SoftwareReviews

INFO~TECH RESEARCH GROUP

EMOTIONAL FOOTPRINT REPORT

Conversational AI

SEPTEMBER 2024

This report features: FPT.AI | Dialogflow | Qualified | Kore.ai Experience Optimization Platform | Ada | Laiye Chatbot | Yellow.ai | Haptik | Freshchat | Amazon Lex | IBM watsonx Assistant | Avaamo | Verloop.io | Drift Conversation Cloud | Ultimate

354
REVIEWS

16
PRODUCTS INCLUDED

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How to Use the Report

Info-Tech's Category Reports provide a comprehensive evaluation of popular products in the Conversational AI market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.

This report is available free of charge for internal use only to assist with software evaluation and selection. Sharing, republishing, distributing, or otherwise copying any portion of this report without the express written consent of SoftwareReviews.com is strictly prohibited.

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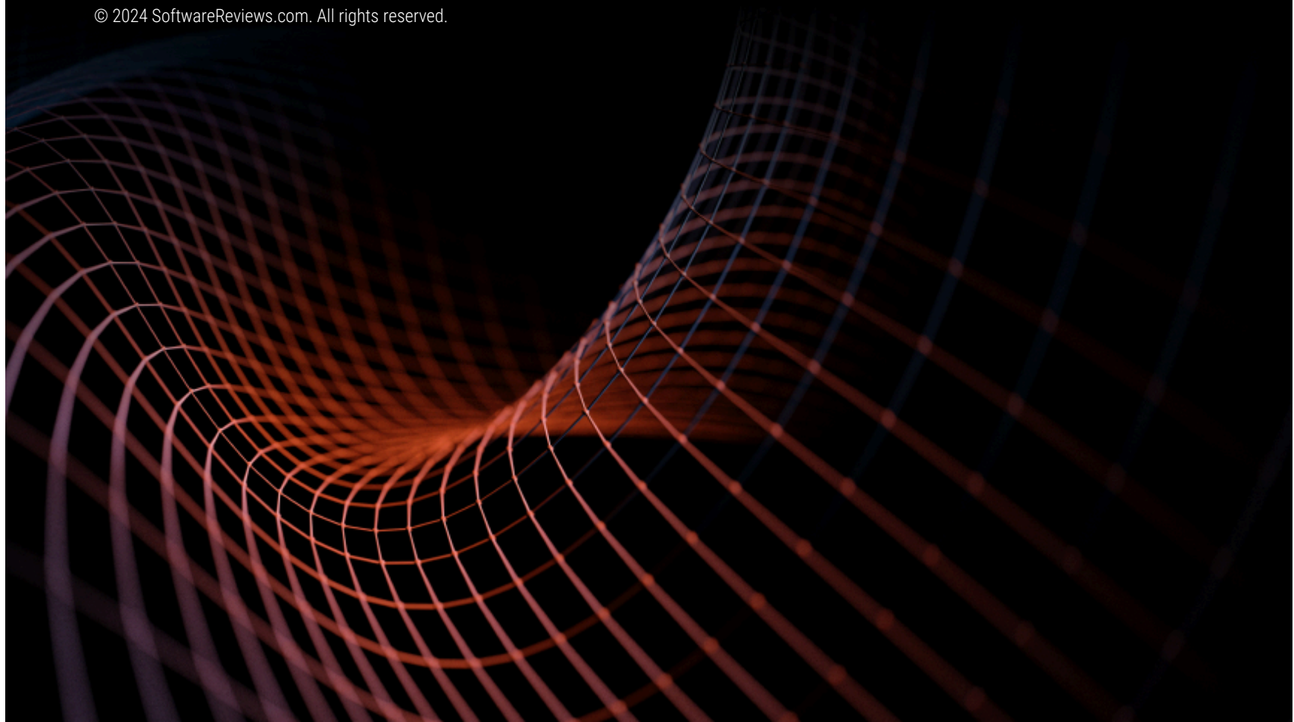

Software Directory

CONVERSATIONAL AI SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

- Ada
- Agentbot
- Amazon Lex
- Amelia
- Automat
- Avaamo
- Boost.ai
- CBOT
- Dialogflow
- Drift Conversation Cloud
- EB AIDA
- eGain Virtual Assistant Software
- Exceed.ai
- FPT.AI
- Freshchat
- Haptik
- Helpshift
- IBM watsonx Assistant
- Interactions IVA
- Kama.ai
- Kore.ai Experience Optimization Platform
- Laiye Chatbot
- Lili Assistant
- Netomi
- Nexa
- Nina
- Ocelot Platform
- Openstream.ai
- Pega Intelligent Virtual Assistant
- Qualified
- Rasa
- SearchUnify Virtual Assistant
- Techforce.ai
- Thankful
- ToT
- Ultimate

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Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

- Verint Intelligent Virtual Assistant (IVA)
- Verloop.io
- V-Studio Platform
- Yellow.ai

SOFTWARE REVIEWS

Emotional Footprint Diamond

CONVERSATIONAL AI

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

Value Index

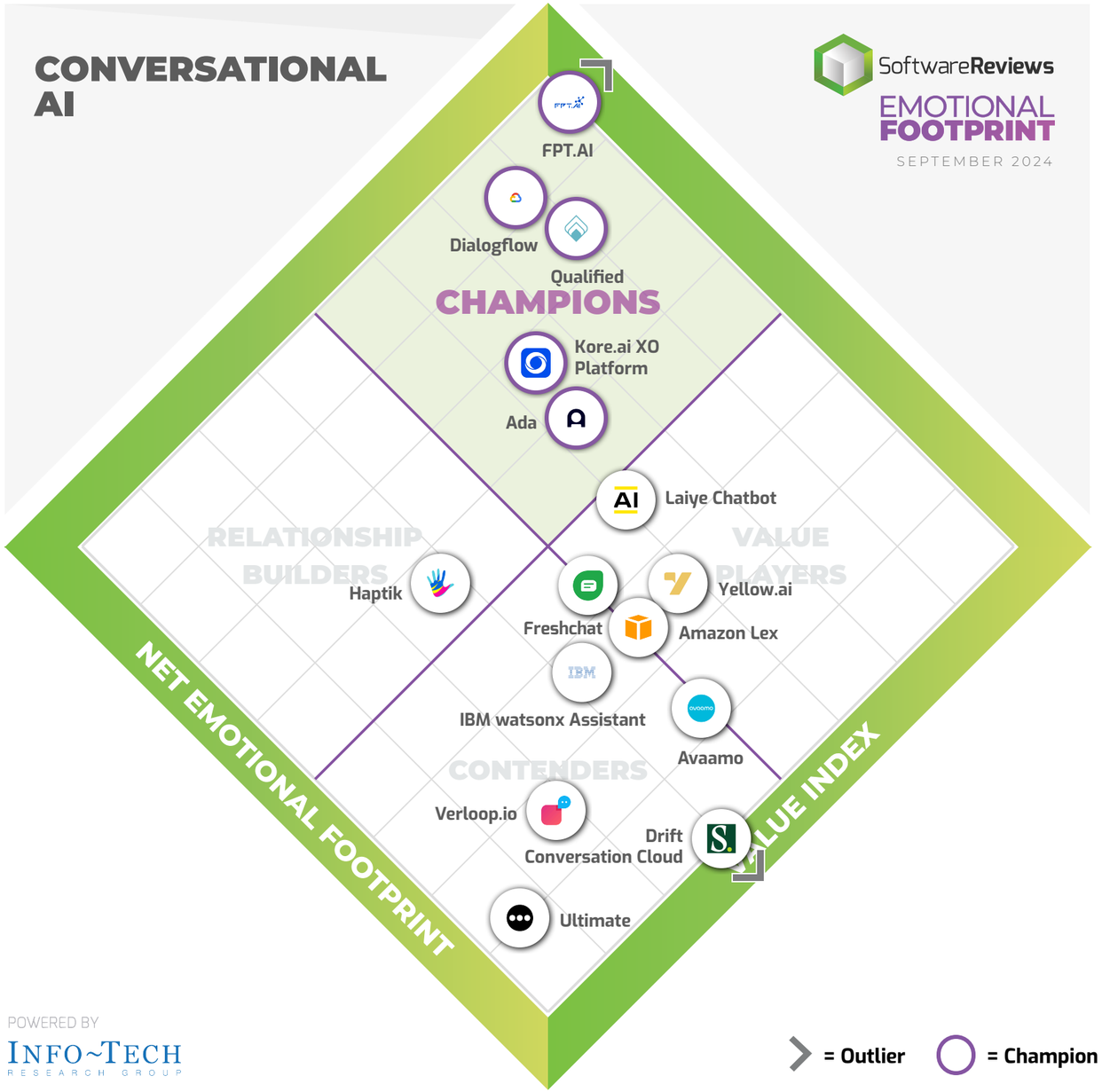
Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

Net Emotional Footprint

The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

Note: Software product placement is based on the scores provided by users, recency of the reviews, and review volume. Axes are dynamically adjusted based on the minimum and maximum values in the data set.

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.



Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE

-4 -3 -2 -1 +1 +2 +3 +4

NEGATIVE NEUTRAL POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

RANK	PRODUCT	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS	NUMBER OF REVIEWS
Champion 2024	FPT.AI	9.0	+99	0% NEGATIVE / 99% POSITIVE	92	RELIABLE 100%, GENEROUS 100%	VENDOR FRIENDLY POLICIES 5%, VENDOR'S INTEREST FIRST 5%	21
Champion 2024	Dialogflow	8.8	+98	1% NEGATIVE / 99% POSITIVE	88	RELIABLE 100%, CARING 100%	VENDOR'S INTEREST FIRST 9%, DECEPTIVE 5%	22
Champion 2024	Qualified	8.8	+98	0% NEGATIVE / 98% POSITIVE	91	RELIABLE 100%, FAIR 100%		31
Champion 2024	Kore.ai XO Platform	8.5	+96	1% NEGATIVE / 97% POSITIVE	86	ENABLES PRODUCTIVITY 100%, FAIR 100%	OVER PROMISED 9%, VENDOR'S INTEREST FIRST 4%	31
Champion 2024	Ada	8.4	+98	0% NEGATIVE / 98% POSITIVE	90	CLIENT FRIENDLY POLICIES 100%, GENEROUS 100%	SELFISH 4%, LEVERAGES INCUMBENT STATUS 4%	21
6	Laiye Chatbot	8.3	+95	0% NEGATIVE / 95% POSITIVE	89	CLIENT FRIENDLY POLICIES 100%, INTEGRITY 96%	NEGLECTFUL 6%	23
7	Yellow.ai	8.1	+81	6% NEGATIVE / 87% POSITIVE	77	TRUSTWORTHY 93%, HELPS INNOVATE 93%	NEGLECTFUL 14%, COMMODITY FEATURES 11%	42
8	Haptik	8.1	+98	0% NEGATIVE / 98% POSITIVE	84	HELPS INNOVATE 100%, TRUSTWORTHY 100%	COMMODITY FEATURES 6%, LEVERAGES INCUMBENT STATUS 6%	15
9	Freshchat	8.1	+92	1% NEGATIVE / 93% POSITIVE	85	HELPS INNOVATE 100%, UNIQUE FEATURES 100%	HARDBALL TACTICS 11%, VENDOR'S INTEREST FIRST 11%	10
10	Amazon Lex	8.0	+89	2% NEGATIVE / 91% POSITIVE	83	RELIABLE 100%, INTEGRITY 100%	VENDOR FRIENDLY POLICIES 9%, OVER PROMISED 8%	23

Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE

-4 -3 -2 -1 +1 +2 +3 +4

NEGATIVE NEUTRAL POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

RANK	PRODUCT	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS	NUMBER OF REVIEWS
11	IBM watsonx Assistant	7.9	+89	4% NEGATIVE / 93% POSITIVE	82	PERFORMANCE ENHANCING 96%; RELIABLE 96%	OVER PROMISED 8%; SELFISH 8%	22
12	Avaamo	7.9	+89	2% NEGATIVE / 91% POSITIVE	86	EFFECTIVE 100%; SAVES TIME 96%	SECURITY FRUSTRATES 7%; NEGLECTFUL 6%	22
13	Verloop.io	7.7	+90	1% NEGATIVE / 91% POSITIVE	80	ALTRUISTIC 100%; TRUSTWORTHY 100%	HARDBALL TACTICS 7%; CHARGES FOR PRODUCT ENHANCEMENTS 4%	21
14	Drift Conversation Cloud	7.5	+80	7% NEGATIVE / 87% POSITIVE	80	RESPECTFUL 95%; INCLUDES PRODUCT ENHANCEMENTS 95%	WASTES TIME 12%; COMMODITY FEATURES 12%	28
15	Ultimate	7.4	+89	2% NEGATIVE / 91% POSITIVE	77	UNIQUE FEATURES 100%; RELIABLE 100%	DESPISED 6%; BUREAUCRATIC 6%	16
PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS								
--	Exceed.ai	7.5	+96	1% NEGATIVE / 97% POSITIVE	79	UNIQUE FEATURES 100%; RESPECTFUL 100%		6

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

CATEGORY

Service Experience

Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Disrespectful vs. Respectful

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
5	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
6	Amazon Lex	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
7	Avaamo	+96	DISTRIBUTION -- 4% 96%	22 REVIEWS
8	Haptik	+94	DISTRIBUTION -- 6% 94%	15 REVIEWS
9	Verloop.io	+93	DISTRIBUTION -- 7% 93%	21 REVIEWS
10	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
11	Laiye Chatbot	+90	DISTRIBUTION -- 10% 90%	23 REVIEWS
12	Freshchat	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
13	Drift Conversation Cloud	+90	DISTRIBUTION 5% -- 95%	28 REVIEWS
14	Ultimate	+89	DISTRIBUTION -- 11% 89%	16 REVIEWS
15	Yellow.ai	+85	DISTRIBUTION 5% 4% 90%	42 REVIEWS
	CATEGORY AVERAGE	+94	DISTRIBUTION 1% 3% 95%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Bureaucratic vs. Efficient

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS	13	Drift Conversation Cloud	+88	DISTRIBUTION 5% 3% 93%	28 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS	14	Yellow.ai	+85	DISTRIBUTION 5% 4% 90%	42 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS	15	Ultimate	+77	DISTRIBUTION 6% 11% 83%	16 REVIEWS
4	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS		CATEGORY AVERAGE	+94	DISTRIBUTION 1% 3% 95%	
5	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS					
6	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS					
7	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS					
8	Amazon Lex	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS					
9	Avaamo	+96	DISTRIBUTION -- 4% 96%	22 REVIEWS					
10	IBM watsonx Assistant	+96	DISTRIBUTION -- 4% 96%	22 REVIEWS					
11	Freshchat	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS					
12	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS					

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Neglectful vs. Caring

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
5	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
6	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
7	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
8	Ultimate	+94	DISTRIBUTION -- 6% 94%	16 REVIEWS
9	Verloop.io	+93	DISTRIBUTION -- 7% 93%	21 REVIEWS
10	Amazon Lex	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
11	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
12	Drift Conversation Cloud	+88	DISTRIBUTION 5% 3% 93%	28 REVIEWS
13	Laiye Chatbot	+84	DISTRIBUTION 6% 4% 90%	23 REVIEWS
14	Avaamo	+84	DISTRIBUTION 6% 4% 90%	22 REVIEWS
15	Yellow.ai	+67	DISTRIBUTION 14% 5% 81%	42 REVIEWS
	CATEGORY AVERAGE	+91	DISTRIBUTION 3% 3% 94%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Frustrating vs. Effective

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
5	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
6	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
7	Avaamo	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
8	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
9	Haptik	+94	DISTRIBUTION -- 6% 94%	15 REVIEWS
10	Ultimate	+94	DISTRIBUTION -- 6% 94%	16 REVIEWS
11	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS
12	Drift Conversation Cloud	+83	DISTRIBUTION 5% 7% 88%	28 REVIEWS
13	Amazon Lex	+82	DISTRIBUTION 4% 11% 86%	23 REVIEWS
14	IBM watsonx Assistant	+82	DISTRIBUTION 7% 3% 89%	22 REVIEWS
15	Yellow.ai	+81	DISTRIBUTION 5% 9% 86%	42 REVIEWS
	CATEGORY AVERAGE	+92	DISTRIBUTION 2% 4% 94%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Wastes Time vs. Saves Time

1	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
2	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
3	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
4	Qualified	+98	DISTRIBUTION -- 2% 98%	31 REVIEWS
5	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
6	Avaamo	+96	DISTRIBUTION -- 4% 96%	22 REVIEWS
7	Dialogflow	+95	DISTRIBUTION -- 5% 95%	22 REVIEWS
8	Ultimate	+94	DISTRIBUTION -- 6% 94%	16 REVIEWS
9	IBM watsonx Assistant	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
10	Laiye Chatbot	+90	DISTRIBUTION -- 10% 90%	23 REVIEWS
11	Freshchat	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
12	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS
13	Yellow.ai	+88	DISTRIBUTION 3% 6% 91%	42 REVIEWS
14	Amazon Lex	+82	DISTRIBUTION 7% 4% 89%	23 REVIEWS
15	Drift Conversation Cloud	+73	DISTRIBUTION 12% 3% 85%	28 REVIEWS
	CATEGORY AVERAGE	+92	DISTRIBUTION 2% 4% 94%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4

NEGATIVE NEUTRAL POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

CATEGORY

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Lack Of Integrity vs. Integrity

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
5	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
6	Amazon Lex	+100	DISTRIBUTION -- -- 100%	23 REVIEWS
7	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
8	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
9	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
10	Verloop.io	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
11	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
12	Ultimate	+83	DISTRIBUTION 6% 6% 89%	16 REVIEWS
13	Avaamo	+80	DISTRIBUTION -- 20% 80%	22 REVIEWS
14	Yellow.ai	+80	DISTRIBUTION 5% 10% 85%	42 REVIEWS
15	Drift Conversation Cloud	+72	DISTRIBUTION 9% 10% 81%	28 REVIEWS
	CATEGORY AVERAGE	+92	DISTRIBUTION 2% 4% 94%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Vendor Friendly Policies vs. Client Friendly Policies

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	Laiye Chatbot	+100	DISTRIBUTION -- -- 100%	23 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
5	Verloop.io	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
6	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
7	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
8	FPT.AI	+90	DISTRIBUTION 5% -- 95%	21 REVIEWS
9	Yellow.ai	+87	DISTRIBUTION -- 13% 87%	42 REVIEWS
10	Ultimate	+83	DISTRIBUTION 6% 6% 89%	16 REVIEWS
11	IBM watsonx Assistant	+83	DISTRIBUTION 4% 9% 87%	22 REVIEWS
12	Avaamo	+80	DISTRIBUTION 6% 7% 86%	22 REVIEWS
13	Freshchat	+77	DISTRIBUTION -- 23% 77%	10 REVIEWS
14	Amazon Lex	+75	DISTRIBUTION 9% 7% 84%	23 REVIEWS
15	Drift Conversation Cloud	+73	DISTRIBUTION 5% 17% 78%	28 REVIEWS
	CATEGORY AVERAGE	+90	DISTRIBUTION 2% 6% 92%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+86	DISTRIBUTION -- 14% 86%	6 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Selfish vs. Altruistic

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Verloop.io	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
5	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
6	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
7	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
8	Avaamo	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
9	Ada	+92	DISTRIBUTION 4% -- 96%	21 REVIEWS
10	IBM watsonx Assistant	+84	DISTRIBUTION 8% -- 92%	22 REVIEWS
11	Ultimate	+83	DISTRIBUTION 6% 6% 89%	16 REVIEWS
12	Amazon Lex	+81	DISTRIBUTION 7% 5% 88%	23 REVIEWS
13	Drift Conversation Cloud	+80	DISTRIBUTION 5% 10% 85%	28 REVIEWS
14	Freshchat	+77	DISTRIBUTION -- 23% 77%	10 REVIEWS
15	Yellow.ai	+77	DISTRIBUTION 5% 13% 82%	42 REVIEWS
	CATEGORY AVERAGE	+90	DISTRIBUTION 3% 5% 93%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Big Fat Liars vs. Trustworthy

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
5	Verloop.io	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
6	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
7	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
8	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
9	Amazon Lex	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
10	Avaamo	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
11	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
12	Yellow.ai	+90	DISTRIBUTION 3% 4% 93%	42 REVIEWS
13	Freshchat	+89	DISTRIBUTION -- 11% 89%	10 REVIEWS
14	Ultimate	+83	DISTRIBUTION 6% 6% 89%	16 REVIEWS
15	Drift Conversation Cloud	+80	DISTRIBUTION 5% 10% 85%	28 REVIEWS
	CATEGORY AVERAGE	+95	DISTRIBUTION 1% 3% 96%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Unfair vs. Fair

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
5	Verloop.io	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
6	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
7	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
8	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
9	Amazon Lex	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
10	Haptik	+94	DISTRIBUTION -- 6% 94%	15 REVIEWS
11	Avaamo	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
12	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
13	Yellow.ai	+88	DISTRIBUTION 3% 6% 91%	42 REVIEWS
14	Ultimate	+83	DISTRIBUTION -- 17% 83%	16 REVIEWS
15	Drift Conversation Cloud	+79	DISTRIBUTION 9% 3% 88%	28 REVIEWS
	CATEGORY AVERAGE	+95	DISTRIBUTION 1% 3% 96%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

CATEGORY

Negotiation and Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Greedy vs. Generous

1	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
2	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
3	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
4	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
5	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
6	Qualified	+95	DISTRIBUTION -- 5% 95%	31 REVIEWS
7	Ultimate	+95	DISTRIBUTION -- 5% 95%	16 REVIEWS
8	Laiye Chatbot	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
9	Verloop.io	+93	DISTRIBUTION -- 7% 93%	21 REVIEWS
10	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
11	Kore.ai XO Platform	+87	DISTRIBUTION 4% 4% 91%	31 REVIEWS
12	Yellow.ai	+81	DISTRIBUTION 6% 8% 87%	42 REVIEWS
13	Amazon Lex	+80	DISTRIBUTION 6% 8% 86%	23 REVIEWS
14	Avaamo	+78	DISTRIBUTION 6% 10% 84%	22 REVIEWS
15	Drift Conversation Cloud	+76	DISTRIBUTION 5% 14% 81%	28 REVIEWS
	CATEGORY AVERAGE	+91	DISTRIBUTION 2% 5% 93%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Deceptive vs. Transparent

1	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
2	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
4	Qualified	+97	DISTRIBUTION -- 3% 97%	31 REVIEWS
5	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
6	Haptik	+95	DISTRIBUTION -- 5% 95%	15 REVIEWS
7	Verloop.io	+93	DISTRIBUTION -- 7% 93%	21 REVIEWS
8	Amazon Lex	+92	DISTRIBUTION -- 8% 92%	23 REVIEWS
9	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
10	Dialogflow	+90	DISTRIBUTION 5% -- 95%	22 REVIEWS
11	Avaamo	+90	DISTRIBUTION -- 10% 90%	22 REVIEWS
12	Ultimate	+89	DISTRIBUTION -- 11% 89%	16 REVIEWS
13	Kore.ai XO Platform	+87	DISTRIBUTION 4% 4% 91%	31 REVIEWS
14	Drift Conversation Cloud	+82	DISTRIBUTION 5% 8% 87%	28 REVIEWS
15	Yellow.ai	+81	DISTRIBUTION 6% 7% 87%	42 REVIEWS
	CATEGORY AVERAGE	+91	DISTRIBUTION 2% 5% 93%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Over Promised vs. Over Delivered

1	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
2	FPT.AI	+95	DISTRIBUTION -- 5% 95%	21 REVIEWS
3	Haptik	+95	DISTRIBUTION -- 5% 95%	15 REVIEWS
4	Qualified	+93	DISTRIBUTION -- 7% 93%	31 REVIEWS
5	Laiye Chatbot	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
6	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS
7	Freshchat	+89	DISTRIBUTION -- 11% 89%	10 REVIEWS
8	Dialogflow	+86	DISTRIBUTION 5% 5% 91%	22 REVIEWS
9	Kore.ai XO Platform	+82	DISTRIBUTION 9% -- 91%	31 REVIEWS
10	Ultimate	+77	DISTRIBUTION 6% 11% 83%	16 REVIEWS
11	IBM watsonx Assistant	+77	DISTRIBUTION 8% 7% 85%	22 REVIEWS
12	Avaamo	+74	DISTRIBUTION -- 26% 74%	22 REVIEWS
13	Yellow.ai	+74	DISTRIBUTION 7% 12% 81%	42 REVIEWS
14	Amazon Lex	+65	DISTRIBUTION 8% 19% 73%	23 REVIEWS
15	Drift Conversation Cloud	+63	DISTRIBUTION 11% 15% 74%	28 REVIEWS
	CATEGORY AVERAGE	+83	DISTRIBUTION 4% 9% 87%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+63	DISTRIBUTION -- 37% 63%	6 REVIEWS

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Vendor's Interest First vs. Client's Interest First

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
4	Laiye Chatbot	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
5	Verloop.io	+93	DISTRIBUTION -- 7% 93%	21 REVIEWS
6	Avaamo	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
7	Amazon Lex	+92	DISTRIBUTION -- 8% 92%	23 REVIEWS
8	FPT.AI	+90	DISTRIBUTION 5% -- 95%	21 REVIEWS
9	Ultimate	+89	DISTRIBUTION -- 11% 89%	16 REVIEWS
10	Kore.ai XO Platform	+87	DISTRIBUTION 4% 4% 91%	31 REVIEWS
11	Dialogflow	+82	DISTRIBUTION 9% -- 91%	22 REVIEWS
12	Yellow.ai	+82	DISTRIBUTION 6% 6% 88%	42 REVIEWS
13	IBM watsonx Assistant	+81	DISTRIBUTION 8% 4% 89%	22 REVIEWS
14	Freshchat	+78	DISTRIBUTION 11% -- 89%	10 REVIEWS
15	Drift Conversation Cloud	+72	DISTRIBUTION 11% 6% 83%	28 REVIEWS
	CATEGORY AVERAGE	+88	DISTRIBUTION 4% 4% 92%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+86	DISTRIBUTION -- 14% 86%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Hardball Tactics vs. Friendly Negotiation

1	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
2	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
4	Qualified	+97	DISTRIBUTION -- 3% 97%	31 REVIEWS
5	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
6	Dialogflow	+95	DISTRIBUTION -- 5% 95%	22 REVIEWS
7	Laiye Chatbot	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
8	Avaamo	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
9	Ultimate	+89	DISTRIBUTION -- 11% 89%	16 REVIEWS
10	Amazon Lex	+88	DISTRIBUTION -- 12% 88%	23 REVIEWS
11	Verloop.io	+86	DISTRIBUTION 7% -- 93%	21 REVIEWS
12	IBM watsonx Assistant	+85	DISTRIBUTION 4% 7% 89%	22 REVIEWS
13	Yellow.ai	+82	DISTRIBUTION 8% 2% 90%	42 REVIEWS
14	Freshchat	+78	DISTRIBUTION 11% -- 89%	10 REVIEWS
15	Drift Conversation Cloud	+75	DISTRIBUTION 11% 3% 86%	28 REVIEWS
	CATEGORY AVERAGE	+90	DISTRIBUTION 3% 4% 93%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

CATEGORY

Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Roadblock To Innovation vs. Helps Innovate

1	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS	13	Yellow.ai	+88	DISTRIBUTION 5% 2% 93%	42 REVIEWS
2	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS	14	Drift Conversation Cloud	+86	DISTRIBUTION 5% 5% 91%	28 REVIEWS
3	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS	15	Avaamo	+84	DISTRIBUTION -- 16% 84%	22 REVIEWS
4	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS		CATEGORY AVERAGE	+94	DISTRIBUTION 1% 4% 95%	
5	Qualified	+98	DISTRIBUTION -- 2% 98%	31 REVIEWS					
6	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS					
7	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS					
8	FPT.AI	+95	DISTRIBUTION -- 5% 95%	21 REVIEWS					
9	Ultimate	+94	DISTRIBUTION -- 6% 94%	16 REVIEWS					
10	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS					
11	Amazon Lex	+91	DISTRIBUTION -- 9% 91%	23 REVIEWS					
12	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS					

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Stagnant vs. Continually Improving

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
3	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
4	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
5	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
6	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
7	Amazon Lex	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
8	FPT.AI	+95	DISTRIBUTION -- 5% 95%	21 REVIEWS
9	Freshchat	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
10	Ultimate	+89	DISTRIBUTION -- 11% 89%	16 REVIEWS
11	Avaamo	+86	DISTRIBUTION 4% 6% 90%	22 REVIEWS
12	IBM watsonx Assistant	+86	DISTRIBUTION 7% -- 93%	22 REVIEWS
13	Verloop.io	+85	DISTRIBUTION -- 15% 85%	21 REVIEWS
14	Drift Conversation Cloud	+81	DISTRIBUTION 7% 5% 88%	28 REVIEWS
15	Yellow.ai	+81	DISTRIBUTION 3% 14% 84%	42 REVIEWS
	CATEGORY AVERAGE	+91	DISTRIBUTION 2% 5% 93%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Charges For Product Enhancements vs. Includes Product Enhancements

1	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
2	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
3	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
4	Qualified	+98	DISTRIBUTION -- 2% 98%	31 REVIEWS
5	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
6	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
7	Amazon Lex	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
8	Avaamo	+96	DISTRIBUTION -- 4% 96%	22 REVIEWS
9	FPT.AI	+95	DISTRIBUTION -- 5% 95%	21 REVIEWS
10	Ultimate	+94	DISTRIBUTION -- 6% 94%	16 REVIEWS
11	Laiye Chatbot	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
12	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
13	Drift Conversation Cloud	+90	DISTRIBUTION 5% -- 95%	28 REVIEWS
14	Verloop.io	+85	DISTRIBUTION 4% 7% 89%	21 REVIEWS
15	Yellow.ai	+77	DISTRIBUTION 8% 7% 85%	42 REVIEWS
	CATEGORY AVERAGE	+93	DISTRIBUTION 2% 4% 95%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
2	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
3	Qualified	+98	DISTRIBUTION -- 2% 98%	31 REVIEWS
4	Avaamo	+96	DISTRIBUTION -- 4% 96%	22 REVIEWS
5	FPT.AI	+95	DISTRIBUTION -- 5% 95%	21 REVIEWS
6	Laiye Chatbot	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
7	IBM watsonx Assistant	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
8	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS
9	Ultimate	+89	DISTRIBUTION -- 11% 89%	16 REVIEWS
10	Ada	+88	DISTRIBUTION 4% 4% 92%	21 REVIEWS
11	Haptik	+88	DISTRIBUTION 6% -- 94%	15 REVIEWS
12	Amazon Lex	+85	DISTRIBUTION 4% 7% 89%	23 REVIEWS
13	Drift Conversation Cloud	+85	DISTRIBUTION 5% 5% 90%	28 REVIEWS
14	Freshchat	+79	DISTRIBUTION -- 21% 79%	10 REVIEWS
15	Yellow.ai	+74	DISTRIBUTION 8% 10% 82%	42 REVIEWS
	CATEGORY AVERAGE	+90	DISTRIBUTION 2% 6% 92%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+86	DISTRIBUTION -- 14% 86%	6 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Despised vs. Inspiring

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS	13	Ultimate	+88	DISTRIBUTION 6% -- 94%	16 REVIEWS
2	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS	14	IBM watsonx Assistant	+86	DISTRIBUTION 7% -- 93%	22 REVIEWS
3	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS	15	Yellow.ai	+80	DISTRIBUTION 5% 10% 85%	42 REVIEWS
4	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS		CATEGORY AVERAGE	+93	DISTRIBUTION 1% 5% 94%	
5	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS					
6	Avaamo	+96	DISTRIBUTION -- 4% 96%	22 REVIEWS					
7	FPT.AI	+95	DISTRIBUTION -- 5% 95%	21 REVIEWS					
8	Haptik	+94	DISTRIBUTION -- 6% 94%	15 REVIEWS					
9	Drift Conversation Cloud	+91	DISTRIBUTION -- 9% 91%	28 REVIEWS					
10	Freshchat	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS					
11	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS					
12	Amazon Lex	+89	DISTRIBUTION -- 11% 89%	23 REVIEWS					

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

CATEGORY

Product Impact

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Unreliable vs. Reliable

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
5	Amazon Lex	+100	DISTRIBUTION -- -- 100%	23 REVIEWS
6	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
7	Ultimate	+100	DISTRIBUTION -- -- 100%	16 REVIEWS
8	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
9	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
10	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
11	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
12	Avaamo	+90	DISTRIBUTION -- 10% 90%	22 REVIEWS
13	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS
14	Yellow.ai	+83	DISTRIBUTION 5% 7% 88%	42 REVIEWS
15	Drift Conversation Cloud	+81	DISTRIBUTION 7% 5% 88%	28 REVIEWS
	CATEGORY AVERAGE	+93	DISTRIBUTION 2% 3% 95%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Restricts Productivity vs. Enables Productivity

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS	13	Ultimate	+83	DISTRIBUTION 6% 6% 89%	16 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS	14	Drift Conversation Cloud	+81	DISTRIBUTION 7% 5% 88%	28 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS	15	Avaamo	+80	DISTRIBUTION 6% 7% 86%	22 REVIEWS
4	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS		CATEGORY AVERAGE	+93	DISTRIBUTION 2% 3% 95%	
5	Kore.ai XO Platform	+100	DISTRIBUTION -- -- 100%	31 REVIEWS					
6	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS					
7	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS					
8	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS					
9	Verloop.io	+93	DISTRIBUTION -- 7% 93%	21 REVIEWS					
10	Amazon Lex	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS					
11	IBM watsonx Assistant	+89	DISTRIBUTION 4% 4% 93%	22 REVIEWS					
12	Yellow.ai	+86	DISTRIBUTION 3% 9% 89%	42 REVIEWS					

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Performance Restricting vs. Performance Enhancing

1	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
2	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
3	Ada	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
4	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
5	Ultimate	+100	DISTRIBUTION -- -- 100%	16 REVIEWS
6	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
7	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
8	Qualified	+95	DISTRIBUTION -- 5% 95%	31 REVIEWS
9	Avaamo	+93	DISTRIBUTION -- 7% 93%	22 REVIEWS
10	IBM watsonx Assistant	+92	DISTRIBUTION 4% -- 96%	22 REVIEWS
11	Freshchat	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
12	Verloop.io	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS
13	Amazon Lex	+89	DISTRIBUTION -- 11% 89%	23 REVIEWS
14	Yellow.ai	+85	DISTRIBUTION 5% 5% 90%	42 REVIEWS
15	Drift Conversation Cloud	+83	DISTRIBUTION 5% 7% 88%	28 REVIEWS
	CATEGORY AVERAGE	+93	DISTRIBUTION 1% 4% 94%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Commodity Features vs. Unique Features

1	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
2	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
3	Freshchat	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
4	Ultimate	+100	DISTRIBUTION -- -- 100%	16 REVIEWS
5	Kore.ai XO Platform	+97	DISTRIBUTION -- 3% 97%	31 REVIEWS
6	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
7	Qualified	+95	DISTRIBUTION -- 5% 95%	31 REVIEWS
8	Laiye Chatbot	+93	DISTRIBUTION -- 7% 93%	23 REVIEWS
9	Haptik	+88	DISTRIBUTION 6% -- 94%	15 REVIEWS
10	Avaamo	+86	DISTRIBUTION -- 14% 86%	22 REVIEWS
11	IBM watsonx Assistant	+85	DISTRIBUTION 4% 7% 89%	22 REVIEWS
12	Verloop.io	+82	DISTRIBUTION 4% 10% 86%	21 REVIEWS
13	Amazon Lex	+79	DISTRIBUTION 7% 7% 86%	23 REVIEWS
14	Yellow.ai	+77	DISTRIBUTION 11% 2% 88%	42 REVIEWS
15	Drift Conversation Cloud	+73	DISTRIBUTION 12% 3% 85%	28 REVIEWS
	CATEGORY AVERAGE	+88	DISTRIBUTION 4% 4% 92%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

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EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Security Frustrates vs. Security Protects

1	Qualified	+100	DISTRIBUTION -- -- 100%	31 REVIEWS
2	FPT.AI	+100	DISTRIBUTION -- -- 100%	21 REVIEWS
3	Dialogflow	+100	DISTRIBUTION -- -- 100%	22 REVIEWS
4	Haptik	+100	DISTRIBUTION -- -- 100%	15 REVIEWS
5	Ultimate	+100	DISTRIBUTION -- -- 100%	16 REVIEWS
6	Laiye Chatbot	+96	DISTRIBUTION -- 4% 96%	23 REVIEWS
7	Ada	+96	DISTRIBUTION -- 4% 96%	21 REVIEWS
8	Kore.ai XO Platform	+96	DISTRIBUTION -- 4% 96%	31 REVIEWS
9	Freshchat	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
10	Drift Conversation Cloud	+87	DISTRIBUTION 3% 7% 90%	28 REVIEWS
11	Verloop.io	+86	DISTRIBUTION -- 14% 86%	21 REVIEWS
12	Amazon Lex	+85	DISTRIBUTION 4% 7% 89%	23 REVIEWS
13	IBM watsonx Assistant	+84	DISTRIBUTION 4% 8% 88%	22 REVIEWS
14	Yellow.ai	+84	DISTRIBUTION 5% 6% 89%	42 REVIEWS
15	Avaamo	+83	DISTRIBUTION 7% 4% 90%	22 REVIEWS
	CATEGORY AVERAGE	+92	DISTRIBUTION 2% 5% 94%	

PRODUCTS BELOW INELIGIBLE FOR AWARDS DUE TO INSUFFICIENT RECENT REVIEWS

-	Exceed.ai	+100	DISTRIBUTION -- -- 100%	6 REVIEWS