

Loris Named a Cool Vendor in the 2024 Gartner® Cool Vendors™ in Customer Service and Support Technology

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NEW YORK, NY, UNITED STATES, October 15, 2024 /EINPresswire.com/ -- [Loris](#), the AI company



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Etie Hertz, CEO Loris

turning customer service conversations into usable customer and agent performance insights, today announced that it has been named a Cool Vendor in the 2024 Gartner® Cool Vendors™ in Customer Service and Support Technology Report.

The Gartner report states that, "Emerging vendors have the potential to transform contact center operations, with AI-driven solutions for conversation analytics, quality intelligence and agent well-being. Customer service and support technology leaders can use this research to explore innovative CX and efficiency-focused use cases."

"It is truly a pleasure to be named a Gartner Cool Vendor," said Etie Hertz, CEO of Loris. "We think it's also a huge validation of where this market is going. It's no longer acceptable for Customer Experience (CX) leaders to make key business decisions based on incomplete data from sampled conversations or low response surveys. Data should be driving the process and decision-making rather than the other way around."

"The biggest shift we're seeing in the market is the convergence of Quality Assurance and Voice of the Customer (VOC) analytics into this idea of Quality Intelligence," remarked Christina Drum, Head of CX and Implementations at Loris. "Our clients are using the actionable data available to them through Loris to better understand their customers, and in turn, use that data to work cross functionally to design better customer experiences. It's exciting to be not only a part of this change but truly leading it."

The information provided in the report is valuable to customer experience leaders who are

looking for ways to better capture and act on customer feedback, while ensuring customer service agent quality and efficiency. Gartner clients may access the full report here (paywall):

<https://www.gartner.com/document-reader/document/5772515?ref=ki-15950>

Gartner, Cool Vendors in Customer Service and Support Technology, [Wynn White](#), Patrick Quinlan, et al., 18 September 2024

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About Loris

Loris unlocks a world of insight for CX leaders, using our AI-powered conversational intelligence platform to extract value from every customer interaction. Address emerging issues before they impact your brand. Eliminate roadblocks in your customer journey that reduce satisfaction and increase costs. Uncover performance issues and address them automatically. Turn the customer conversations you're already having into the most valuable resource in your company. For more information, visit loris.ai.

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