

Everest Group PEAK Matrix® pre-release

Everest Group is happy to share a pre-release version of the “**Conversational AI Products PEAK Matrix® Assessment 2021.**” We plan to release the final report in the coming days.

We are offering this pre-release file to facilitate your preparation for its public release; please note that the PEAK Matrix report **has not been published**. As such, we ask that you note these policies for its use.

- Release of this information is **embargoed and no broad internal or external communication should take place** until the report is published on the Everest Group website
- When the report is published, we will alert the point(s) of contact at your organization, but it is your responsibility to ensure the report is public before any communication takes place
- This information is for **internal use only**; please do not share it with anyone outside of your organization for any reason until published on the Everest Group website
- **No action or response** is required from you; this pre-release is for your information only
- Everest Group’s PEAK Matrix research methodology includes an RFI as well as measures to clarify and confirm data. This pre-release is offered **for your information only – and is not meant to serve as a fact check nor to open discussions regarding positioning on the PEAK Matrix**

For more information on the PEAK Matrix, you can review our overview page

[➔ Read more](#)

For Marketing information, please review our citation and logo use policy

[➔ Read more](#)

If you have any questions concerning how you can use this PEAK Matrix pre-release, please do not hesitate to contact

Andrea M. Riffle
Chief Marketing Officer

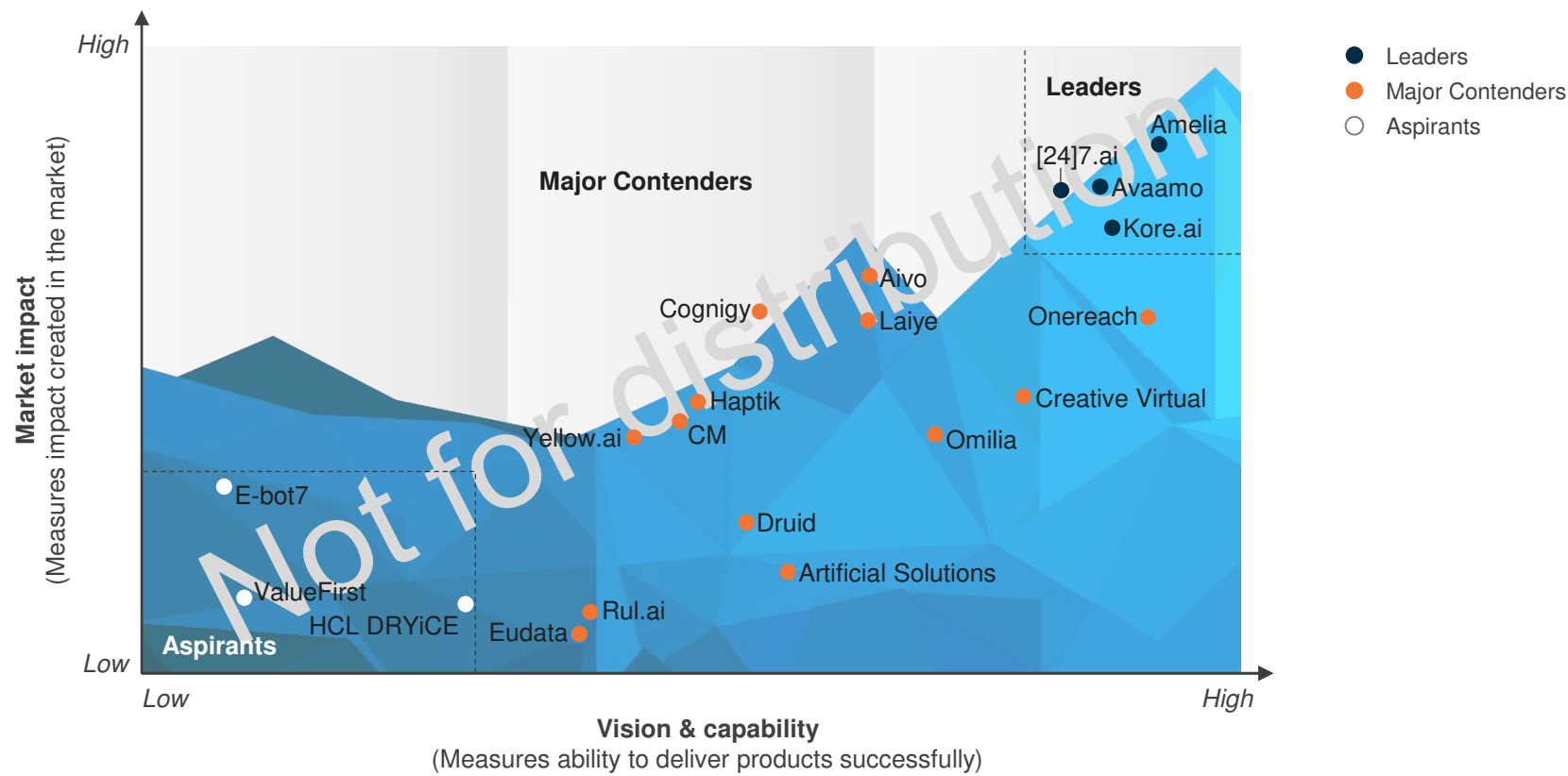


Everest Group PEAK Matrix®

Conversational AI Products PEAK Matrix® Assessment 2021



Everest Group Conversational AI Products PEAK Matrix® Assessment 2021

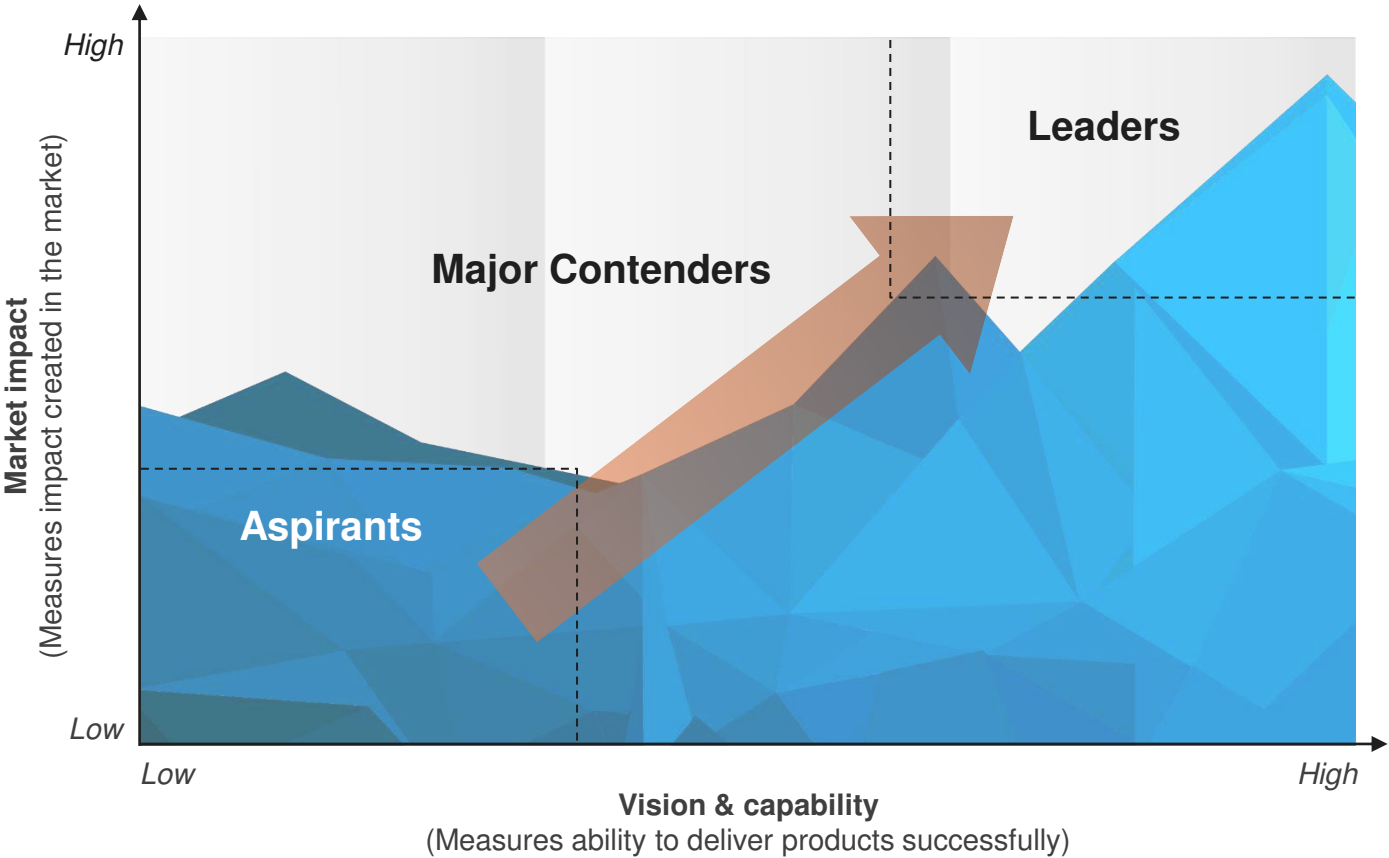


Source: Everest Group (2021)

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



Everest Group PEAK Matrix





Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

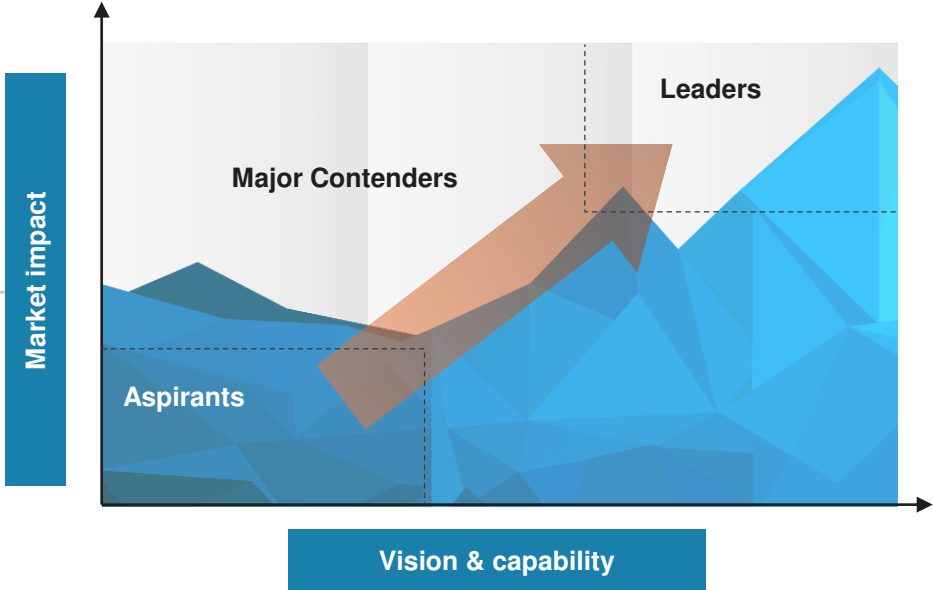
Number of clients, revenue base, and YOY growth

Portfolio mix

Diversity of client base across industries, geographies, environments, enterprise size class

Value delivered

Value delivered to the client based on customer feedback and other measures



Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy, and progressiveness and flexibility of commercial models

Implementation and support

Hosting type, pre-built intents, visual workflow designer, interoperability, deployment type, and security and compliance

Technology capabilities

Technical sophistication and breadth/depth across Natural Language Processing (NLP), conversational intelligence, intent extraction, agent-assist, training, and sentiment analysis

Execution and monitoring

Analytics capabilities and client training & support

Breadth of services

Channels supported, language coverage, and process coverage

Everest Group PEAK Matrix® pre-release FAQs (page 1 of 2)

Q: What is the PEAK Matrix pre-release? Why am I receiving it?

A: The PEAK Matrix pre-release provides you the opportunity to see your placement on the upcoming PEAK Matrix prior to its public release for the sole purpose of assisting in your internal preparation, such as marketing activities and alerting key internal stakeholders of your placement; we ask that you embargo the information until the report is published on the Everest Group website

Q: Who receives the pre-release email?

A: We send the PEAK Matrix pre-release email to service providers / vendors that have participated in our RFI process; the email is sent directly to the contacts within the service provider / vendor that participated in the RFI

Q: What action do I have to take?

A: No specific action is required; this pre-release is provided for your information only. We will release the final PEAK Matrix report soon after we send the pre-release email

Q: What can I do with this information?

A: Please note that this information is embargoed until its official release. The purpose of this information is to assist you in your internal preparation, such as marketing activities and alerting key internal stakeholders of your placement. **Our intellectual property in the form of the PEAK Matrix image cannot be distributed without securing a license for distribution. Please send all social media posts and press releases to us for review to ensure accuracy and proper branding**

Q: Is this the official public release of the PEAK Matrix?

A: No, the official release of the PEAK Matrix will follow the pre-release email in the coming days. Release is official once we have placed the PEAK Matrix on our website

Q: Can I communicate my company's placement externally?

A: No, you must wait for the official release of the PEAK Matrix. You can communicate your placement externally once the release is official – when we have placed the PEAK Matrix on the Everest Group website

Q: When will this PEAK Matrix be released?

A: The official release of the PEAK Matrix will be in 3-4 business days following the pre-release email. Release is official once we have placed the PEAK Matrix on the Everest Group website

Everest Group PEAK Matrix® pre-release FAQs (page 2 of 2)

Q: Is this a “fact-check”?

A: No, the development of this report included an RFI (in which your organization participated), as well as measures to clarify and confirm data. Our research analysts would be happy to discuss the data used to develop this PEAK Matrix after its official release

Q: Can we get specific ratings for underlying metrics?

A: The details of the assessment results are included in the finalized report. Our research analysts would be happy to discuss the details after its official release

Q: I have new/updated information; can I share that now so that my placement can be revised?

A: No, data collection and analysis for this PEAK Matrix is complete. That said, our research analysts are happy to speak to the line of business leadership after the official release of the PEAK Matrix to get updates

Q: Can I challenge my placement based on this pre-release?

A: No, data collection and analysis for this PEAK Matrix is complete. Our research analysts would be happy to discuss the details of your placement after its official release

Q: Did my company participate in the RFI for this report?

A: Yes, we send the pre-release only to service providers / vendors that participated in the RFI process, so if you received this email from Everest Group, you participated in the RFI process

Q: Do you have a schedule of RFIs so I can prepare my team for their arrival?

A: Yes, please reach out to your Everest Group client director or [Andrea Riffle](#), Chief Marketing Officer, for this information

Q: Do you have a calendar of upcoming PEAK Matrix reports?

A: Yes, please reach out to your Everest Group client director or [Andrea Riffle](#), Chief Marketing Officer, for this information

Q: What if I have questions about the pre-release?

A: Please reach out to [Andrea Riffle](#), Chief Marketing Officer