Aragon Research Announces Hot Vendors Part III for 2018

Aragon identifies Hot Vendors in Blockchain, Customer Journey Mapping, Intelligent Contact Center, and Learning.

PALO ALTO, Calif. (PRWEB) September 05, 2018 -- In its latest Hot Vendor reports, Aragon Research Inc. identifies noteworthy, visionary, and innovative vendors in four markets: Blockchain, Customer Journey Mapping, Intelligent Contact Center, and Learning. Providers in each of these reports are helping to improve customer and employee journeys with their technology offerings.

The Hot Vendors in Blockchain report identifies four vendors helping enterprises leverage blockchain technology through strategic use cases, including Smart Contracts. Jim Lundy, CEO of Aragon Research, said, “While blockchain has the potential to revolutionize Smart Contracts over the next several years, enterprises can reap benefits from leveraging Customer Journey Mapping, Intelligent Contact Center, and Modern Learning today.”

The end goal of blockchain-based Smart Contracts is to eliminate manual processes (for example: contract enforcement), which is the same end goal of Customer Journey Mapping (CJM) technologies. For CJM, Aragon identifies three Hot Vendors who are “helping enterprises get more visibility into their customers’ wants and needs,” said Jim Simur, VP Research and Aragon Fellow. “CJM eliminates the need for enterprises to rely on analog processes, such as customer surveys, in order to improve the customer experience. It’s table stakes today in the extremely competitive digital landscape.”

Because it acts as the primary interface between enterprises and their customers, the impact of Contact Centers on the customer journey is profound. Aragon identifies three Hot Vendors adding modern AI technologies to current Contact Center functions and workflow to improve the customer sales and support journeys. Last but not least is the employee journey, and Aragon identifies five Hot Vendors in Learning helping to drive active employee learning and engagement during the onboarding process and beyond with cloud-based platforms.

Aragon clients can learn more about these providers by reading the Special Report: Aragon Research Hot Vendors for 2018 Part III.

About Aragon Research
Aragon Research delivers high-impact visual research, consulting, and advisory services to provide enterprises the insight they need to make better technology and strategy decisions. Aragon Research serves business and IT leaders and has a proven team of veteran analysts. For more information, visit https://www.aragonresearch.com/.
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