

FROST & SULLIVAN

Certification Summary Report



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Industry Relevance and Context

Industry Challenges

The contact center solutions space has significantly evolved during the last decade. The COVID-19 pandemic represents a massive catalyst for digitization, heightened customer expectations, and flexibility in workforce management. Companies across size and sector that were less digitally prepared—or unable to quickly pivot and adopt digital solutions—lost business, momentum, and competitiveness. The need for both customer delight and operational efficiency has been critical to compete and survive in a post-COVID-19 environment.

A 2023 Frost & Sullivan Contact Center Customer Survey identifies the following trends in the contact center industry:

- While improving customer experience (CX) remains a top priority at the company level, employee engagement has risen to the top of contact center objectives.
- Organizations with more employee engagement initiatives benefit from higher employee satisfaction (i.e., employee net promoter score [eNPS]) levels and lower attrition.
- Overall, significant growth in the number of contact center seats is expected globally, with hybrid models flourishing, creating opportunity for CX solution providers.
- Only 40% of companies deliver omnichannel customer experiences, which means they are not meeting customer demand for seamless interactions across channels. Businesses Frost & Sullivan spoke with noted implementation and system integration costs were top difficulties.
- Continually automating processes will be critical for survival—and contact centers that are both streamlined and continually investing in optimization will dominate the market.

These and other findings from our research highlight the growing need of forward-thinking and innovation-led contact center services. One clear example of such a service provider is Omni Interactions.

Founded in 2016, Omni Interactions (Omni) offers AI-powered outsourced CX solutions to both small and mid-sized businesses (SMBs) and enterprises alike. The company's robust and continued growth during the last several years reflects its nuanced understanding of both direct and end-customer needs and ability to provide flexible, commonsense solutions.

Calculator Goals and Objectives

Omni began working with Frost & Sullivan to assess its return on investment (ROI) calculator leveraged for customer discussions. The purpose of Frost & Sullivan's analysis was to certify both the mechanics and output of the ROI model and to ensure it aligned with customer sentiment and wider market trends. While the front-end variables of the ROI model were straightforward, the underlying mechanics involved multiple assumptions based on Omni's market value proposition and industry-wide statistics. The core purpose of the model was for potential customers to assess the relative profitability of engaging Omni as compared to managing the (often complex and operationally straining) requirements of customer support in house.

Certification Criteria

Frost & Sullivan's certification criteria involve a thorough review of the model, testing against logical assumptions of market operations and confirming alignment with market needs. Discussions with Omni's direct customers illuminated its value proposition vis-à-vis other outsourced CX providers in the market with a comparatively advantageous cost structure, workforce flexibility, and time/complexity reduction.

Business Benefit and Impact

In discussions with Omni's customers, the themes of flexibility, automation, and professionalism remained key differentiators.

In fact, one director of customer service noted when speaking about Omni's solutions:

“

Omni provides terrific value, and their business model attracts a higher level of talent for those professionals that are seeking a flexible and remote work schedule.”

This value is due, in part, to Omni's unique approach to segmenting its Remote Brand Ambassadors' time to half of the industry norm: 30-minute increments rather than 60 minutes, enabling Omni's unique flexibility and cost management among its contact centers peers. Workforce management, after all, is the highest cost for contact centers today.



Among the reasons why labor is the highest cost for contact centers is the amount of training, management support, and indirect costs inherent in any labor-dependent market. Omni eliminates these costs for the customer by including all in-house expenses in a single Omni price. This means that an Omni full time equivalent (FTE) is a full 40 hours a week, a 52-weeks-a-year solution for customers, which means maximizing dollars and saving significant costs in managing customer service. Additional costs covered within Omni pricing (driving significant savings to Omni's customers) include physical assets, such as real estate and utilities, that could represent significant fixed costs unaffected by the top line of a company's profit and loss (P&L).

And then, of course, businesses have costs associated with agent attrition—where customer service is among the highest of any industry—that can both directly and indirectly total millions of dollars.

This is another solution of Omni's: providing backfill attrition for companies so that both operations and P&Ls are controlled and predictable. Further savings come from multiple benefits inherent in Omni's solution, including multiple cost drivers in traditional labor and equipment expenditure, such as IT support, background checks, third-party software licenses, and advanced reporting systems.

While multiple factors operate in the backend of Omni's ROI calculator, the frontend captures three key factors: (i) agent pay, (ii) number of FTEs, and (iii) the average certification hours per agent. With these assumptions confirmed, companies can quickly see the savings afforded by Omni's operations. For example, an agent wage of \$18.50 per hour, with 100 FTEs and 40 average training hours per agent, yields an ROI in working with Omni of 37%!

Certification Result and Summary

Frost & Sullivan spent several months reviewing Omni's ROI model, structure, and output. We confirm that its model sufficiently meets the quality standard necessary to communicate its unique value proposition in the contact center space.

Certification Program and Methodology

Frost & Sullivan's Certification Program objectively reviews and evaluates a company/organization's business-oriented tools for certification. Through the certification process, Frost & Sullivan analyzes and tests the tools' functionality, intent, integrity, assumptions, and approach toward addressing the stated business challenge, and then calculates a customer benefit or a scenario-based outcome.

Common business or customer utilities certified by Frost & Sullivan include total cost of ownership (TCO) calculators, return on investment (ROI) analysis models, company valuations, and other business or customer value assessment tools and metrics. Frost & Sullivan not only evaluates and certifies business tools and utilities, but also develops the ROI and similar tools itself.

Frost & Sullivan's rigorous certification methodology begins by convening a team of expert industry analysts, business and financial analysts, and ROI/TCO methodologists. This certification team conducts thorough reviews of the ROI calculator to validate the inputs, formulas, functionality, and consistency of outputs. This process determines whether the formulas are correct, the calculator's methodological approach is sound, and the tool's intent is true to its objective. As an added value, but not as a prerequisite to certification, Frost & Sullivan will also review the tool from the customer's point of view. Please note that certifications are based on market information and data provided by the sponsoring vendor at the time of assessment. Enterprises and organizations may find their results vary from the data returned by the tool, depending on their own business situation and dynamic market rates and conditions.

The Frost & Sullivan certification logo, where found, signifies the business tool has been analyzed, reviewed, tested, and evaluated by Frost & Sullivan and is in good standing with the criteria stated herein.

Terms and Conditions

Frost & Sullivan certifies a calculator and/or business tool at the time it is submitted. Frost & Sullivan reserves the right to certify or not certify a calculator or tool at its discretion based on its industry knowledge, methodologies, and certification criteria. If a calculator or tool does not pass certification during its first review, it is possible for the organization to resubmit it to Frost & Sullivan for certification following the necessary updates and/or tool enhancements.

Frost & Sullivan recognizes that companies and organizations can make updates, changes, and enhancements to their calculators and tools after certification. Frost & Sullivan therefore recommends recertifying the calculator or tool either on an annual basis or on a frequency that is in line with the calculator or tool's changes and evolution.

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