

The Forrester Wave™: Customer Service Solutions, Q2 2019

The 12 Providers That Matter Most And How They Stack Up

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Why Read This Report

In our 33-criterion evaluation of customer service solution providers, we identified the 12 most significant ones — Appian, bpm'online, Freshworks, Microsoft, Oracle, Pegasystems, Salesforce, SAP, ServiceNow, SugarCRM, Verint, and Zendesk — and researched, analyzed, and scored them. This report shows how each provider measures up and helps customer service leaders select the right one for their needs.

Key Takeaways

Salesforce And Oracle Lead The Pack

Forrester's research uncovered a market in which Salesforce and Oracle are Leaders; Microsoft, Pegasystems, ServiceNow, SAP, Zendesk, and bpm'online are Strong Performers; Verint, Freshworks, and Appian are Contenders; and SugarCRM is a Challenger.

Channel Support, Analytics, And Prescriptive AI Are Key Differentiators

Broad channel support, process guidance, advanced analytics, and prescriptive AI scenarios will dictate which providers lead the pack. Vendors that can provide these capabilities position themselves to successfully deliver modern agent experiences and differentiated support to their customers.