



MetriStar Top Provider Award

Agent Assist Applications

Observe.AI

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Metrigray 2026 MetriStar Awards: Observe.AI

Category: Agent Assist Applications

Observe.AI earned Metrigray's 2026 MetriStar Top Provider Award for Agent Assist Applications. The value of the MetriStar Award is that it is based on customer ratings of providers *and* quantitative metrics correlating the use of a vendor's products and services with measurable business success. Companies use Observe.AI's agent assist application to provide real-time guidance and compliance adherence during customer interactions as well as to automate after-call work.

Product Category

Agent Assist Applications: Agent assist applications use AI technologies such as generative AI, natural language processing, transcription, and sentiment analysis, as well as machine learning, to provide contextual, real-time information to agents as they are interacting with current or prospective customers. The technology typically rides over the top of on-premises contact centers or is included in contact center-as-a-service (CCaaS) platforms (either from the CCaaS provider or a partner). The goal is to serve customers more quickly with more information, typically presented to agents in screen-pops, resulting in better customer satisfaction, more sales, and better efficiency.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** – Recognizes technology providers whose customers achieved high business success *and* that received at- or above-average customer sentiment ratings
- **Top Business Success** – Highlights providers whose customers realized the most substantial business success metric improvements
- **Top Customer Sentiment** – Highlights providers whose customer sentiment scores are at or above average



Figure 1: MetriStar Agent Assist Application Providers, 2026 (names in alphabetical order)

Research Methodology

Business Success

Research participants in our *Customer Experience MetriCast 2026* study provided data on before-and-after changes in business metrics, including revenue, customer satisfaction (CSAT), employee efficiency, and operational costs, resulting from the use of their agent assist applications. They classified the impact as a significant or modest increase, no change, or a significant or modest decrease. Figure 2 below shows the average percentage response for each of the business metrics across all companies.

2026 Agent Assist Applications MetriStar: Business Success Average Change					
	Significant Increase	Modest Increase	No change	Modest Decrease	Significant Decrease
Revenue	21.6%	46.6%	29.4%	1.7%	0.7%
CSAT	26.7%	42.9%	28.4%	2.0%	0.0%
Employee efficiency	29.4%	34.8%	31.8%	3.4%	0.7%
Operational costs	6.1%	17.2%	29.4%	28.4%	18.9%

Figure 2: 2026 Agent Assist Applications MetriStar: Business Success Average Change

For each provider individually, we used a diffusion index calculation, subtracting the negative from positive results, with a higher weighting assigned to “significant” responses on either end of the spectrum. For revenue, CSAT, and employee efficiency, we subtracted the decrease percentages from the increase ones and did the opposite for operational cost (and then multiplied by 100 to remove the percentage). Using that formula, the average score is 252. Providers that were above average won a Business Success MetriStar.

Figure 3 below illustrates each provider’s Business Success score, with the average line noted.

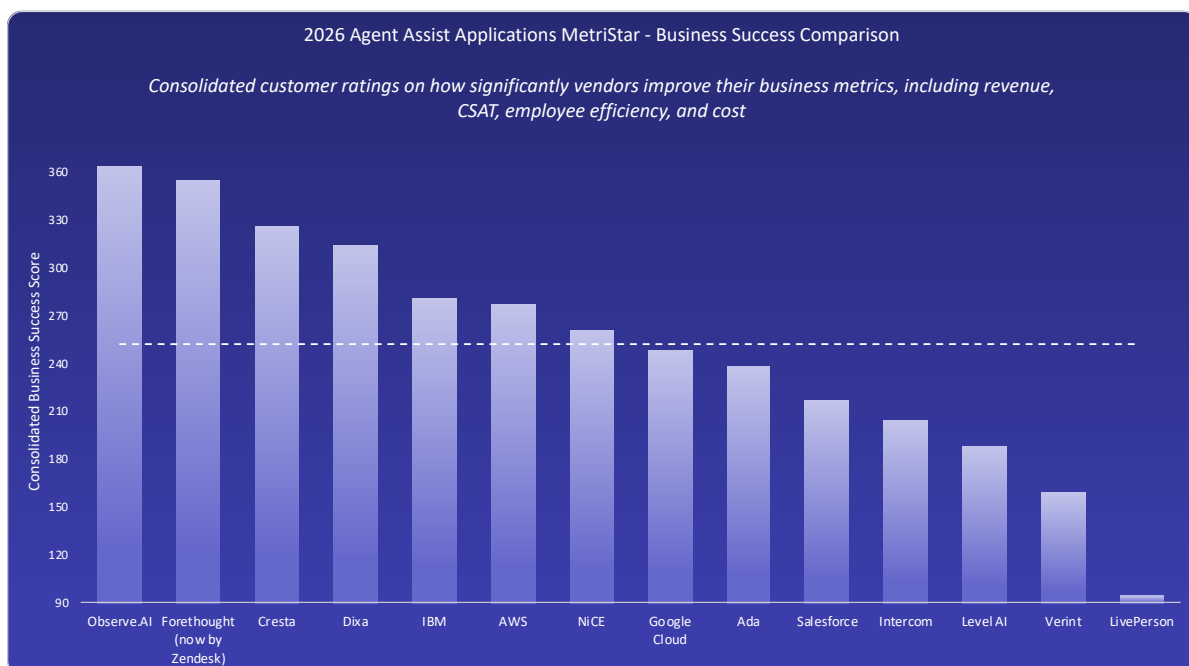


Figure 3: 2026 Agent Assist Applications MetriStar – Business Success Comparison

All companies deliver some improvement to their customers' business metrics. As noted on the chart, though, some do so more significantly than others. Overall, for agent assist, vendors' top-performing area is CSAT improvement, which accounts for 78 of the 252 points making up the average score. The next top-performing area is revenue, followed by efficiency and, lastly, operational cost. *Observe.AI's overall business success score of 363 sits well above the average and is the highest among all companies' scores. Across the four categories, it is the top performer for enabling CSAT improvement, efficiency, and revenue.*

Customer Sentiment

In addition to business success, we asked research participants to rate provider performance on a variety of areas, as noted in Figure 4 below. The rating scale is 1 to 10, where 1 = Extremely Poor and 10 = Outstanding. For agent assist application providers, overall average customer sentiment score is 8.38, with individual provider scores ranging from 7.64 to 9.05. *Observe.AI rated an 8.50 overall customer sentiment score, receiving its top rating (8.71) for security capabilities, platform reliability (8.67), and analytics capabilities (8.62).*

Figure 4 also shows how each individually rated provider scored relative to the average across each of the categories measured.

2026 Agent Assist Applications MetriStar: Customer Sentiment Ratings vs. Average, by Provider									
Vendor	Platform reliability	Integrations with key apps & platforms	Analytics capabilities	Technical features	Measured agent performance improvement	Security capabilities	Value (bang for the buck)	Customer service	Average score
Ada	▲	▲	▲	▲	▲	▲	▲	▲	▲
AWS	▼	▲	▼	▼	▼	▼	▼	▼	▼
Cresta	▲	▼	▲	▼	▲	▲	▼	▼	▲
Dixa	▼	▼	▼	▼	▼	▼	▼	▼	▼
Forethought (now by Zendesk)	▲	▲	▲	▲	▲	▲	▲	▲	▲
Google Cloud	▲	▼	▲	▲	▲	▲	▲	▲	▲
IBM	▲	▲	▲	▲	▲	▲	▲	▲	▲
Intercom	▼	▼	▼	▼	▼	▼	▼	▼	▼
Level AI	▼	▲	▼	▲	▲	▼	▼	▲	▼
LivePerson	▲	▼	▲	▲	▲	▲	▼	▼	▲
NiCE	▲	▲	▲	▲	▼	▼	▲	▲	▲
Observe.AI	▲	▼	▲	▼	▼	▲	▲	▲	▲
Salesforce	▲	▲	▼	▲	▼	▼	▼	▲	▲
Verint	▼	▼	▼	▼	▼	▼	▼	▼	▼
Average	8.39	8.37	8.46	8.39	8.37	8.41	8.28	8.41	8.38
Other providers were rated but didn't garner enough scores to be counted individually or to be included in average scores.									
LEGEND ▲ = Above average ▼ = Below average ● = Average									

Figure 4: 2026 Agent Assist Applications MetriStar: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories comprising the 2026 Agent Assist Applications MetriStar are described here:

- MetriStar Top Provider** – Research participants gave these providers an 8.38 or above customer sentiment rating *and* documented better-than-average improvements in their overall business metrics. These providers—Cresta, Forethought (now by Zendesk), IBM, NiCE, and *Observe.AI*—have earned a **MetriStar Top Provider Award**. Each has received high

sentiment scores, and customers documented above-average business success improvements using their products and services.

- **Top Business Success** – Two additional providers—AWS and Dixa—earned recognition as having above-average improvements in their business success metrics.
- **Top Customer Sentiment** – Two additional providers—Ada and Salesforce—earned at or above 8.38 for overall customer sentiment score.

Companies Rated

Metrigy received input for a total of 19 agent assist application providers. Of those, we received enough ratings for 14 companies. Providers that did not receive enough ratings to be counted individually are Abstrakt, Conversica, Gladly, Kore.ai, and Uniphore.

Metrigy's Take

Observe.AI wins its inaugural CX MetriStar Top Provider Award with a solid showing in the agent assist applications category. Agent assist is a key component of today's CX strategies, one of the top three types of AI applications in use among the 656 companies studied in Metrigy's global *Customer Experience Optimization: 2025-26* research study.

Agent assist applications have become critical in elevating the performance of human agents, providing optimal responses and gathering contextually relevant information during live customer interactions and, post interaction, automating follow-up tasks. By making human agents more efficient, agent assist applications drive measurable business value across the entire contact center and as discussed above, the gains in CSAT, revenue, and agent efficiency achieved by Observe.AI customers are particularly noteworthy. With its Business Success score of 363, Observe.AI sits an impressive 111 points above the average for all other CX MetriStar winners in this category.

Speaking to revenue growth in particular, Observe.AI's score is 10 points higher than the next closest competitor and 33 points higher than the average. In our research, Metrigy has been tracking the positive impact agent assist applications have on sales, with real-time guidance spurring increased opportunity for upsell and cross-sell. With their reported revenue impact, Observe.AI's customers apparently are finding success in this use case for agent assist.

Observe.AI earns its Top Provider status on the strength of its AI Copilot ecosystem for supporting agents before, during, and after a customer engagement. The suite comprises:

- Agent Copilot (for assisting with real-time performance) – During live interactions, it surfaces relevant guidance and ensures agents strictly adhere to compliance requirements. Post-interaction, it eliminates manual labor by automating administrative after-call documentation
- Coaching Copilot (for continuous improvement) – This tool acts as an automated mentor, providing consistent feedback to agents to elevate their performance over time
- Insights Copilot (for operational intelligence) – This analytical engine allows leaders to identify behavioral trends and underlying operational issues by analyzing 100% of customer conversations

For agent assistance, Observe.AI's strategy focuses on elevating human performance rather than replacement. By providing contextually relevant information in real-time and streamlining follow-up

tasks, the copilot suite allows agents to focus on high-value customer interactions. This approach provides a competitive edge by simultaneously improving agent quality and streamlining contact center operations.

Study Overview

Metrigy conducted our global *Customer Experience MetriCast 2026* research study from March to April 2026. We surveyed 1,437 CX leaders from organizations headquartered in 10 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more.

The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: agent assist, AI agents, communications platform as a service (CPaaS), contact center as a service (CCaaS), interaction analytics, customer relationship management (CRM), knowledge management, workforce engagement management (WEM), and voice of the customer (VoC).

To get more details on this and other research, please visit www.metrigy.com.



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