



BroadSoft Positioned by Gartner as a “Visionary” in Magic Quadrant for Contact Center as a Service, North America

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Recognized again as a Visionary for its data-driven cloud contact center solution

GAITHERSBURG, Md., Oct. 20, 2017 (GLOBE NEWSWIRE) -- [BroadSoft, Inc.](#) (NASDAQ:BSFT) a global market share leader in cloud business software for unified communication as a service (UCaaS), and provider of collaboration and contact center as a service (CCaaS) solutions announces that it has been positioned by Gartner, Inc. as a Visionary in its 2017 Magic Quadrant for Contact Center as a Service, North America.

The report evaluated 11 different software vendors on their ability to execute and completeness of vision for CCaaS services, and placed BroadSoft in the Visionaries quadrant. The Gartner report states that “Visionaries have strong multichannel product and service capabilities and a clear strategy for sales, marketing and business development. They differentiate themselves by adding distinctive functionality and/or delivery capabilities.”

“The contact center is a key driver and catalyst for business communications growth and being able to reliably communicate is vital,” says Scott Hoffpauir, co-founder and chief technology officer, BroadSoft. “We are delighted to have been recognized for the third consecutive year in the Gartner, Inc. Magic Quadrant and have plans to continue our rapid growth in this area of our business in the future.”

As a recent study¹ by Aberdeen Research shows, contact centers that integrate unified communications into their contact center systems see three times the annual improvement in customer satisfaction, first call resolutions and agent productivity and twice the greater annual reduction of customer complaints. The integration of CC-One with the BroadSoft Business portfolio of cloud unified communications and team collaboration applications enables service providers to offer a single stack solution with the flexibility to scale from SMB’s to large enterprise.

The BroadSoft CC-One application is a data-driven cloud contact center solution that uses predictive analytics to lower operating costs and improve business outcomes, while enabling businesses to engage with customers from any channel they choose – voice, email, text, mobile, web, or social media – for a true omnichannel experience.

According to Gartner, “North America’s CCaaS market has matured to provide application leaders and customer service organizations with a range of competitive offers to consider substituting for traditional on-premises contact center infrastructure.”

Learn more about BroadSoft CC-One solution [here](#).

To view the full Gartner MQ report [here](#).

* Transera, a BroadSoft acquired company, was positioned as a Visionary in the 2015 Magic Quadrant for Contract Center as a Service, North America.

** Gartner, *Magic Quadrant for Contact Center as a Service, North America*, Drew Kraus, Steve Blood, Daniel O’Connell, Simon Harrison, October 18, 2017.

¹[How to Maximize Customer Satisfaction: The Role of Communication & Collaboration, 2017, Aberdeen Group](#)

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About BroadSoft

BroadSoft is the technology innovator in cloud pbx, unified communications, team collaboration, and contact center solutions for businesses and service providers across 80 countries. We are the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world’s top 30 service providers by revenue. Our BroadSoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. For additional information, visit www.BroadSoft.com.

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Matter for BroadSoft

Erin Knapp
Matter
+1 617-502-6546
BroadSoft@matternow.com

BroadSoft

Nioabh Levestam
BroadSoft
+44 7919 605660
nlevestam@broadsoft.com

[Primary Logo](#)

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