

FROST & SULLIVAN

INTRADIEM

2022 PRODUCT LEADER

*GLOBAL WORKFORCE ENGAGEMENT
AND INTELLIGENT AUTOMATION INDUSTRY*

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. Intradiem excels in many of the criteria in the workforce engagement and intelligent automation space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

Offers a Compelling Value Proposition

Founded in 1995 and headquartered near Atlanta, Georgia, Intradiem provides intelligent automation solutions to customer experience (CX) teams that enable them to maximize productivity and engagement. The company continuously launches innovations that address significant practical challenges that CX teams face daily.

The Intradiem platform complements the workforce management (WFM) solution and integrates with numerous other components of the CX technology stack (e.g., ACD, dialer, and chat). This breadth of integrations puts Intradiem in a privileged position to gather continuous and detailed insight into the customer service operations, the workforce, and each agent's current work status in real time. Consequently, Intradiem triggers real-time adjustments according to set rules and notifies affected employees via prompts received on the desktop. When agents are stuck on long calls, it protects their breaks and updates schedules accordingly, maintaining break adherence. Intradiem monitors the factors that reduce agent availability, such as excessive call wrap-up or handle times, and offers assistance if it looks like an agent is struggling. The solution removes agent availability shrinkage in a positive way that agents do not perceive as intrusive. Integrating training and automated coaching into the daily workflows when the contact center is not busy also allows agents to get to competency more quickly.

Agents want to be successful, and when they feel well trained and looked after, they are more likely to be happy in their jobs and deliver positive experiences to customers. Average handle times (AHT) vary significantly between agents, and the worst performing agents drag the AHT metric down for the entire

contact center. However, differentiated amounts of agent coaching and proactive assistance during a call improve AHT and first-call resolution. For example, British Gas, a major UK utility company, experienced a measurable increase in agent availability after deploying Intradiem, estimating as many as 164,000 agent hours saved through the automated delivery of off-phone tasks and adherence actions.

Develops a Trendsetting, Customer-led Roadmap

Intradiem's product strategy is exceptionally customer-focused. It assigns a customer success manager to each account to ensure customers realize as many benefits from the platform as possible. The company holds regular summits with its major customers, two summits each in North America and Europe, and describes itself as a "problem out, not a product out company." Consequently, Intradiem takes its lead from customer needs when shaping its product roadmap and CX platform integration plans.

As Intradiem's native integrations with key customer service technologies is critical to its ability to deliver intelligent automation to the market, it already integrates with most major vendors in the space. However, given the accelerated migration to contact center as a service (CCaaS), Intradiem is aggressively expanding its library of CCaaS integrations to support the businesses as their journey to the cloud continues. Intradiem recently released integrations with Genesys Cloud CX and Alvaria Via WFM. It plans

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to launch integrations with Alvaria Via ACD, Five9 ACD, Calabrio WFM, and Twilio ACD in 2022, with Avaya OneCloud to follow in 2023.

Frost & Sullivan believes Intradiem does an admirable job of specifying and promoting use cases, which align well with how contact center managers understand their operational challenges and enable them to appreciate the platform's benefits. Customers imagined many of Intradiem's most popular use cases, including AHT Assistance. It recently launched a back-office product offering inspired by a concrete customer

need. Back-office functions do not typically benefit from the same technology, attention, and data as customer-facing functions. Therefore, Intradiem created an offering that provides visibility into the work state of each back-office employee and applies the same rules engine used in the front office to trigger immediate adjustments. The back-office use case is in service with a few customers, primarily in healthcare claims and financial services payment processing and acceptance.

The company plans to spend the rest of 2022 modernizing its platform, focusing on microservices and Kubernetes. Seeking to allow customers to develop new use cases easily using workflows instead of rules, the company will make use cases more templated and rules portable between tenants. Ultimately, the company's 2022-23 roadmap is about reducing customers' time-to-value and increasing scalability.

Demonstrates Impressive Market Performance

Backed by venture capital, Intradiem is a private company that does not release financial results and growth numbers to the public. However, it assures Frost & Sullivan that it is ahead of its already aggressive growth plans and expects Q4, traditionally its biggest quarter, to exceed revenue targets.

The company outperforms competitors in accentuating its value proposition by measurable outcomes. Benefits, such as \$150 million saved for customers in 2021, a 342% return on investment, and a payback period of fewer than six months, which Intradiem can back with client success stories, undoubtedly contribute to its market performance.

Has Strong Growth Potential

Almost 300,000 agents benefit from the Intradiem platform every day. Notably, three of the 10 largest US banks, all the top five health insurance providers in the United States, and 15 of the top 80 Fortune 500 companies deploy the solution. Intradiem enjoys many customer referrals, with a significant portion of its revenue growth coming from increasing its business with existing customers.

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Intradiem will continue to innovate by applying machine learning disciplines to the immense amount of data it processes to continue to reinvent customer service through intelligent automation.

Intradiem’s main challenge is that many organizations remain unaware of the intelligent automation possibilities in the customer service area and its associated benefits. Many prospective customers also feel their existing WFM platform would cover the requirement but growing end-user awareness of automation will boost Intradiem’s growth prospects.

Conclusion

Intradiem sits at the intersection of CX platforms and automates the decisions the best contact center manager would make if the human manager were able to process information quickly enough. Frost & Sullivan is impressed by how Intradiem articulates its value proposition and the brilliance of its many use cases that address the significant operational challenges that CX teams face daily. For its strong overall performance, Intradiem, Inc is recognized with Frost & Sullivan’s 2022 Global Product Leadership Award in the workforce engagement and intelligent automation industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the Intradiem that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

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 company culture, which in turn enhances employee morale and retention

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 harnesses 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 ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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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:

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

