



MetriStar
Top Business Success Award
Interaction Analytics Platforms
Spearfish

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Metrigy 2026 MetriStar Awards: Spearfish

Category: Interaction Analytics Platforms

Spearfish earned Metrigy's 2026 MetriStar Top Business Success Award for Interaction Analytics Platforms, based on the business success metric improvements reported by customers. Spearfish offers an AI-native contextual intelligence platform that analyzes 100% of multi-channel customer conversations.

Product Category

Interaction Analytics Platforms: Interaction analytics platforms—also known as conversation analytics platforms and conversation intelligence—collect, analyze, and interpret customer interactions across channels. They rely heavily on AI to uncover insights, trends, sentiment, and agent performance to ultimately improve business metrics both within and outside the contact center. Interaction analytics interprets content from customer interactions, and may make actionable recommendations or perform the actions, to bolster customer experience, agent performance, revenue, and any other metric a business wants to improve. Specialty, as well as platform, vendors provide these capabilities.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** – Recognizes technology providers whose customers achieved high business success *and* that received at- or above-average customer sentiment ratings
- **Top Business Success** – Highlights providers whose customers realized the most substantial business success metric improvements
- **Top Customer Sentiment** – Highlights providers whose customer sentiment scores are at or above average

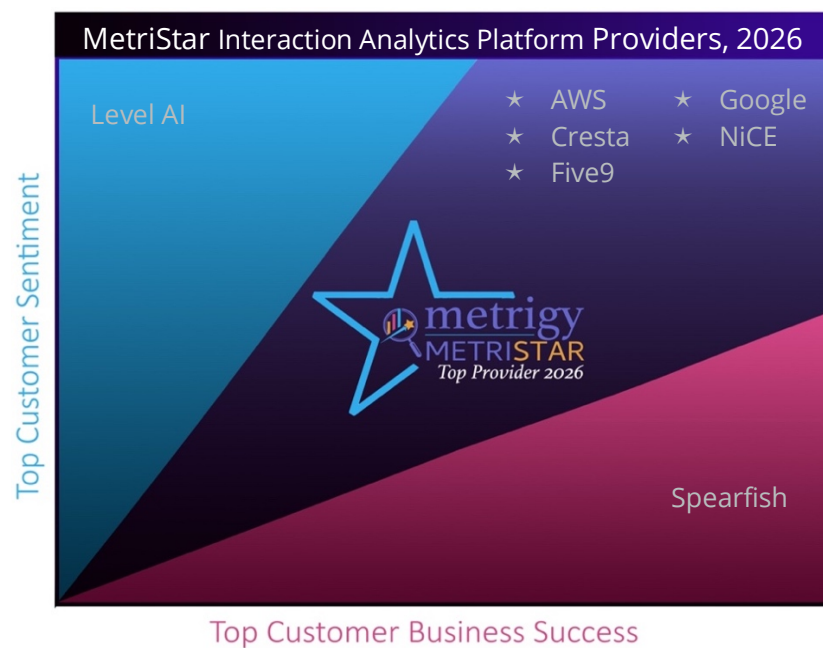


Figure 1: MetriStar Interaction Analytics Platform Providers, 2026 (names in alphabetical order)

Research Methodology

Business Success

Research participants in our *Customer Experience MetriCast 2026* study provided data on before-and-after changes in business metrics, including revenue, customer satisfaction (CSAT), employee efficiency, and operational costs, resulting from the use of their interaction analytics platform. They classified the impact as a significant or modest increase, no change, or a significant or modest decrease. Figure 2 below shows the average percentage response for each of the business metrics across all companies.

2026 Interaction Analytics Platform MetriStar: Business Success Average Change					
	Significant Increase	Modest Increase	No change	Modest Decrease	Significant Decrease
Revenue	21.0%	42.4%	34.8%	1.4%	0.4%
CSAT	28.4%	38.5%	29.8%	3.3%	0.0%
Employee efficiency	28.3%	39.5%	30.1%	2.2%	0.0%
Operational costs	2.6%	18.1%	40.2%	28.0%	11.1%

Figure 2: 2026 Interaction Analytics Platform MetriStar: Business Success Average Change

For each provider individually, we used a diffusion index calculation, subtracting the negative from positive results, with a higher weighting assigned to “significant” responses on either end of the spectrum. For revenue, CSAT, and employee efficiency, we subtracted the decrease percentages from the increase ones and did the opposite for operational cost (and then multiplied by 100 to remove the percentage). Using that formula, the average score is 249. Providers that were above average won a Business Success MetriStar. Figure 3 below illustrates each provider’s Business Success score, with the average line noted.

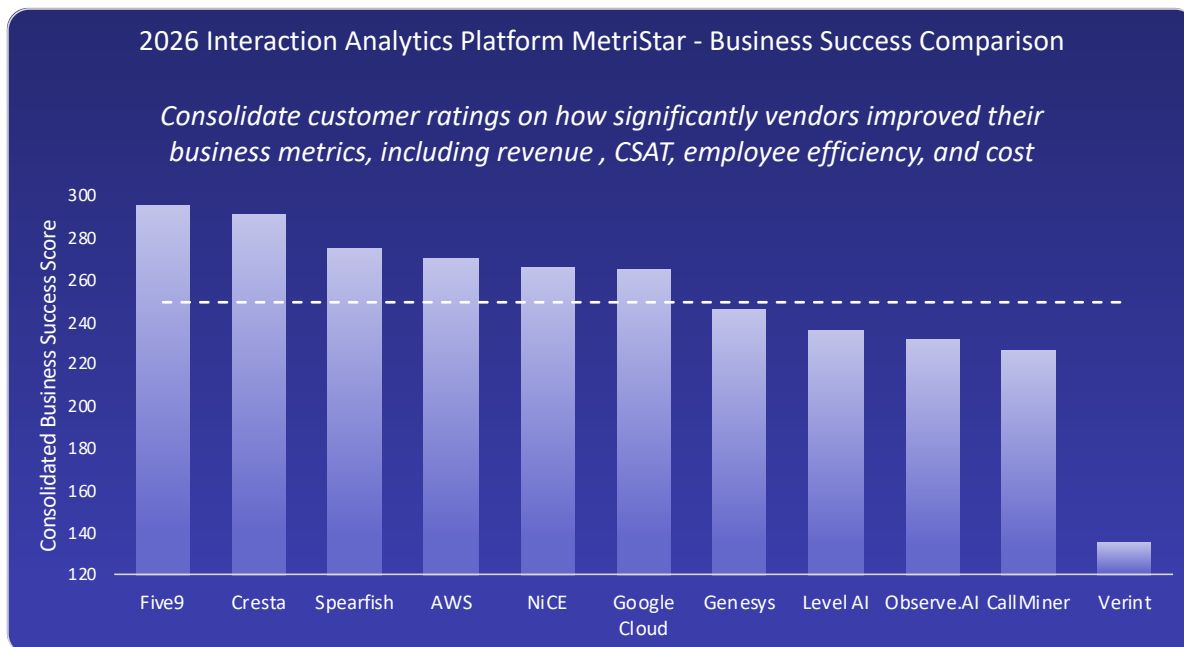


Figure 3: 2026 Interaction Analytics Platform MetriStar – Business Success Comparison

All companies deliver some improvement to their customers' business metrics. As noted on the chart, though, some do so more significantly than others. Overall, for interaction analytics, vendors' top-performing area is agent efficiency, which accounts for 80 of the 249 points making up the average score, followed very closely by CSAT. Revenue increase is next and cost savings is at the bottom. *Spearfish's overall business success score of 275 is the third highest among all companies and well above the 249 average, beating heavyweights like AWS, NiCE, and Google Cloud for helping its customers achieve business success. It's an outstanding performer for improving employee efficiency, earning a score of 115—35 points above the average of 80 and 21 above the next nearest performer's score. Spearfish also delivered above-average performance for CSAT and revenue.*

MetriStar Summary of Results

The results for the categories comprising the 2026 Interaction Analytics Platforms MetriStar are described here:

- **MetriStar Top Provider** – Research participants gave these providers an 8.38 or above customer sentiment rating and documented better-than-average improvements in their overall business metrics. These providers—AWS, Cresta, Five9, Google, and NiCE—have earned a [MetriStar Top Provider Award](#). Each has received high sentiment scores and customers documented above-average business success improvements using their products and services.
- **Top Business Success** – One additional provider—[Spearfish](#)—earned recognition as having above-average improvements in business success metrics.
- **Top Customer Sentiment** – One additional provider—Level AI—earned at or above 8.38 for overall customer sentiment score.

Companies Rated

Metrigy received input for a total of 13 interaction analytics platform providers. Of those, we received enough ratings for 11 companies. Providers that did not receive enough ratings to be counted individually are UJET and Uniphore.

Metrigy's Take

Though a young start-up (founded by entrepreneurs with years of CX experience), Spearfish is quickly making a name for itself in the burgeoning area of interaction analytics. It is doing so on the strength of its AI-native conversational intelligence platform, which ingests and analyzes interaction data from across channels in real-time, providing insight into 100% of customer conversations—be those with human agents or AI agents.

Data from Metrigy's *AI for Customer Experience: 2025-26* research study with 759 companies globally speaks to the increasing strategic imperative around interaction analytics. In the study, 83% of companies said they consider customer interaction data to be important, if not vital, for improving business metrics. Certainly, as noted above, early Spearfish customers shared their results are seeing great success here, particularly in moving the needle on employee efficiency.

Our data also shows that most companies don't just want the insights, they want to be able to act on them. Already, 47.5% of companies say they take extensive action based on what they learn from interaction analytics, and 50.7% say they take at least some action. With its platform, Spearfish not

only ingests interaction data, but combines it with other enterprise data, from CRM and other systems, to identify process gaps, prescribe change, and simulate outcomes to generate real-time metrics. Spearfish can feed human and AI agents intelligence on the spot, to improve effectiveness—a far cry from the historical practice of scoring conversations after they've completed.

Also noteworthy is Spearfish's delivery of a single dashboard for evaluating and guiding human and AI agents simultaneously. With this comprehensive view, it meets the needs of the 43.4% of companies that see the most important value of interaction analytics to be in providing a comparison of human vs. AI agent performance.

Interaction analytics is a crowded and increasingly innovative market, and competition among specialty providers and legacy CX vendors is stiff. Spearfish's prescriptive analytics are showing clear returns for customers by improving their business metrics, which is typically harder to achieve than high sentiment ratings. Frankly, it's unusual for any startup to achieve top performance in the MetriStar program. Spearfish has proven its technology prowess. As the company matures (recently hiring both sales and marketing leaders), we expect to see its sentiment ratings improve with focus on customer service, increased integrations, faster onboarding, and flexible pricing structures.

Study Overview

Metrigy conducted our global *Customer Experience MetriCast 2026* research study from March to April 2026. We surveyed 1,437 CX leaders from organizations headquartered in 10 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more.

The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: agent assist, AI agents, communications platform as a service (CPaaS), contact center as a service (CCaaS), interaction analytics, customer relationship management (CRM), knowledge management, workforce engagement management (WEM), and voice of the customer (VoC).

To get more details on this and other research, please visit www.metrigy.com.



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