



# AI AGENTS FOR CUSTOMER EXPERIENCE PLATFORMS 2025-2030

Competitor Leaderboard

Prepared for Graia



## 1.1 Why Read This Report

This section details the product offerings of leading AI agents for customer experience platforms. This report is not intended to provide comprehensive coverage of all the vendors operating in this market, but introduces the reader to 16 vendors that Juniper Research considers to be leaders in the market.

The AI agents for customer experience platforms market is anticipated to grow rapidly, with an increasing number of players in the ecosystem. Vendors must enable seamless integration of AI agents with enterprise systems and provide reporting tools to track return on investment (ROI). The most successful vendors will offer prebuilt agents tailored to a variety of industry use cases, and will simplify agent building to accelerate development and time to deployment.

Juniper Research is a Europe-based provider of business intelligence. We specialise in providing high-quality data and fully researched analysis to manufacturers, financiers, developers, and service/content providers across the communications sector. Juniper Research is fully independent and able to provide unbiased and reliable assessments of markets, technologies, and industry players. Our team is drawn from experienced senior managers with proven track records in each of their specialist fields.

## The Future of the AI Agent Market

### Introduction of MCP and A2A Protocols Has Expanded Capabilities of AI Agent Systems

The Model Context Protocol (MCP), launched by Anthropic in 2024, standardises how AI agents connect to external data, tools, and services. By removing the need for bespoke integrations, this will accelerate agent development and lower enterprise costs; increasing the availability of automation tools in 2026. Juniper Research forecasts strong enterprise adoption in 2026 as prebuilt agents become easier to integrate into workflows.

Google's Agent2Agent (A2A) protocol, introduced in 2025, enables secure interoperability between agents from different providers. This is expected to drive multi-agent systems and expand the volume and complexity of customer interactions automated over the next five years.

### Advanced Infrastructure Enables AI Scaling and SME Adoption

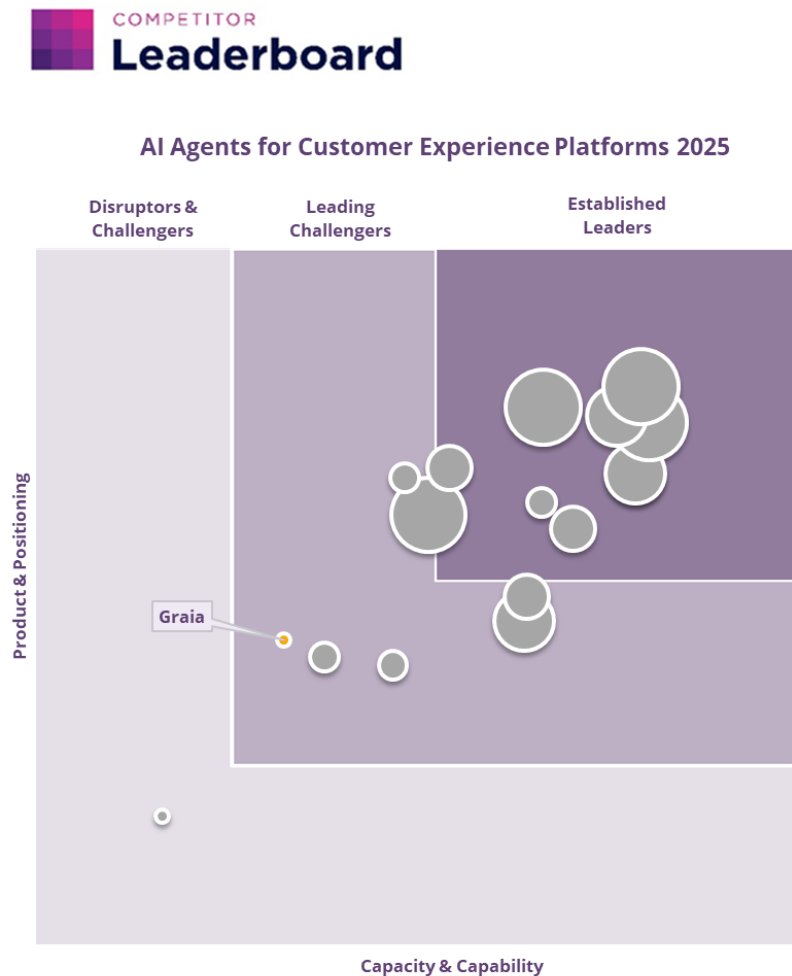
Enterprises will scale AI agents when automation delivers clear ROI; driven mainly by implementation costs and agent performance in customer interactions. Countries with advanced cloud infrastructure can deploy AI agents more cheaply; encouraging enterprise adoption. Strong national connectivity further reduces latency; improving agent efficiency and lowering operating costs.

Startups also cluster in markets with significant infrastructure investment, especially data centres equipped with advanced graphics processing units (GPUs). These facilities boost AI application performance, cut energy usage, and lower the cost of running AI workloads. As competition grows in these markets, vendors must differentiate through price and performance; further improving value for enterprises.

Lower deployment costs enabled by robust infrastructure will make AI agents increasingly accessible to small and medium-sized businesses (SMEs). This expansion into the SME segment will significantly grow the AI agent market in countries capable of supporting widespread adoption.



Figure 1. Juniper Research Competitor Leaderboard: AI Agents for Customer Experience Platforms - Vendors



Source: Juniper Research

# Graia

**Juniper Research has ranked Graia as a Leading Challenger in AI Agents for Customer Experience Platforms, as scored in the Juniper Research Competitor Leaderboard.**

Graia is successfully leveraging its experience across customer support and Contact Centre-as-a-Service (CCaaS), through the unification of Bulb Technologies, Geomant, and Buzzeasy, to offer additional value to enterprise customers with its Agentic CCaaS platform.

By offering prebuilt agents within an AI agent repository, Graia simplifies and accelerates the development and deployment of AI agents for enterprises. Also, enterprises can easily integrate agents within existing workflows, thus minimising the requirements for technical expertise; giving Graia a competitive advantage in the SME segment.

Graia positions its platform to enable contextual, personalised interactions through integrations with popular customer relationship management (CRM) platforms. It ensures accuracy and reliability of responses with a retrieval augmented generation (RAG) knowledge base. Moreover, Graia's Empathy Engine enables AI agents to detect sentiment to adapt responses, and with human-in-the-loop, it allows human agents to take over when needed.

Enterprises will look to scale automation in 2026; demanding AI agents that are able to retain context, provide accurate, up-to-date information, and route to a human agent at the right moment. With Graia's ability to help brands scale automation quickly while ensuring contextual and compliant conversations, Juniper Research believes the company is well-positioned to meet this demand, and its growth in the AI agent market is expected to accelerate in 2026.



1.1.1 Graia

# Graia

Table 2: Juniper Research Competitor Leaderboard Heatmap: Graia

	Capacity & Capability					Product & Positioning					Market Presence
	Experience in AI	Experience in Customer Engagement Sector	Geographical Coverage & Support	Marketing & Branding Strength	Strength of Partnerships	Strength of AI Agent Services	Strength of Channels Supported	Key Verticals Supported	Innovation in AI Agents	Future Business Prospects With AI Agents in Customer Experience	
Graia	High	High	High	High	Medium	High	High	Medium	Medium	Medium	High



Source: Juniper Research

**i. Corporate Information**

Graia is a technology company offering agentic CCaaS and agentic AI platforms, launched by technology companies operating under the BOSQAR INVEST family of businesses: Bulb Technologies, Geomant, and Buzzeasy. Graia supports more than 100 customers across a range of industries; powering over 2 million monthly interactions. BOSQAR's select financial information is displayed in table 3.



Table 3: BOSQAR INVEST's Select Financial Information (€million), 2023-2024

	2023	2024
Revenue From Contact Centres	€190.5	€206.1
Total Revenue	€285.4	€358.6

Source: BOSQAR INVEST Annual Report 2024

Members of Graia's leadership team include Marko Martinović (CEO), Sahil Rekhi (CRO), Ákos Vécsei (COO), Viktor Gajodi (CPO), Vilim Strejček (CFO), and Ana Pavičić (Head of People & Culture).

## ii. Geographical Spread

Graia is headquartered in London, the UK. It has additional offices located in Croatia, Hungary, Romania, and the US, and has more than 250 employees.

The BOSQAR INVEST business community consists of over 15,000 employees, with the group's companies operating from 20 countries around the world.

## iii. Key Clients & Strategic Partnerships

Graia supports customers across a range of industries, including financial services, technology, retail and logistics, and telecoms and media. Its named customers include T-Mobile, Samsung, UniCredit, Vodafone, Generali, and the NHS.

Graia additionally brings on enterprise clients from the Geomant, Buzzeasy, and Bulb Technologies brands. Geomant's named clients have included Cognizant, and Unicef, among others. Bulb Technologies' named customers have included Telekom Slovenije, TIM, Hrvatski Telekom, Telemach, A1, and Deutsche Telekom, among others.

Graia's platform supports integrations with partners such as Cisco, Genesys, Avaya, Salesforce, and ServiceNow.

## iv. High-level View of Offerings

Graia offers an AI-native Agentic CCaaS platform that is designed for contact centres. Its Agentic AI Studio enables multi-agent orchestration designed to automate decision-making and streamline workflows, and delivers across core business functions including sales, customer service, marketing, and process automation.

Graia's Agentic Xperience Platform offers prebuilt AI agents within an AI Agent Repository that can be customised for each enterprise's use. The platform also offers AI Agent Assist tools, automatic speech recognition (ASR)/text-to-speech (TTS) tools, and translation tools.

Core capabilities of the Agentic Xperience Platform include:

- The Empathy Engine: the platform detects sentiment and tailors interactions for each customer.
- Autonomous Actions: AI agents with Graia's platform execute tasks such as processing returns, updating records, and scheduling appointments.
- Humans-in-the-Loop: the AI agent pauses for human review or approval, and attaches the context for human agents.
- AI Real-time Translation: this is delivered across voice and digital channels, creating AI agents that support multiple languages, and is designed to deliver cost efficiencies in the process.
- Scribe: this analytics offering allows for AI-powered analysis for customer experience (CX), employee experience (EX) journeys, voice of the customer, and AI maturity and use case deployment analysis.

The platform offers support for over 100 languages in both voice and chat.

Graia supports several channels with its platform, including chat, SMS, social, email, voice, and interactive voice response (IVR); offering omnichannel routing. For its voice channel, it provides real-time translation.

The platform also supports integrations with CRM platforms, including Salesforce, Dynamics, and ServiceNow. On the backend, Graia has its own agent desktop as part



of its CCaaS platform, but also integrates into other agent desktops. It offers solutions for both cloud and on-premises contact centres, as well as hybrid deployments. Moreover, it enables integration with different tools via API or custom connectors.

For security and compliance of its AI agent solutions, Graia provides compliance recording, data privacy controls, and follows responsible AI and governance frameworks. It offers a RAG knowledge base to ensure AI agents are provided with up-to-date, accurate information to enhance the reliability of responses and reduce hallucinations.



## 1.2 Juniper Research Leaderboard Assessment Methodology

Juniper Research provides updates on 16 vendors of AI Agents in Customer Experience Platforms. To qualify for the Competitor Leaderboard, companies must provide AI agents for customer experience within their platforms. The companies included here have developed specific expertise in deploying AI agents for customer communications, although some embarked on the route earlier than others and, therefore, have wider customer bases or geographical reach. It includes established specialists, such as Graia and SESTEK, through to companies where AI agents are part of a wider communications suite, such as Tata Communications.

This research covers a significant number of vendors; however, we cannot guarantee that all players in the market are included. Our approach is to use a standard template to summarise the capability of players offering AI agents for customer experience. This template concludes with our view of the key strengths and strategic development opportunities for each vendor.

We also provide our view of vendor positioning, using our Juniper Research Leaderboard technique. This technique, which applies quantitative scoring to qualitative information, enables us to assess each player's capability and capacity, as well as its product and position in the broader market for AI agents in customer experience. The resulting Leaderboard exhibits our view of relative vendor positioning. Each vendor is ranked for each factor to calculate leaderboard positioning, with the heatmap scores assigned based on this ranking.

## 1.3 Limitations & Interpretations

Our assessment is based on a combination of quantitative measures, where they are available (such as revenue and numbers of employees), that indicate relative strength, and also on qualitative judgement, based on available market and vendor information as published. In addition, we have added our in-house knowledge from meetings and interviews with a range of industry players. We have also used publicly available information to arrive at a broad, indicative positioning of vendors in this market, on a 'best efforts' basis.

However, we would also caution that our analysis is almost by nature based on incomplete information and, therefore, with some elements of this analysis we have had to be more judgemental than others. For example, with some vendors, less detailed financial information is typically available if they are not publicly listed companies. This is particularly the case when assessing early-stage companies, where a degree of secrecy may be advantageous to avoid other companies replicating elements of the business model or strategy.

We also remind readers that the list of vendors considered is not exhaustive across the entire market but, rather, selective. Juniper Research endeavours to provide accurate information. While information or comment is believed to be correct at the time of publication, Juniper Research cannot accept any responsibility for its completeness or accuracy; the analysis is presented on a 'best efforts' basis.

The Leaderboard compares the positioning of platform providers based on Juniper Research's scoring of each company against the criteria that Juniper Research has defined. The Leaderboard is designed to compare how vendors position themselves in the market based on these criteria. Relative placement in one particular unit of the Leaderboard does not imply that any one vendor is necessarily better placed than others. For example, one vendor's objectives will be different from the next and the vendor may be very successfully fulfilling them without being placed in the top right box of the Leaderboard, which is the traditional location for the leading players.

Therefore, for avoidance of doubt in interpreting the Leaderboard, we are not suggesting that any single cell in the Leaderboard implies in any way that a group of vendors is more advantageously positioned than another group, just differently positioned. We additionally would draw the reader's attention to the fact that vendors are listed alphabetically in a unit of the Leaderboard and not ranked in any way in the cell of the Leaderboard.

The Leaderboard is also valid at a specific point in time: December 2025. It does not indicate how we expect positioning to change in future, or indeed in which direction we believe that the vendors are moving. We caution against companies taking any decisions based on this analysis; it is merely intended as an analytical summary by Juniper Research as an independent third party.



Table 4: Juniper Research Competitor Leaderboard Scoring Criteria: AI Agents for Customer Experience Platforms

Category	Scoring Criteria	Relevant Information
Capability & Capacity	Experience in AI	Here, Juniper Research has scored vendors based on their experience in delivering AI-based communications solutions by comparing when each vendor first launched a generative AI solution. We also assessed wider experience in communications by comparing when each company first launched a Software-as-a-Service (SaaS) communications solution.
	Experience in Customer Engagement Sector	For this factor, Juniper Research has compared the number of enterprise customers using the vendor's AI agent solutions, as well as the investment the vendor has placed into developing AI.
	Geographical Coverage & Support	Juniper Research has assessed the geographical reach of a vendor's operations, and the number of countries in which each vendor has local presence. Additionally, the number of languages supported by AI agent applications was assessed.
	Marketing & Branding Strength	Juniper Research has compared brands based on their strength of marketing and branding, particularly focused on their AI agent solutions.
	Strength of Partnerships	For this factor, Juniper Research has assessed the strength of a vendor's partnerships relevant for AI agent services.
Product & Positioning	Strength of AI Agent Services	Here, Juniper Research assessed whether vendors supported MCP or A2A protocols, the security features that are available for AI agents, the variety of AI agents that can be developed, and the strength of supportive platform features.
	Strength of Channels Supported	Juniper Research assesses each vendor's strength at deploying AI agents across the following channels: voice, web, app, SMS, WhatsApp, and Rich Communication Services (RCS).
	Key Verticals Supported	For this factor, Juniper Research assesses vendors based on the strength of the solutions they provide to enterprises in different industries, including retail and eCommerce, banking, healthcare, travel and hospitality, and others.
	Innovation in AI Agents	Here, Juniper Research scores each vendor based on the extent of its innovation with AI agents for customer experience.
	Future Business Prospects With AI Agents in Customer Experience	Juniper Research scores vendors based on their expected future business prospects in the AI agent in customer experience platforms market.
Market Presence	Market Presence	To assess the size of each vendor's market presence, Juniper Research scored each based on the number of employees that are working on AI applications, the number of offices each enterprise has, and the number of businesses using AI agent solutions.

Source: Juniper Research



## About Graia

# Graia

Graia is a next-generation technology company delivering Agentic CCaaS and Agentic AI platforms purpose-built to elevate customer and employee experiences.

Born from the unification of industry innovators Geomant, Buzzeasy, and Bulb Technologies, Graia brings together decades of experience in contact centre transformation, automation, and enterprise AI to solve today's most complex engagement challenges.

Our flagship Graia Engagement Platform combines:

- A fully integrated, AI-native Agentic Contact Centre (CCaaS) — reimagining CX with intelligent routing, real-time automation, and empathetic service at scale.
- A powerful Agentic AI Studio — enabling multi-agent orchestration to automate decision-making, streamline workflows, and accelerate outcomes across sales, service, marketing, and operations.

## About Juniper Research



Juniper Research was founded in 2001 by the industry consultant Tony Crabtree, in the midst of the telecoms and dot-com crash. The business was fully incorporated in February 2002 and has since grown to become one of the leading analyst firms in the mobile and digital tech sector.

Juniper Research specialises in identifying and appraising new high-growth market sectors within the digital ecosystem. Market sizing and forecasting are the cornerstones of our offering, together with competitive analysis, strategic assessment, and business modelling.

We endeavour to provide independent and impartial analysis of both current and emerging opportunities via a team of dedicated specialists - all knowledgeable, experienced and experts in their field.

Our clients range from mobile operators through to content providers, vendors, and financial institutions. Juniper Research's client base spans the globe, with the majority of our clients based in North America, Western Europe, and the Far East.