

Contact Center Technologies 2025

Elevating Customer Experiences

As contact centers continue to evolve, businesses are prioritizing **scalability, AI-driven automation, and integrated customer engagement solutions**. This survey provides a data-backed snapshot of the current contact center landscape, analyzing key factors such as **organizational size, industry representation, and leadership roles** shaping decision-making in the sector.



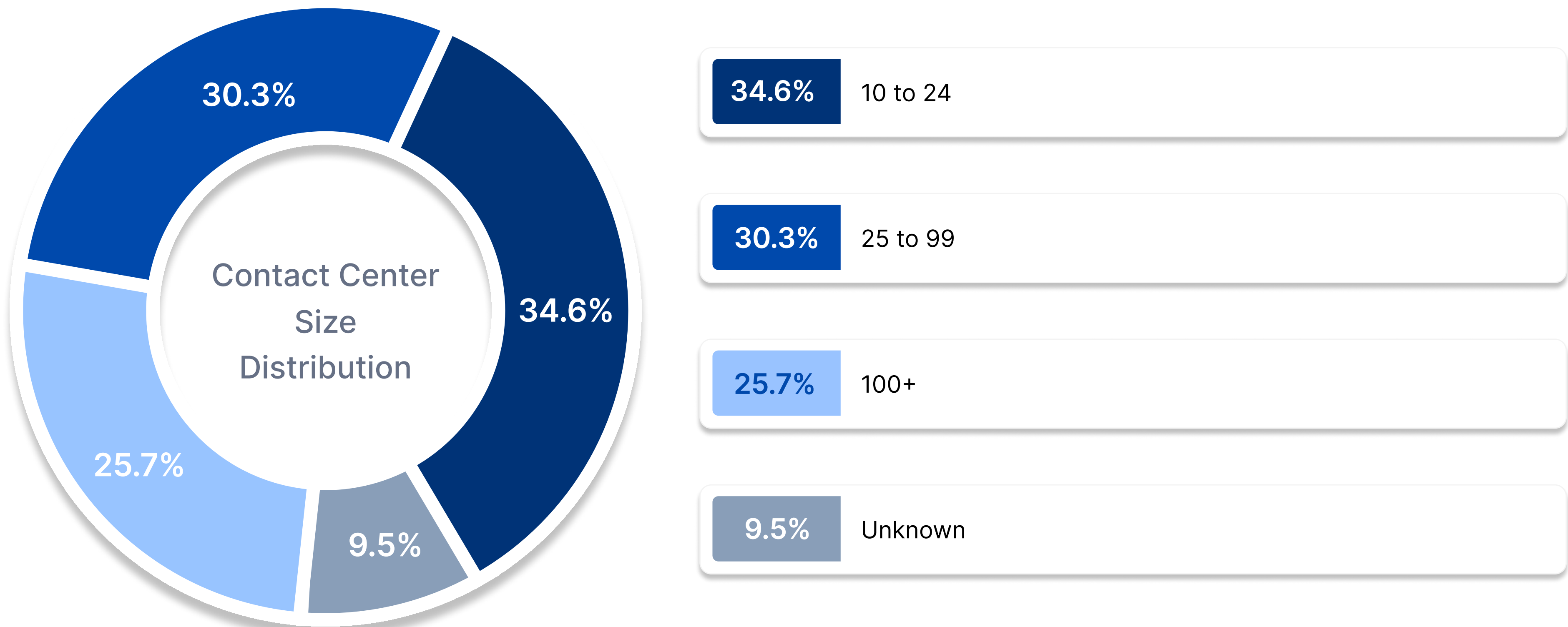
What's in it for Contact Center Leaders?

The contact center landscape is evolving rapidly, with **scalability, AI integration, and automation** at the forefront of transformation. This survey provides **data-driven insights** to help contact center leaders make **strategic decisions** that enhance **customer satisfaction, operational efficiency, and revenue growth**.

By focusing on **integration, intelligence, and agility**, contact centers can **streamline operations, improve customer engagement, and unlock new growth opportunities** in an increasingly digital-first world.

Mid-Size Contact Centers Transforming Customer Engagements

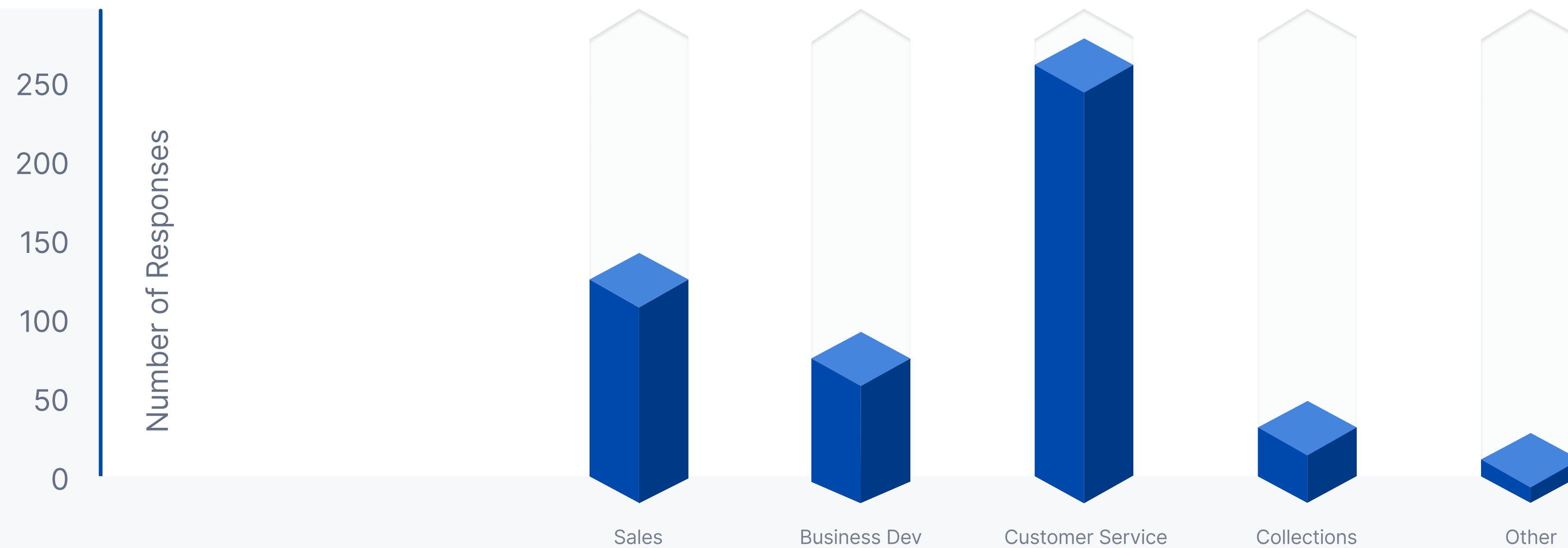
The majority of contact centers in this survey fall within the **10-99 agent range**, indicating that mid-sized contact centers are playing a crucial role in customer engagement. While large-scale operations (100+ agents) remain significant, the dominance of mid-sized centers suggests a shift towards **more agile, customer-focused engagement strategies**. Organizations in this category may prioritize **scalable technologies and automation** to enhance efficiency and service quality.



Customer Service Dominates, but Sales is a Strong Contender

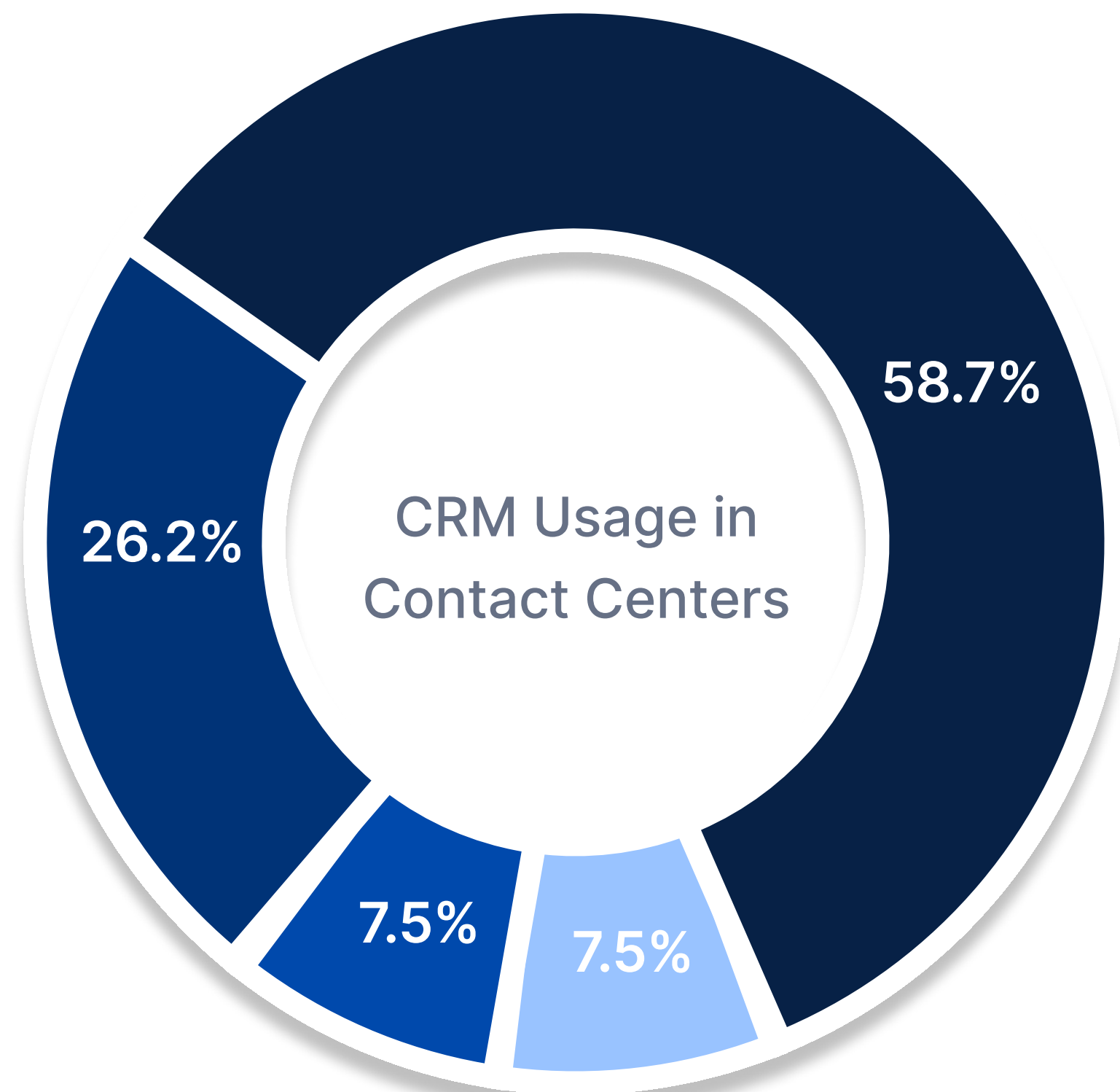
The majority of contact centers are **customer service-driven**, with **sales and business development also playing a crucial role**. This highlights a dual focus on both **customer support and revenue generation**, suggesting that modern contact centers are evolving beyond traditional support roles to actively **drive business growth**.

Businesses may need to invest in **CRM tools, AI-driven insights, and automation** to optimize both service and sales efficiency.



Contact Centers Prioritize Integration-Ready CRMs

Salesforce leads the CRM landscape, but a notable percentage of contact centers are opting for **alternative platforms like Microsoft Dynamics and ServiceNow**. This suggests that businesses are prioritizing **CRMs that seamlessly integrate with their existing workflows, AI-driven tools, and customer engagement systems**.



58.7%

Salesforce

26.2%

Other

7.5%

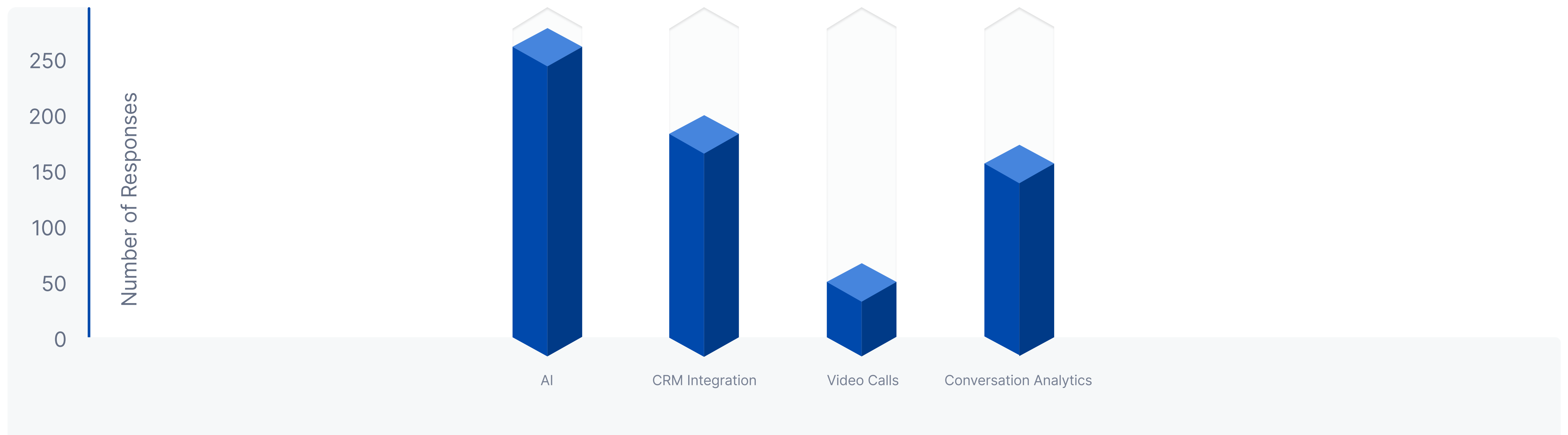
Microsoft Dynamics

7.5%

Service Now

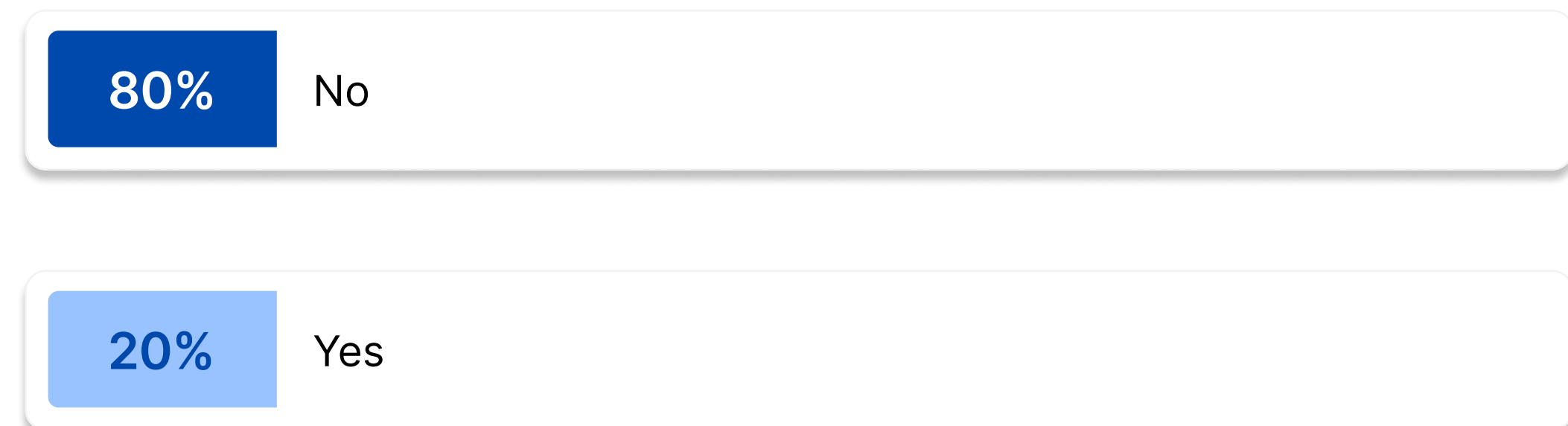
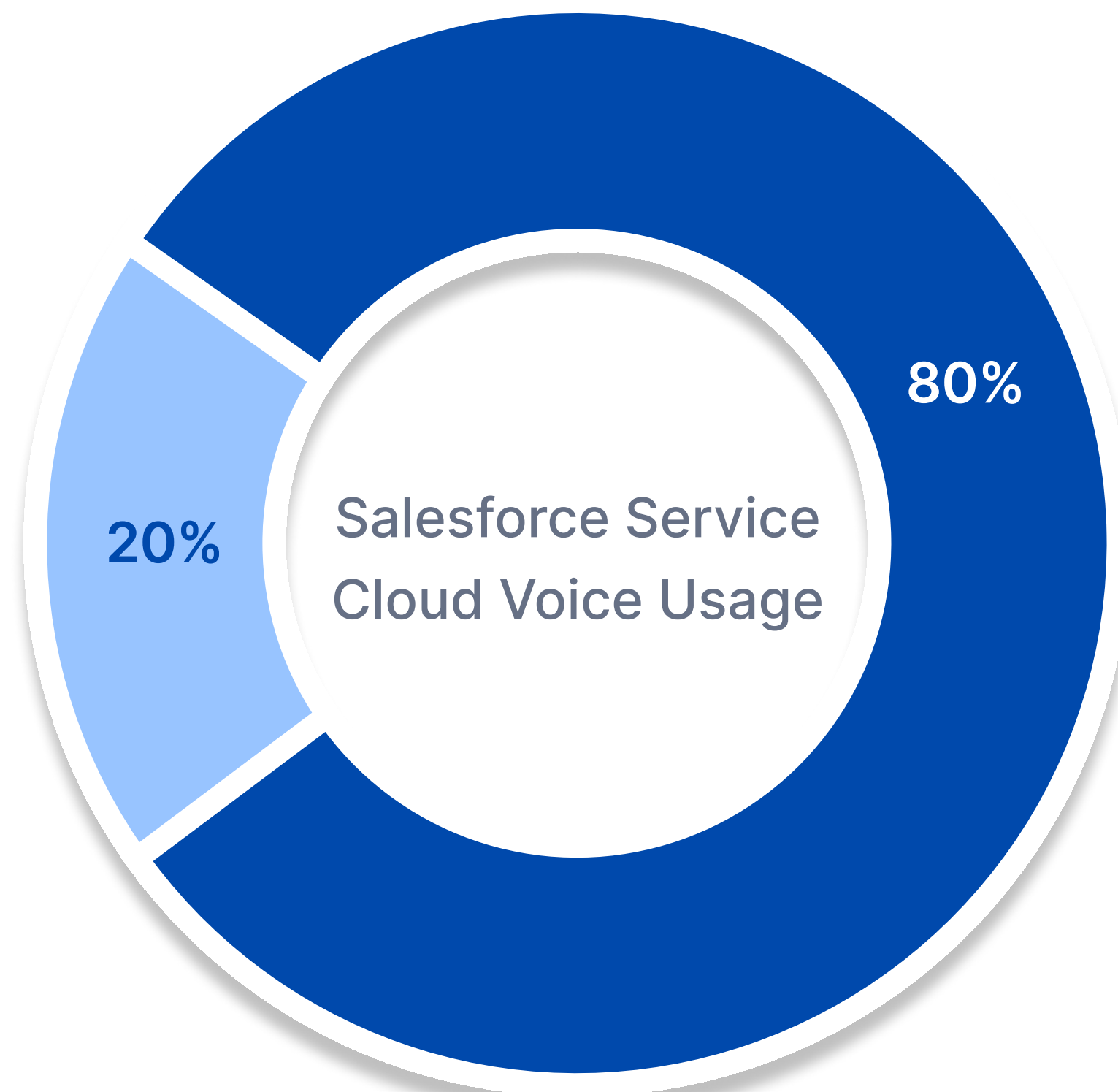
AI and CRM Integration Drive the Future of Contact Centers

AI-powered solutions and CRM integration are top priorities, signaling a shift toward **automation, predictive analytics, and seamless workflows**. While video calls see lower demand, the strong interest in **conversation analytics** highlights a push for data-driven customer engagement and smarter decision-making.



Contact Centers Weigh Alternatives in the Evolving Voice AI Market

The low adoption of Salesforce's voice solution suggests that **alternative platforms (such as Vonage, Amazon Connect, Five9, or Genesys Cloud)** may have a stronger presence. Contact centers can evaluate the best fit for their needs. For contact centers currently not using Service Cloud Voice, this trend suggests an opportunity to explore **voice AI, automation, and cloud-based telephony alternatives** that integrate seamlessly into existing workflows while providing measurable ROI.

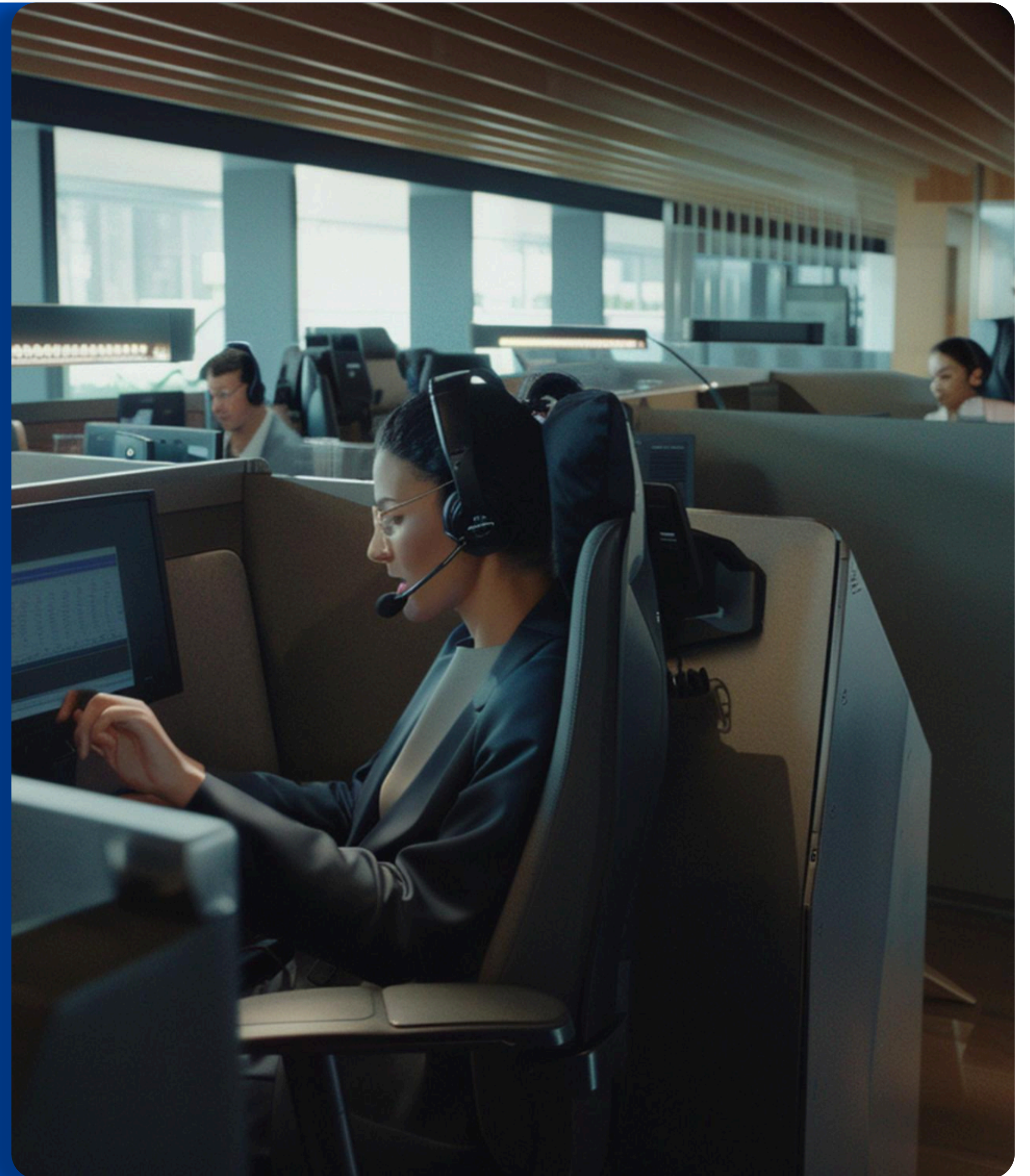


Key Takeaways

1. Mid-Sized Contact Centers Are Leading Customer Engagement Transformation
2. AI and Analytics Are Shaping the Future of Contact Centers
3. Integration-Ready CRMs Are Becoming a Priority
4. Dual Focus on Customer Support and Sales Is Redefining Contact Centers.

Conclusion

The benchmark report highlights a **transforming contact center landscape** where mid-sized centers are becoming the dominant force, balancing **customer service and revenue-driven functions**. CRM flexibility and AI-powered features are now **key differentiators**, shaping the future of **customer interactions, workforce productivity, and automation-driven engagement models**.



About InsightLab

Insight Lab, an independent research firm based in Cary, NC, is committed to providing cutting-edge insights to business leaders across diverse industries. Through our extensive Survey Program, we engage with key industry executives to uncover and analyze the latest market trends. Our research spans multiple sectors, enabling solution providers to better understand and address their most pressing challenges. Leveraging our deep industry expertise, we offer data-driven strategies that keep businesses competitive. At Insight Lab, we uphold the highest standards of data integrity and confidentiality, ensuring our research is both accurate and secure.

