutions that help identify patterns, detect anomalies, analyze data, search and retrieve accurate information, predict behavior, offer suggestions, and lessen the workload for both supervisors and agents.

SuccessKPI is an on-demand AI workforce engagement platform offering capabilities such as workforce management, conversation analytics, speech and text analytics, quality monitoring, and agent and supervisor assistance.

SuccessKPI's Products Boost Outreach and Growth Potential

"Frost & Sullivan believes that clearly articulating its value proposition in marketing initiatives (such as explicating the affordability of its products, its data-first approach, its AI integration, intuitive usability, accessibility, and GenAI security policies) has helped SuccessKPI stand out among seasoned players and achieve such massive commercial success."

- Ankita Singh,
Industry Principal

SuccessKPI's uniqueness lies in delivering all its products—such as workforce management, conversation analytics, speech and text analytics, quality monitoring, and agent and supervisor assistance—in a SaaS, AI-powered, serverless architecture built from the ground up. Unlike systems with separate technologies bolted together, it features a unified data backplane, allowing all WEM domains to access data sources simultaneously, generate real-time insights, deliver prompts, and recommend training to the right people at the right time. The product suite offered by SuccessKPI is distinctive, enabling customers to enhance routing, handling, training, performance, coaching, retention, and workforce management. This approach provides a valuable asset for businesses by eliminating integration challenges, technical debt, and conflicting user experiences. It also boosts innovation capabilities without adding complexity from merging legacy codebases, data models, and user interfaces.

SuccessKPI's key product categories driving growth are GenAI Deep Prompts and Automated Quality Monitoring. GenAI Deep Prompts engage prospects with critical business questions, such as "Why are renewals down? Why are calls surging in Brazil? What training do agents need?" These prompts can analyze conversation data in real-time, perform complex analyses across multiple languages, clearly understand intent, and track sentiment, thereby enhancing quality management and operational efficiency.

SuccessKPI's quality management evolves traditional quality management processes from reactive to AI-powered, proactive performance optimization. The evaluation co-pilot provides human evaluators with detailed insights for consistent assessments, while GenAI autoscores every interaction. SuperHive offers real-time support to supervisors by giving them immediate insights into agent performance and actionable data to manage them effectively.

SuccessKPI's Playbook Builder is a patented AI solution that automatically triggers coordinated improvements across quality teams, supervisors, enablement programs, knowledge management, and workforce planning with deep context awareness. This enables businesses can strategically shift their quality management from compliance checking to enterprise-wide performance enhancement.

SuccessKPI's Last Mile Connectivity solution provides advanced monitoring for agent desktops, headsets, bandwidth, and connectivity. Often, contact center managers experience gaps in audio quality that impact the caller experience due to sub-optimal configurations, devices, settings, and other environmental factors at the agent endpoint, or "last mile." SuccessKPI's unified insight and action WEM platform

monitors the entire communication chain, including desktop, agent feedback, environmental data, call performance, and softphone logs. It collects data on the data network, PC performance, agent activity, agent-reported issues, audio devices, audio levels, errors, and logs. This helps with diagnosis and troubleshooting, provides real-time insights into agent environments, and enables immediate actions to alert and improve using Playbook Builder™.

The company launched Contact Center Builder, which sets up a comprehensive Amazon Connect instance in minutes, utilizing an easy setup wizard that collects contact center requirements, such as hours of operation, queues, phone numbers, and agent details. This enables smaller contact centers to access technology options usually reserved for larger organizations. Customers can also add WEM solutions to leverage the full suite.

SuccessKPI also provides CCaaS integrations with Avaya, Five9, Salesforce, Cisco, Zoom, Zendesk, Amazon Connect, Genesys, Talkdesk, Twilio, LiveVox, and Ujet, making it sier for large enterprises to use the WEM platform seamlessly. The company has enterprise security validation and holds several third-party security certifications, including PCI DSS Level 1, HIPAA, SOC 2 Type II, GDPR, LGPD, ISO 27001, FedRAMP, CCPA, and is officially recognized as an active participant in the EU-U.S. Data Privacy Framework (DPF), UK Extension, and Swiss-U.S. DPF.

Stellar Operational Efficiency Supports Customer Acquisition and Enhances Customer Ownership Experience

SuccessKPI uses an 8-step problem-solving workshop framework called the story-target-action-monitor framework that systematically addresses specific business problems. Through immersive workshops, customers receive guidance with live problem-solving and leverage their data to find solutions.

SuccessKPI's team examines the business challenge (with questions like "why are renewals down?") and uses topics, themes, and deep prompts to analyze real conversations and identify root causes. The team helps customers develop automated playbooks to act on findings and set KPIs to track ongoing improvement.

The comprehensive methodology suite includes a user guide for value creation with an eight-step framework, covering everything from hypothesis development to KPI monitoring. The team leverages real-world scenarios, such as upsells, service scores, and CSAT analysis, applying the Story-Target-Action-Monitor approach. These strategic workshops turn technology implementations into business transformation partnerships—using actual customer conversations to address real problems, improve KPIs, and elevate experiences and outcomes.

SuccessKPI launched a Technology Services Distributor (TSD) program that has become a key part of its go-to-market engine, delivering three key growth levers: increased reach and faster pipeline growth by equipping TSD partners with in-depth product training, ready-to-use marketing materials, and co-selling initiatives. Through the TSD program, the company has broadened its footprin in key verticals and geographies.

The company reports scalable enablement and faster time-to-revenue for its customers. The standardized onboarding curriculum, hands-on PoC support, and customer workshops reduce ramp-time and turn

FROST & SULLIVAN

channel sales into predictable monthly bookings. Overall, the company confirmed that the program has generated nearly half a million in new pipeline and multi-million in quarterly bookings.

Performance Value Enhances Brand Equity and Allows Customer Retention

SuccessKPI is dedicated to providing accurate results to its customers through GenAI-powered capabilities. The company has increased its investment in GenAI over the past two years. Its production-ready GenAI delivers quick results for customers, gaining their trust and loyalty.

> *"SuccessKPI has been committed to delivering precise results to its customers through GenAI-powered capabilities. The company has bolstered its investment in GenAI over the last two years. Its production-ready GenAI facilitates fast results for the customers, earning the company customer trust and loyalty."*
>
> *- Ankita Singh,*
> *Industry Principal*

The company highlights its ability to help customers achieve 95% accuracy in classifying call reasons without requiring human language fluency. Customers see an average annual savings of approximately $1.2 million from a 12-second AHT reduction. They also enjoy roughly $2.5 million in revenue increases on average due to improved booking conversions. The platform provides nearly 100% call scoring compared to the typical 5% manual coverage and offers multilingual scalability across global languages. Additionally, customers experience a 20% improvement in CSAT, a 15% decrease in attrition, a 40% boost in productivity, a 30% reduction in wrap-up time, and an 18% increase in adherence.

Customers consistently review SuccessKPI positively for its intuitive interface, which allows agents, supervisors, analysts, and executives to leverage powerful insights and take effective action. In the first quarter of 2025, the company reported a 30% GenAI adoption rate, supported by the strong framework and profile, meeting enterprise demand and requirements (including ease of use and training).

Here's one successful customer case study demonstrating the performance value that SuccessKPI delivered:

Grupo Multi completed a full QM transformation with SuccessKPI. The company's quality team aimed to develop customer service teams, humanize interactions, enhance agent didactics, and deliver excellent experiences that delight customers while generating value for the end consumer.

With SuccessKPI, they achieved a 31% increase in the percentage of calls answered, as well as 100% call coverage, utilizing AI scoring, dynamic and real-time coaching (boosted agent skills 80% post-training), and proactive development programs. With AI visual intelligence (Heatmaps and "endpoint" monitoring), they were able to identify the points where call disconnects occur, enabling targeted interventions that reduced disconnects by 90% within one month.

Solid Financial Performance Over the Years

SuccessKPI reported over 192% revenue growth in 2022 compared to 2021, and more than 161% growth in 2023 compared to 2022. The top revenue-producing region in 2023 was North America, followed by Europe, the Middle East, Africa, Latin America, and Asia-Pacific.

SuccessKPI reported that advances in AI on the SuccessKPI WEM platform have been a significant driver, with an average annual revenue growth of 90% over the last three years (2021–2023. The company states that customer requests for AI solutions and AI adoption increased fourfold last year. They also announced a threefold growth in Latin America, mainly driven by the adoption of AI-based scoring and auto-QM.

Since 2023, SuccessKPI has expanded geographically to Singapore and Germany and is set to grow further into the Middle East with its new data center presence. The company also operates data centers in the United Kingdom, the United States, and Canada.

Frost & Sullivan believes that clearly articulating its value proposition in marketing efforts (such as highlighting the affordability of its products, its data-first approach, AI integration, intuitive usability, accessibility, and GenAI security policies) has helped SuccessKPI stand out among seasoned players and achieve significant commercial success.

Conclusion

SuccessKPI adopts a sustainable approach to AI, integrating it deeply into solutions to improve ease of use for customers. The company diligently serves businesses of all sizes, tackling their most urgent challenges. Its strong focus on customer service and ownership has contributed significantly to its long-term commercial success.

For its strong overall performance, SuccessKPI is presented with Frost & Sullivan's 2025 Global Customer Value Leadership Recognition in the WEM Industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, 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: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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 Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled 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 6 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:

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