
SPARK MATRIX™ RESEARCH

SPARK Matrix™: Workforce Engagement Management, Q4 2026

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Key Findings

01 AI is changing workforce demand patterns and increasing the complexity of workforce planning.

As AI handles a larger share of routine customer interactions, the volume and type of work reaching human employees is changing. Human demand is becoming more dependent on escalation patterns, interaction complexity, containment performance, and AI-to-human handoffs. Workforce planning will therefore need to account not only for interaction volumes, but also for the changing composition and skill requirements of the remaining human workload.

02 Quality management differentiation is shifting from evaluation coverage toward evaluation reliability and performance improvement.

Automated interaction evaluation is expanding rapidly across the WEM market, reducing the historical dependence on manually selected samples. As broader evaluation coverage becomes more common, differentiation is moving toward accuracy, calibration, explainability, consistency, and the ability to connect quality findings with coaching and measurable performance improvement.

03 Frontline management is becoming increasingly focused on prioritization and intervention.

AI is increasing the volume of workforce information available to managers across quality, adherence, sentiment, coaching, and performance. The challenge is increasingly moving from identifying issues to determining which issues require attention, what action should be taken, and whether that action improves the outcome. WEM platforms are therefore placing greater emphasis on prioritizing manager actions rather than only presenting workforce insights.

04 WEM is becoming more closely integrated with the broader customer service operating environment.

Workforce planning, quality management, coaching, interaction analytics, CRM context, routing, and AI are becoming more interconnected. This is increasing the importance of how effectively WEM operates within the broader CCaaS, CRM, and service technology environment. Enterprise evaluation is therefore extending beyond functional depth toward data continuity, workflow integration, and the ability to support workforce decisions within the systems where customer interactions are managed.

05 WEM commercial models are beginning to extend beyond traditional per-user licensing.

WEM has historically been priced largely around the number of employees being managed. As AI expands automated evaluation, interaction intelligence, coaching automation, and workforce decision support, platform consumption is increasingly influenced by interaction volumes and AI usage alongside human seats. This is increasing the importance of evaluating AI entitlements, usage controls, automation volumes, and incremental consumption costs alongside traditional user licensing.

06 Workforce flexibility is becoming more closely linked with operational capacity management.

Flexible scheduling, self-service, shift adjustments, and alternative work patterns have traditionally been associated primarily with employee experience. Their operational importance is increasing as contact centers respond to more variable demand and shorter planning cycles. Workforce flexibility is therefore becoming part of capacity management, allowing organizations to adjust available resources more dynamically while maintaining greater employee control over schedules.

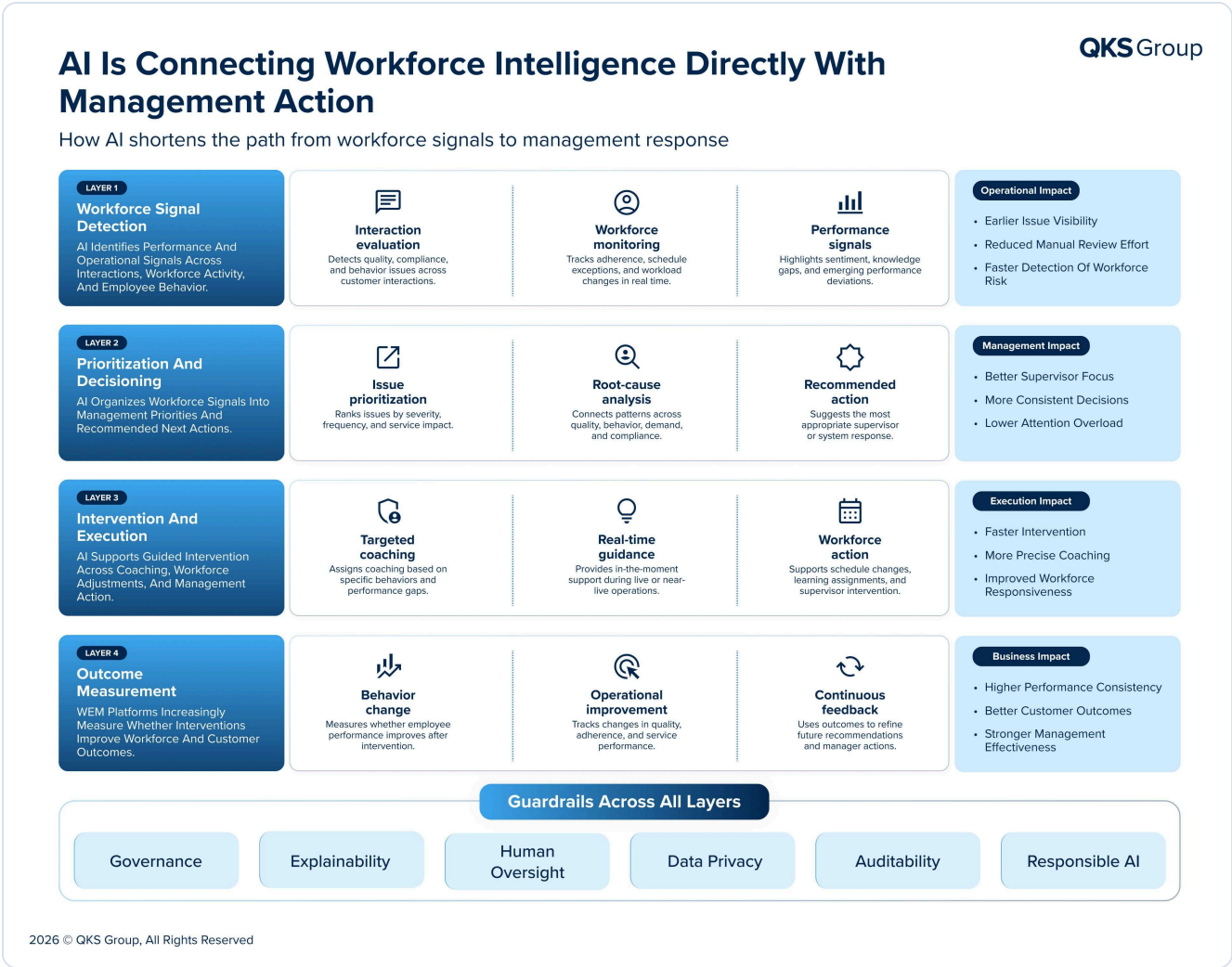
MARKET ANALYSIS

WEM Trends and Market Evaluation Lens

AI Is Connecting Workforce Intelligence with Management Action

The first phase of AI adoption in WEM focused largely on improving individual functions such as quality evaluation, forecasting, coaching, and performance analytics. These capabilities increased automation and expanded workforce insight, but often remained within the established boundaries of separate WEM processes.

The next phase is being shaped by the connection of these capabilities. AI can increasingly combine signals from customer interactions, quality, adherence, scheduling, sentiment, knowledge, and employee performance to identify emerging issues, determine their significance, and support the appropriate management response. This is shifting AI from assisting individual WEM activities toward creating a more connected relationship between workforce intelligence, decision-making, and intervention.



AI is connecting workforce intelligence directly with management action. 2026 © QKS Group, All Rights Reserved.

As automated workforce analysis expands, generating additional scores, alerts, and recommendations becomes less differentiated. Greater value lies in determining which issues require attention, understanding their underlying cause, identifying the appropriate intervention, and measuring whether that intervention improves performance. This is particularly important for frontline managers, whose challenge is increasingly moving from accessing workforce information toward prioritizing where and how to act.

This development is also bringing quality management, coaching, performance management, and workforce operations closer together. A quality issue may indicate an individual coaching need, a broader knowledge gap, or an operational condition affecting multiple employees. Connecting these signals allows workforce decisions to become more contextual rather than being driven by isolated metrics.

For enterprise buyers, AI maturity in WEM will increasingly depend on how effectively platforms connect detection, prioritization, intervention, and outcome measurement while maintaining appropriate manager oversight. Differentiation will therefore move beyond the availability of AI features toward the ability to convert workforce intelligence into timely and measurable management action.

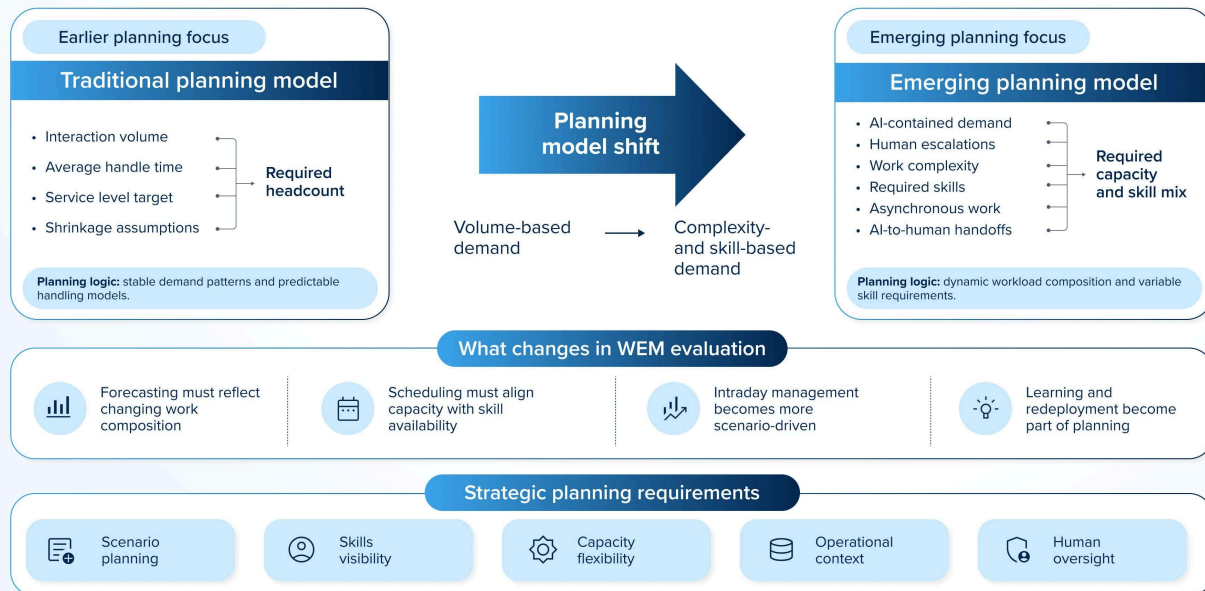
Workforce Planning Is Shifting from Interaction Volume toward Work Complexity and Skill Demand

Traditional workforce planning has been built around relatively stable relationships between interaction volume, average handle time, service levels, shrinkage, and required staffing. These inputs remain important, but they become less sufficient as AI absorbs a larger share of routine customer demand and changes the type of work that reaches human employees.

As automation expands, workforce demand is increasingly shaped by AI containment rates, escalation patterns, interaction complexity, required skills, asynchronous work, and AI-to-human handoffs. A lower volume of human interactions therefore does not always translate directly into a proportional reduction in workforce requirements. The remaining work may require greater judgment, specialist knowledge, or longer resolution cycles, making workload composition as important as workload volume.

Workforce Planning Is Shifting From Interaction Volume Toward Work Complexity And Skill Demand

How AI is changing the assumptions behind workforce planning in WEM



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How AI is changing the assumptions behind workforce planning in WEM. 2026 © QKS Group, All Rights Reserved.

This changes the planning objective from estimating how many employees are required toward determining what capacity and skill mix will be required at a given point in time. Forecasting, scheduling, intraday management, and learning therefore become more closely connected. Organizations need stronger visibility into where skills are available, how demand may shift between AI and human channels, and whether employees can be redeployed as workload characteristics change.

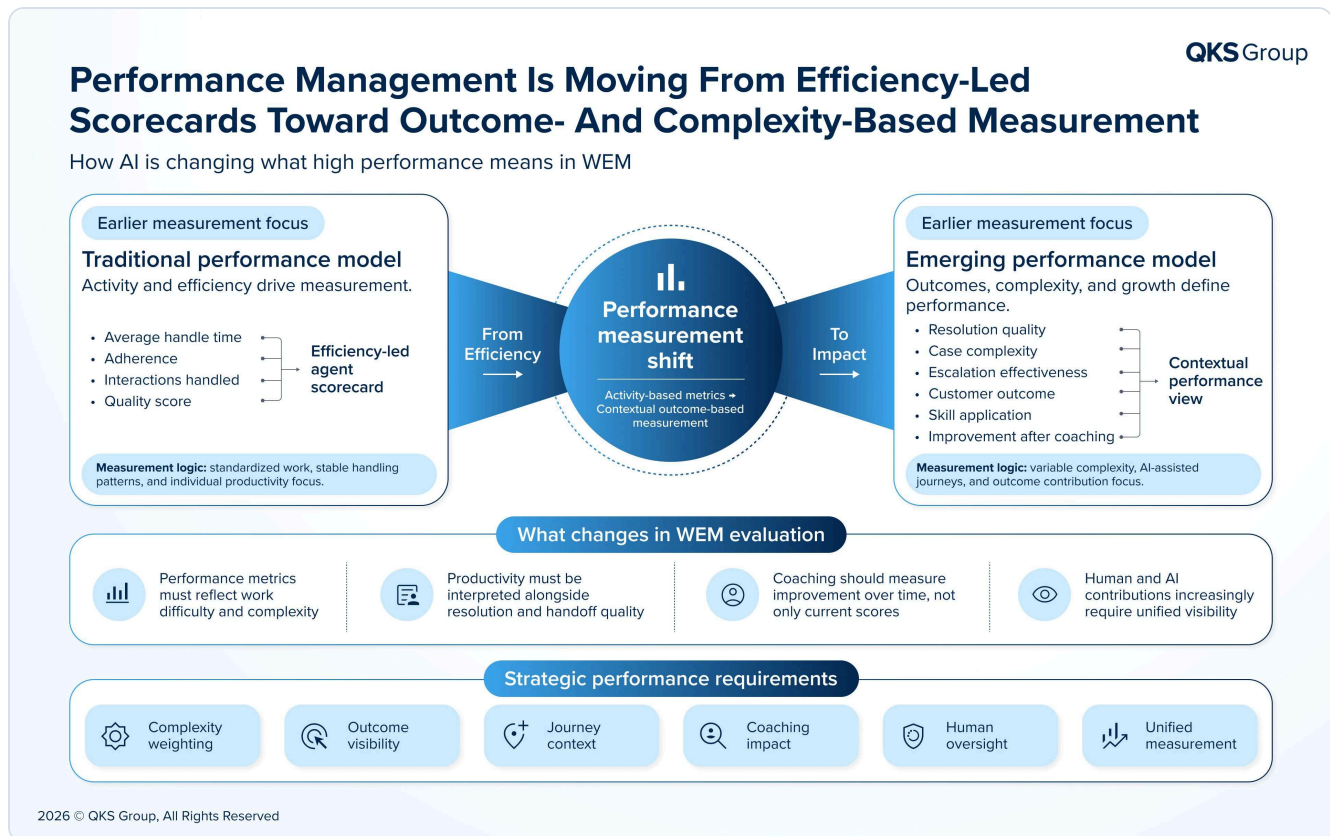
For enterprise buyers, WFM maturity will increasingly depend on the ability to model changing work composition rather than relying predominantly on historical interaction patterns. Platforms that can incorporate AI-driven demand changes, skill requirements, scenario planning, and dynamic capacity management will be better aligned with the next stage of workforce planning.

Performance Management Is Moving from Efficiency-Led Scorecards toward Outcome- and Complexity-Based Measurement

Traditional contact center performance management has been built around measures such as average handle time, adherence, interactions handled, and quality scores. These metrics remain important, but they were designed for a service environment where work patterns were comparatively standardized and human agents handled a larger share of routine demand.

AI is changing that operating model. As more repeatable interactions are automated, the work retained by human employees increasingly involves exceptions, escalations, judgment, specialist knowledge, and coordination across systems. This makes activity-based measures less sufficient when assessed in isolation.

A longer interaction may reflect higher complexity rather than poor efficiency, while lower interaction volumes may still represent strong performance if employees are resolving more difficult, higher-complexity, or higher-consequence work.



How AI is changing what high performance means in WEM. 2026 © QKS Group, All Rights Reserved.

Performance management is therefore becoming more contextual. Resolution quality, case complexity, escalation effectiveness, customer outcome, skill application, and improvement after coaching increasingly need to be interpreted alongside traditional productivity measures. The focus begins to shift from measuring how much activity an employee completes toward understanding the difficulty of the work, the quality of the outcome, and the contribution made to achieving it.

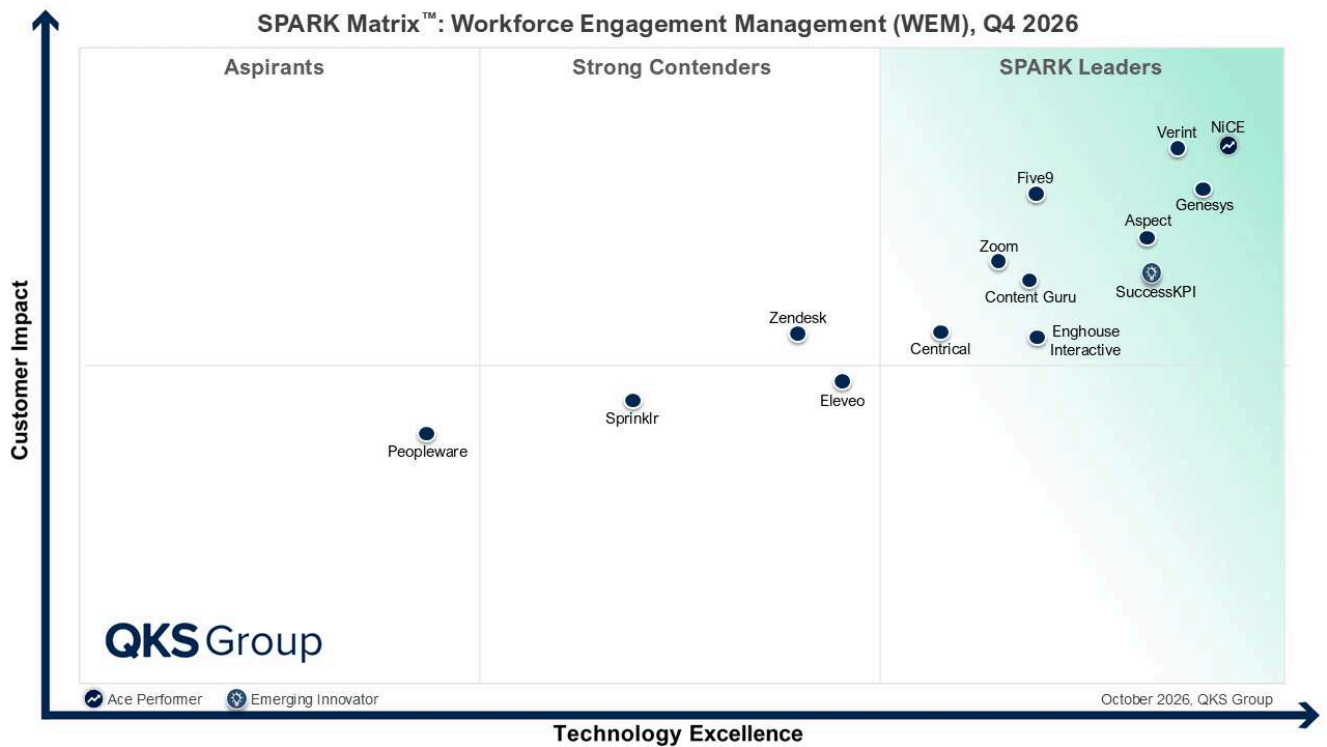
This also changes the role of coaching and performance improvement. Rather than evaluating employees primarily against static scorecards, WEM platforms increasingly need to measure whether specific interventions improve behavior and outcomes over time. As human employees and AI systems contribute to the same customer journeys, performance measurement will also need greater visibility into where value is created across handoffs, escalation points, and shared workflows.

For enterprise buyers, performance management maturity will increasingly depend on whether WEM platforms can provide a more complete view of productivity, complexity, outcomes, and improvement rather than relying predominantly on efficiency-led metrics. Traditional KPIs will remain relevant, but future differentiation will come from how effectively platforms add context to those measures and reflect the changing nature of human work.

COMPETITIVE LANDSCAPE

SPARK Matrix™: Workforce Engagement Management, Q4 2026

Figure: 2026 SPARK Matrix™ (Strategic Performance Assessment and Ranking): Workforce Engagement Management



VENDOR ANALYSIS

Vendor Profile

The following vendor profile has been written based on the information provided by the vendor's executives as part of the research process. The QKS research team has also referred to the respective company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult QKS Group before making any purchase decisions regarding Workforce Engagement Management vendor selection based on research findings included in this research service.

<https://successkpi.com/>

Overview

Founded in 2017 and headquartered in Fairfax County, Virginia, USA, SuccessKPI is a cloud-native Workforce Engagement Management provider focused on contact center analytics, quality management, workforce management, agent performance, and AI-enabled operational intelligence. The company's platform is positioned around helping organizations improve workforce performance and service quality by connecting contact center data, interaction insights, and operational workflows within a unified WEM environment.

SuccessKPI WEM platform supports organizations across workforce planning, quality evaluation, speech and text analytics, real-time agent guidance, performance reporting, coaching, and supervisor decision-making. The platform is particularly relevant for contact centers that need to manage performance across multiple systems, teams, regions, or outsourcing partners while maintaining a consistent view of agent, customer, and operational outcomes.

In recent years, SuccessKPI has expanded its platform direction from analytics-led contact center intelligence toward broader WEM execution. Its roadmap is focused on AI-assisted configuration, natural-language analytics, AI observability, real-time guidance, agentic workflows, and hybrid workforce planning, reflecting the company's strategy to support both human agents and AI-enabled service operations.

Strengths and Challenges

STRENGTHS

- The platform's data architecture gives SuccessKPI a strong position in enterprises where contact center performance data is spread across CCaaS, CRM, HR, workforce, quality, and outsourcing environments. Its ability to normalize these sources into a trusted operating layer is important for organizations that need one view of service quality, agent performance, adherence, and customer outcomes across complex contact center estates.

- SuccessKPI's Deep Prompts capability strengthens its interaction analytics by helping organizations identify specific business and operational improvement opportunities from customer conversations. Rather than relying only on predefined keywords, topic models, or standard speech analytics, the platform can analyze interactions to surface missed upsell opportunities, avoidable transfers, compliance exposure, repeat-contact drivers, and service friction. Organizations with a clear analytics-led improvement agenda should evaluate SuccessKPI where the objective is not only to understand contact center performance, but to determine which interactions, agents, queues, processes, or customer journeys require measurable business improvement.
- AI observability is a notable strength for regulated and business-critical environments. SuccessKPI can monitor AI behavior at the prompt and interaction level, including signals such as accuracy, drift, delay, leakage, and hallucination risk. Organizations adopting AI for agent assist, quality, analytics, or workforce decisions should evaluate SuccessKPI where AI outputs need to be governed, audited, and continuously improved.
- The company's last Mile capabilities provide useful visibility into factors that directly affect remote and distributed agent performance. The platform can help identify how device setup, network quality, audio conditions, browser usage, and endpoint compliance influence handle time, call quality, customer sentiment, and audit readiness. Organizations managing hybrid agents or BPO operations should evaluate SuccessKPI where service quality depends on both agent behavior and work environment readiness.

CHALLENGES

- SuccessKPI continues to deepen its workforce management capabilities beyond its analytics-led foundation. The platform supports multichannel and multiskill workforce planning, while long-term forecasting is progressing toward production availability. Buyers with complex WFM requirements should assess the maturity of advanced forecasting, scenario planning, complex labor rules, and employee self-service, particularly as workforce planning expands to optimize both human and AI agent capacity.
- SuccessKPI has established a global operating footprint and is increasingly supporting enterprise contact center environments beyond its North American base. However, its regional market depth is not yet uniform across all major WEM markets. While the company has strong relevance in complex, data-driven contact center environments, buyers should assess whether its local enterprise visibility, implementation ecosystem, support coverage, language readiness, and regional customer references are equally mature across other regions. This is important for multinational organizations that need consistent WEM execution across countries, not only platform availability.

Buyer Context and Fit Assessment

- SuccessKPI is best suited for contact centers where workforce engagement challenges are tied to data fragmentation, operational complexity, and inconsistent performance visibility. The strongest fit is for mid-to-large enterprises, regulated service organizations, and BPO-heavy environments that need to bring together workforce, quality, interaction, and performance data across multiple CCaaS platforms, regions, business units, or outsourcing partners. These buyers are typically not looking for another reporting tool; they are looking for a trusted intelligence layer that can help supervisors, quality teams, WFM teams, and operations leaders identify where performance is breaking and how to improve it.

- The platform is also relevant for organizations moving toward AI-enabled or hybrid workforce models, where human agents, supervisors, bots, and agent-assist capabilities need to be measured and governed together. SuccessKPI may be less suitable for organizations seeking only a narrow WFM replacement, a basic QM tool, or a lightweight analytics layer for a single, low-complexity contact center. The ideal buyer is an enterprise that has a clear analytics-led improvement agenda and wants WEM to connect performance visibility, workforce decisions, coaching, service quality, and AI governance into a more consistent operating model.

Analyst Final Take

SuccessKPI represents a different WEM proposition because it approaches the category from performance intelligence rather than workforce administration alone. In a market where many platforms still separate workforce planning, quality, analytics, coaching, and agent guidance into distinct operating motions, SuccessKPI's relevance comes from its ability to connect performance signals with the decisions and actions required to improve contact center outcomes. This makes the platform particularly meaningful for enterprises where the challenge is not the absence of tools, but the inability to translate workforce, interaction, and quality data into a consistent improvement model.

The company's direction is well aligned with the next phase of WEM, where enterprises will need to manage both human and AI-driven service capacity. Its roadmap around AI observability, natural-language analytics, autonomous workflows, and AI-human workforce planning reflects a clear move toward governing performance across agents, supervisors, bots, and AI-assisted workflows. To strengthen its market position further, SuccessKPI should continue building depth in advanced WFM, mobile employee experience, international execution, and market education so buyers understand it not only as an analytics-led platform, but as a broader operating layer for complex workforce engagement environments.

APPENDIX

Market Definition & Capabilities

QKS Group defines Workforce Engagement Management (WEM) as a platform that enables organizations to optimize workforce performance, enhance employee experience, and improve operational efficiency across contact center and service operations. It integrates core capabilities such as workforce forecasting and scheduling, quality management, performance management, agent experience, and analytics into a unified system. WEM platforms leverage AI, automation, and advanced analytics to streamline workforce planning, monitor and improve interaction quality, and drive continuous performance improvement. These platforms support omnichannel environments, enabling organizations to align staffing with demand, enhance agent productivity, and deliver consistent customer experiences.

What Changed in the Evaluation Focus for 2026

QKS Group's 2026 WEM evaluation reflects the changing role of workforce management within customer service operations. Forecasting, scheduling, quality management, performance management, coaching, analytics, and employee self-service remain foundational capabilities, but they are no longer sufficient indicators of platform strength when assessed independently. The evaluation has therefore moved toward how effectively providers connect these functions into a connected workforce operating model that can identify performance conditions, prioritize management attention, support intervention, and measure subsequent improvement.

Greater emphasis is placed on the ability to manage a workforce operating in a more complex service environment. Customer interactions increasingly move across voice, digital, asynchronous, and AI-assisted channels, while automation changes the type of work reaching human employees. Workforce planning is therefore assessed not only on forecast accuracy and schedule generation, but on how effectively the platform models changing workload composition, skill requirements, intraday conditions, AI containment, escalation patterns, and workforce flexibility.

Quality and performance management are also evaluated beyond interaction scoring and traditional agent scorecards. The assessment increasingly considers how effectively interaction intelligence, quality findings, workforce data, customer outcomes, coaching activity, and operational context are brought together to create a more complete view of employee performance. As routine work becomes increasingly automated, the ability to distinguish between productivity, work complexity, resolution quality, skill application, and outcome contribution becomes more important.

AI is assessed across the complete workforce management cycle rather than as a standalone capability. This includes signal detection, automated evaluation, forecasting assistance, supervisor guidance, coaching recommendations, workforce decision support, and performance improvement. Greater maturity is demonstrated when AI helps connect workforce intelligence with management action while maintaining explainability, human oversight, auditability, and appropriate decision controls.

Overall, the 2026 evaluation gives greater weight to the provider's ability to move WEM beyond a collection of workforce applications toward a connected workforce intelligence and performance environment that can continuously align capacity, skills, employee performance, customer outcomes, and management action.

Technology Excellence Capability Model

The capabilities below define the WEM capability model reflected in this study. Each capability is written to be observable and evaluable, and each maps to the Technology Excellence categories used to assess vendors. The intent is to evaluate the complete WEM environment, from workforce planning and quality to performance, AI-assisted management, employee experience, integration, and governance.

Workforce Forecasting and Capacity Planning

Workforce forecasting and capacity planning represent the platform's ability to predict workload demand and translate it into workforce requirements across channels, skills, queues, and planning horizons. This capability covers historical and interval forecasting, long-range planning, shrinkage, service-level assumptions, seasonal demand, scenario planning, and multi-channel workload modeling.

Maturity increasingly depends on how effectively the platform accounts for changing workload composition, including AI-contained demand, escalation patterns, interaction complexity, asynchronous work, and skill requirements. As automation changes what reaches human employees, workforce planning must extend beyond interaction volumes toward determining the capacity and skill mix required to meet service demand.

Scheduling, Intraday Management and Workforce Flexibility

Scheduling and intraday management represent the platform's ability to align employee availability with forecast demand while maintaining service objectives. This capability covers schedule generation, shift design, adherence, time-off management, shift swaps, self-scheduling, overtime, flexible scheduling, and intraday adjustments.

The evaluation increasingly considers how effectively the platform responds to changes during the operating day. More advanced maturity includes intraday reforecasting, proactive staffing recommendations, dynamic schedule adjustments, and policy-controlled employee flexibility. The ability to balance operational requirements with workforce preferences is becoming increasingly important as demand patterns become more variable.

Quality Management and Interaction Evaluation

Quality management and interaction evaluation represent the platform's ability to assess customer interactions, identify performance or compliance issues, and support workforce improvement. This capability covers manual and automated evaluation, scorecards, calibration, interaction sampling, compliance monitoring, sentiment analysis, dispute workflows, and quality reporting.

Greater maturity increasingly depends on evaluation accuracy, consistency, explainability, and the ability to connect quality findings with coaching, performance management, and customer outcomes. As automated evaluation becomes more common, differentiation shifts from evaluation coverage toward how reliably quality intelligence can support meaningful workforce action.

Performance Management and Workforce Intelligence

Performance management and workforce intelligence represent the platform's ability to measure and contextualize employee performance across productivity, quality, customer, and development outcomes. This capability covers scorecards, KPI management, goal setting, benchmarking, performance trends, employee dashboards, manager views, and workforce analytics.

The evaluation increasingly considers whether performance can be interpreted beyond isolated efficiency metrics. As human employees handle more complex and escalated work, maturity depends on the ability to incorporate work complexity, resolution quality, skill application, customer outcomes, and improvement over time into a more contextual view of employee contribution.

Coaching, Learning and Performance Improvement

Coaching, learning and performance improvement represent the platform's ability to convert performance intelligence into targeted employee development. This capability covers coaching workflows, coaching plans, learning assignments, microlearning, knowledge reinforcement, development goals, supervisor notes, and employee acknowledgment.

More advanced maturity includes the ability to identify coaching needs automatically, recommend appropriate interventions, and measure whether those interventions improve subsequent performance. The value of coaching therefore extends beyond activity completion toward demonstrating measurable behavioral and operational improvement.

AI-Driven Workforce Intelligence and Management Assistance

AI-driven workforce intelligence and management assistance represent the platform's ability to interpret workforce signals and support management decisions across planning, quality, coaching, and performance. This capability covers automated evaluation, forecasting assistance, anomaly detection, performance summarization, root-cause analysis, workforce recommendations, and conversational access to workforce information.

The evaluation increasingly considers how effectively AI connects detection, prioritization, recommendation, intervention, and outcome measurement. Greater maturity also requires explainability, manager oversight, permissions, and auditability as AI becomes more influential in decisions affecting employees and workforce operations.

Employee Engagement and Workforce Self-Service

Employee engagement and workforce self-service represent the platform's ability to give employees greater visibility and control over their schedules, performance, and development. This capability covers schedule access, time-off requests, shift swaps, self-scheduling, preferences, notifications, goals, recognition, feedback, coaching visibility, and gamification where applicable.

Maturity increasingly depends on how effectively engagement capabilities are connected with workforce operations. Flexible scheduling, performance transparency, and development opportunities need to improve employee experience without weakening service levels, fairness, policy compliance, or workforce predictability.

Human and AI Workforce Visibility and Coordination

Human and AI workforce visibility and coordination represents the platform's ability to support workforce planning and performance as customer service increasingly combines human employees with AI assistants and autonomous service agents. This capability considers AI containment, human escalations, AI-to-human handoffs, residual workload, interaction complexity, and changing skill requirements.

The evaluation increasingly considers whether platforms can reflect how automation changes human workforce demand rather than treating AI activity separately. Greater maturity requires visibility into how work moves between AI and employees and how those changes affect capacity, skills, quality, and workforce performance.

Workforce Analytics and Operational Visibility

Workforce analytics and operational visibility represent the platform's ability to provide a consistent view of workforce conditions across forecasting, scheduling, quality, performance, coaching, and employee experience. This capability covers dashboards, real-time and historical analytics, alerts, drill-down analysis, workforce trends, and configurable reporting.

More advanced maturity includes the ability to connect signals across WEM functions and identify relationships between workforce conditions and service outcomes. The evaluation therefore considers whether analytics can move beyond reporting individual metrics toward supporting faster diagnosis and more informed workforce decisions.

Integration, Interoperability and Workforce Data Continuity

Integration, interoperability and workforce data continuity define how effectively the WEM platform operates within the broader customer service and enterprise technology environment. This capability covers integration with CCaaS, CRM, HR, learning, identity, payroll, collaboration, and data platforms through APIs, connectors, and event-based integration.

The evaluation increasingly considers continuity of workforce information across these environments. Interaction context, employee identity, schedules, quality findings, coaching activity, skills, and performance data need to remain connected to support accurate workforce decisions across heterogeneous enterprise environments.

Workforce Governance, Security and Responsible AI

Workforce governance, security and responsible AI define how the platform protects workforce information and governs decisions affecting employees. This capability covers role-based access, identity controls, data privacy, retention, auditability, permissions, administrative controls, and policy enforcement.

The scope is expanding as AI becomes more involved in forecasting, quality evaluation, coaching, scheduling, and performance assessment. The evaluation therefore also considers explainability, manager override, decision logging, approval controls, and transparency around AI-supported workforce decisions.

APPENDIX

Research Methodologies

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Evaluation Criteria

QKS Group' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. QKS's Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Technology Excellence	Weightage	Customer Impact	Weightage
Workforce Management (Forecasting & Scheduling)	20%	Product Strategy & Performance	20%
Quality Management	15%	Market Presence	20%
Performance Management	15%	Proven Record	15%
Agent Experience & Productivity (AXP)	10%	Ease of Deployment & Use	15%
Maturity of AI and Automation	10%	Customer Service Excellence	15%
Reporting, Analytics, and Workforce Insights	10%	Unique Value Proposition	15%
Competitive Differentiation and Enterprise Proof	5%		
Product Vision, Roadmap Credibility, and Execution	5%		
Integration Architecture and Interoperability	10%		

Technology Excellence

- **Workforce Management (Forecasting & Scheduling):** Evaluates how effectively the platform forecasts workforce demand, generates optimized schedules, and manages intraday workforce conditions. It also considers AI-driven forecasting, capacity planning, scenario modeling, and employee self-service.
- **Quality Management:** Assesses the platform's ability to capture, evaluate, and analyze interactions across channels, including automated quality evaluation, calibration, governance, and reporting.

- **Performance Management:** Evaluates capabilities for tracking employee performance, managing KPIs, setting goals, benchmarking, and connecting performance insights with coaching and development.
- **Agent Experience & Productivity (AXP):** Assesses the agent workspace, omnichannel desktop, contextual knowledge, CRM integration, AI assistance, and workflow automation that help employees work more efficiently.
- **Maturity of AI and Automation:** Evaluates how deeply AI and automation are embedded across WEM workflows, including forecasting, scheduling, quality management, and agent assistance, along with governance and human oversight.
- **Reporting, Analytics, and Workforce Insights:** Examines the platform's ability to provide unified dashboards, real-time and historical analytics, cross-functional insights, and actionable workforce intelligence.
- **Competitive Differentiation and Enterprise Proof:** Assesses the vendor's differentiation through enterprise references, repeat wins, scalability, regulated-environment experience, and ecosystem partnerships.
- **Product Vision, Roadmap Credibility, and Execution:** Evaluates the clarity and credibility of the vendor's product roadmap, including recent delivery, customer evidence, and investment direction.
- **Integration Architecture and Interoperability:** Assesses integration with CCaaS, CRM, HRIS, and data platforms, including APIs, data exchange, event-based integration, and extensibility.

Customer Impact

- **Product Strategy & Performance:** Assesses how well the vendor's product strategy and platform capabilities align with evolving enterprise workforce and contact center requirements, including performance across key WEM use cases.
- **Market Presence:** Evaluates the vendor's market penetration, regional and industry visibility, and presence in enterprise WEM evaluations and RFPs.
- **Proven Record:** Measures demonstrated success in enterprise WEM deployments, including customer references, retention, scalability across locations, and repeat business.
- **Ease of Deployment & Use:** Evaluates deployment flexibility, implementation timelines, usability, configuration simplicity, administrative effort, and learning requirements for planners, supervisors, and agents.
- **Customer Service Excellence:** Assesses the quality of post-sale support, including onboarding, training, account management, escalation handling, and customer success programs.
- **Unique Value Proposition:** Evaluates how clearly and effectively the vendor differentiates its WEM offering through capabilities such as AI, automation, workforce optimization, and employee experience innovation.

APPENDIX

How to read SPARK Matrix™

The **SPARK Matrix™** by QKS Group is a comprehensive evaluation framework that benchmarks vendors across key industries based on their **Technology Excellence** and **Customer Impact**. This proprietary analysis tool provides a detailed, comparative assessment of market players, enabling businesses to make informed decisions when selecting technology partners. The matrix highlights vendor strengths, growth trajectories, and market strategies, offering a dynamic visualization of their competitive positioning. Designed to cater to the needs of decision-makers, the SPARK Matrix serves as a trusted guide for navigating complex markets and identifying the vendors best suited to drive organizational success and innovation.



- **Ace Performer:** Ace Performers are vendors that excel in operational performance based on their revenue growth potential, partnership strategy, and customer acquisition, all evaluated over the last one-year period or since the previous SPARK Matrix assessment.
- **Emerging Innovators:** Emerging Innovators are vendors recognized for their forward-thinking approach and disruptive innovations, even if they lack the scale or market penetration of more established players. This category highlights vendors with significant potential for long-term leadership in their domain, evaluated over the last one-year period or since the previous SPARK Matrix assessment.
- **Leader:** The Leader section of the SPARK Matrix represents organizations that set the gold standard in their respective industries. These vendors excel across both **Technology Excellence** and **Customer Impact** parameters, delivering best-of-breed solutions that are innovative, scalable, and future-ready. Leaders are recognized for their ability to anticipate market trends, address critical customer pain points, and deliver transformative outcomes. Their robust technological capabilities, combined with a deep

customer-centric approach, position them as trusted partners for organizations seeking strategic growth and sustainable competitive advantages.

- **Emerging Leader:** The Emerging Leader section highlights organizations that are rapidly closing the gap with established leaders. These vendors exhibit a strong potential for future dominance, driven by significant advancements in **Technology Excellence** and increasing Customer Impact. Emerging Leaders often focus on niche markets or disruptive innovations, demonstrating a clear vision and execution capability. Their upward trajectory is marked by consistent enhancements to their offerings, growing market share, and an ability to deliver targeted solutions that cater to specific customer needs.
- **Strong Contender:** The Contenders section includes vendors that are establishing their footing in the market. These companies exhibit potential but may face limitations in terms of **Technology Excellence** or Customer Impact. Contenders often focus on addressing fundamental market needs and are actively investing in R&D and customer engagement strategies to strengthen their position. While they may not yet have the maturity or comprehensive offerings of higher-ranked categories, Contenders are key players to watch as they evolve and refine their strategies.
- **Aspirants:** The Aspirants section represents vendors that are in the early stages of development or are relatively new to the competitive landscape. These vendors have foundational offerings but lack the technological sophistication or customer-centric impact to compete at higher levels. Aspirants often serve niche markets or focus on incremental improvements, positioning themselves as future competitors in the space. Their journey involves building credibility, enhancing solution capabilities, and developing customer relationships to rise through the SPARK Matrix rankings.

About the Authors



Amandeep Singh Khanuja

Principal Analyst & Associate Director

Amandeep Singh is a Principal Analyst & Associate Director with deep expertise in Communication & Collaboration, Customer Experience, and AI. He is a trusted advisor to industry leaders, offering strategic guidance that empowers decision-makers to navigate the complexities of Conversational AI, CCaaS (Contact Center as a Service), UCaaS (Unified Communications as a Service), CPaaS (Communications Platform as a Service), Customer Communication Management (CCM), and cutting-edge customer experience solutions. Amandeep's comprehensive analysis spans a vast array of vendors within the CCM, CCaaS, UCaaS, CPaaS, and Conversational AI ecosystems. He provides invaluable insights that shape product strategies, drive market expansion, and refine competitive positioning. His meticulous monitoring of market dynamics ensures that vendors align their innovations with the evolving needs of businesses and end-users.

In his pursuit of innovation, Amandeep has established pivotal frameworks in Generative AI adoption, including the Digital AI Leap Framework (DALF) and the Enterprise AI Maturity Model. These frameworks have been instrumental in guiding organizations through the intricate journey of AI integration, helping them achieve scalable growth and operational excellence. As a recognized expert in Generative AI solutions, Amandeep's research expertise spans advanced technical areas such as Large Language Models (LLM), Retrieval-Augmented Generation (RAG) models, and Natural Language Technologies (NLT). He is deeply involved in the development and application of these cutting-edge technologies, focusing on their integration into AI-driven communication strategies. His deep knowledge and innovative solutions have fueled the growth of numerous companies, enabling them to leverage AI for competitive advantage, enhanced customer experiences, and optimized communication frameworks.



Shivam Gupta

Analyst

Shivam Gupta is an Analyst focused on emerging enterprise AI technologies, with research spanning AI Observability, Enterprise AI Search, and AI Governance Platforms. His work examines how organizations govern, monitor, evaluate, retrieve information for, and operationalize AI systems across production environments, with particular attention to Generative AI, Agentic AI, Large Language Models, Retrieval-Augmented Generation, model and agent lifecycle management, and enterprise knowledge access. He contributes to market studies and vendor evaluations that assess capabilities such as model and agent monitoring, AI evaluation, runtime controls, policy enforcement, AI inventories, risk and compliance workflows, semantic and hybrid retrieval, vector search, permission-aware indexing, grounded responses, and enterprise data connectivity.

His research focuses on how these capabilities are evolving, where vendors differentiate, and how enterprise requirements around trust, observability, governance, security, and scalability are shaping platform development. Through his research, Shivam helps enterprises better understand the technology landscape around production-scale AI and compare platforms against emerging operational and governance requirements. He also provides technology providers with insight into changing buyer priorities, capability gaps, competitive differentiation, and the broader evolution of enterprise AI architectures.

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