

Net Promoter Score Category



Net Promoter Score Category

The Net Promoter Score (NPS) is basically an index varying from -100 to 100 that gauges the willingness of consumers to recommend an organization's services or products to others. It is utilized as a proxy to measure a consumer's overall satisfaction with an enterprise's service or product and their loyalty to the brand.

NPS software can be used to calculate your firm's NPS and to understand the reasons behind the figure. The solution typically leverages native text analytics to automatically evaluate verbatim feedback, and identify and quantify your company's strong points and areas for improvement. In short, the platform removes guesswork from logistics, support, or product issues that may impact your organization's NPS.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Net Promoter Score software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order



OVERALL BEST

Net Promoter Score





ABOUT ASKNICELY



AskNicely is a customer feedback software that helps businesses improve customer experience and accelerate growth using the Net Promoter Score (NPS) framework. Collecting feedback and measuring NPS isn't hard, but making the score go up is. To win, you need your entire team focused on doing the right thing for every customer, every day. It's a culture problem, and driving culture isn't easy. But that's what AskNicely does better than any other customer feedback solution.



139

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The net promoter scoring is a useful gauge for identifying if my staff are performing to expectations.”



PETER SLAPP
INSPIRATIONS PAINT WARNERS BAY

“The metrics for reporting is the best feature to me. Several companies out there can do the NPS survey but the metrics and tracking has been amazing.”



AMY MANDERSCHIED
STARTCHURCH

“So easy to use, and so valuable having the insights feeding directly into our organisation. The integration with Slack is A+.”



ALANA
STORYPARK

“Easy to setup, nice and automated, visual dashboard, good integration with Slack allowing scores to be communicated with wider team.”



NIK GEORGE
SPOTLIGHT REPORTING

TRUSTED BY







ABOUT DELIGHTED

Delighted

Delighted is a customer experience management solution that helps businesses connect with their customers – to learn, improve, and delight. Delighted is the fastest and easiest way to gather customer feedback and put it into the hands of those who can act on it. Using Customer Satisfaction Score, Customer Effort Score, and the Net Promoter System – a single question and an open-ended comment box – Delighted helps companies align customers' needs with business growth, monitor the voice of the customer over time, and keep customers coming back. Bose, Target, Uber and other beloved brands of all sizes trust Delighted to collect, distribute and analyze feedback to create more delightful customer experiences.

69

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Delighted is easy to use, presents a great experience to our owners, and has a wide variety of features, tools and integrations, all of which cost a fraction of anyone else in the market, if they can even match it.”



DAN JAHNKE
SENIOR MANAGER OF GLOBAL CONSUMER & COMPETITIVE INSIGHTS, SONOS

“With a few clicks we're able to survey our customers and immediately gather feedback. We use the Delighted API to seamlessly integrate with our internal systems. NPS is a vital measurement for customer satisfaction and Delighted is the best way to measure NPS and gather feedback from your customers.”



JOSH BEAN
DIRECTOR OF MARKETING, BASE

“It would be like flying blind without knowing each customer's experience. Receiving the NPS comments and score from Delighted is critical to our business.”



ANDRE JULIEN
SENIOR MANAGER OF OPERATIONS, HAPPY RETURNS

“The simplest service that does what we need for NPS. Absolutely flawless so far. Great customer service too.”



ALEX H
PROJECT AND INNOVATION LEADER, MYBUDGET

TRUSTED BY

glassdoor

Rakuten

airbnb

AMERICAN
EXPRESS

slack



ABOUT NICE SATMETRIX

NICE Satmetrix

NICE Satmetrix is the leading global provider of customer experience management software for companies who know that customer experience drives success. Their flagship product, Satmetrix NPX, delivers powerful, cost-effective customer experience management in a complete, always-on SaaS solution. The world's most forward-thinking companies choose NICE Satmetrix to help them build and manage customer experience programs that deliver bottom-line results.

73

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We are now tracking customer service more closely than we ever have in the past. NPS has encouraged each store to focus on its customer-centric culture, by posting our scores on digital boards, providing on-going coaching and training, and rewarding employees who are delivering an unmatched customer experience.”



CHRIS DYSON
BUSINESS DEVELOPMENT DIRECTOR, BOB MILLS FURNITURE

“Committing to a Net Promoter System with Satmetrix's software systems not only leads to better products and happier employees, it generates positive business growth.”



VICTOR NICHOLS
CHIEF EXECUTIVE OFFICER, NORTH AMERICA, EXPERIAN

“Without NICE we would not be as successful, because while we have the feedback and the VoC to make operational changes, the scorecards and the additional insights and analytics give us the deeper organizational engagement - from the CEO level down - needed to make important strategic improvements.”



SVETLA SCHEIBER
SENIOR SALES AND CUSTOMER EXPERIENCE MANAGER, A1 TELEKOM AUSTRIA GROUP

“Satmetrix had the intellectual horsepower to deliver more than just data. Satmetrix had the experience, analysis, user interface, credibility and comparative data to help us achieve our goals.”



SIMON LYONS
DIRECTOR OF MARKETING & COMMUNICATIONS, AGGREGO

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ABOUT QUALTRICS



Qualtrics is the technology platform that organizations use to listen, understand, and take action on experience data, also called X-data™. The Qualtrics XM Platform™ is a system of action, used by teams, departments and entire organizations to manage the four core experiences of business—customer, employee, product and brand—on one platform. Over 10,500 enterprises worldwide, including more than 75 percent of the Fortune 100 and 99 of the top 100 U.S. business schools, rely on Qualtrics to consistently build products that people love, create more loyal customers, develop a phenomenal employee culture and build iconic brands. To learn more, please visit www.qualtrics.com.



336

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Qualtrics we are able to keep our research in-house because it is so easy to manage surveys and analyze the data. This is critical in order for ING to be able to take immediate action based on the client and employee feedback we are capturing.”



CARMEN SOARE
CHIEF MARKETING OFFICER, ING LIFE INSURANCE

“With Qualtrics 360, we have complete control over the 360-degree feedback process with the ability to customize forms, integrate our own content, and run our own reports. When we have questions, the customer service from Qualtrics has been phenomenal. We have a culture of providing exceptional service for our customers, known as Fanatical Support®, so it's nice for us to be on the other side of great support with the Qualtrics team.”



KELLY LONG
RACKSPACE

“Qualtrics allows Tribune to be more in tune with consumer desires as the news media landscape changes. We now have a central research department that can share consumer feedback across departments to capitalize on key findings regardless of the source.”



ED NEY
DIRECTOR, CONSUMER RESEARCH, TRIBUNE COMPANY

“Qualtrics is an amazing research platform and is easily the best tool we use. Its intuitive interface makes managing surveys from creation to analysis a snap and allows LATAM to make critical business decisions with customer feedback at the forefront.”



PABLO TORRES
LATAM AIRLINES GROUP

TRUSTED BY







ABOUT CUSTOMERGAUGE

CustomerGauge

CustomerGauge is a software-as-a-service platform that helps clients improve customer experiences. The system automatically measures, analyses feedback and has close-loop tools to retain customers better, and reduce churn, all based on the industry standard metric Net Promoter System. Results are published and analyzed in real-time, using a highly customizable and flexible reporting tool, making it suitable for global enterprises. CustomerGauge was launched in 2007. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pacific business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW.

52

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“A real benefit of Net Promoter is how it has armed our store managers with the knowledge to find out whether a customer's issue is a regular occurrence or an isolated incident.”



NORMAN VIRKS
HEAD OF MARKETING, JORDAN GMBH

“CustomerGauge has provided Howden with a great platform in which to capture and process our VOC work. The platform is easy to use, and our client support representative is always prompt and accommodating in dealing with any requests or issues we may have.”



CIARAN D
MARKETING DATA & SYSTEMS LEAD, HOWDEN

“Working with CustomerGauge was a very positive and professional experience. They helped us understand a lot more about our customers. We can definitely recommend NPS and CustomerGauge.”



ROBERT LACKNER
MANAGING DIRECTOR OF FTA, BAVARIA FILM

“CustomerGauge provided us with a state of the art NPS system, reacted quickly to our questions, and gave us proactive tips for improvements.”



MARC BLOEMRAAD
MARKETER, ALPHABET

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BLACKDUCK
BY SYNOPSIS

Canon



PHILIPS

TOMMY HILFIGER



ABOUT NICEREPLY



Nicereply was born in the summer of 2010 as a spin-off of WebSupport, a European hosting company. Their mission is to help companies provide outstanding customer service. They believe that a great customer care has a direct positive effect on business performance improvement. Whether it's a startup, e-commerce, or international corporation, they've helped hundreds of companies of all sizes since they have started.

46

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Nicereply helps our customers tell us whether they're getting what they need. This creates opportunities to respond to specific feedback in the short-term while developing longer-term solutions in our approach. At the end of the day, we love working for positive feedback!”



LOCK WHITNEY
TEAM, HUBSPOT

“Sending surveys automatically after a call is key for many support teams. Nicereply's integration offers a lot of flexibility to do just that. Even better, agents can see previous ratings left by customers on Aircall, so they're always prepared for the next interaction.”



ROBERT STATSKEY
DIRECTOR OF CUSTOMER SUCCESS, AIRCALL

“Nicereply is the critical component of our email customer support (which is by far the largest of our channels). Nicereply provides us with the major KPI of customer satisfaction which is like a heartbeat monitor of our customer support.”



VYKINTAS GLODENIS
HEAD OF CUSTOMER SUPPORT, MINDVALLEY

“Nicereply's analytics and the ability to see scores for particular agents and sales was another game-changer for our operation. We could quickly identify the all stars, as well as the situations in which more training might be needed. When you can easily monitor and respond to any negative feedback within an hour, it builds loyalty and trust.”



AIRTREKS

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ABOUT SURVICATE



Survicate is the fastest way to collect feedback from customers. Survicate allows you to survey specific groups of your website visitors to understand them better. Uncover their needs, expectations, objections and characteristics. Adjust your website and services to their needs to grow your business.

38

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The NPS® survey is crucial to us. They directly translate into the changes influencing the growth of the conversion rate.”



JOANNA ZAKRZEWSKA-SLEZAK
CUSTOMER EXPERIENCE DIRECTOR, MORIZON

“Survicate is an easy to use tool that allows us to collect NPS (Net Promoter Score) data on our website. We had a company-wide goal to reach an NPS score of 50% in 2015, which we easily achieved and we have now set ourselves to reach an 80% NPS score during 2016.”



CHARLES DEAYTON
MARKETING COMMUNICATIONS MANAGER, UBT IT&T SERVICES

“Once we launched the new survey and broadened the target group to entire teams that use Agendor, our response rate increased significantly. This also boosted NPS score and response rates, as actual users finally got to voice their opinion.”



TULIO MONTE AZUL
CHIEF TECHNOLOGY OFFICER AND PRODUCT MANAGER, AGENDOR

“Survicate is easy to use and response rates are higher than I expected. With Survicate, I can quickly collect feedback from customers and turn data into priceless knowledge for the company.”



ALEX
MARKETING MANAGER, UBER

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ABOUT WOOTRIC



Wootric is the leading in-application Net Promoter Score platform for boosting customer happiness. It has modernized the NPS experience through customizable NPS surveys that run inside Web and native iOS/Android mobile apps for a real-time, accurate measure of customer sentiment with off-the-charts response rates. Wootric helps CEOs, product, customer success, and marketing leaders improve the customer experience to drive retention and increase brand loyalty. With over 10 million surveys delivered, companies including Citrix and Time Inc. are using Wootric to win customers for life. Founded in 2014 by Deepa Subramanian and Jessica Pfeifer, Wootric is headquartered in San Francisco and funded by Cloud Apps Capital Partners.

37

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We tripled our response rate for a target segment of customers using Wootric. Further, Wootric's platform has enabled us to close the loop more effectively with our customers, allowing us to increase our NPS scores across all segments.”



KIRSTY TRAILL
VP OF CUSTOMER SUPPORT, HOOTSUITE

“The ability to have smartly segmented NPS data was a big win with Wootric. To now have this customer data and feedback at the fingertips of every Salesforce user in our organization is HUGE!”



JIM MERCER
CUSTOMER SUCCESS, ZOOM

“Wootric NPS helps SalesHood get a handle on customer loyalty and prioritize improvements in a timely manner. Now our customers are getting even more value from our platform, and they appreciate the quick response.”



KELLY FREY
VICE PRESIDENT MARKETING & CUSTOMER SUCCESS, SALESHOOD

“The Wootric in-app NPS survey is really well designed – so simple but so powerful. You can still do what you were doing and then go back to it if you need to. I really liked the sleekness.”



LONI SPRATT BROWN
DIRECTOR OF CUSTOMER SUCCESS, ENTELO

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PandaDoc



mindtouch



Hootsuite®





ABOUT LUMOA

LUMOA

Lumoa helps enterprises take their customer experience into control. In many companies, the customer experience is measured, but results are not actionable. Lumoa's online service helps companies get fast customer insights across 60+ languages and focus on improvements instead of data. Their online service uses NPS (Net Promoter Score) or other customer experience metric scores, text feedback and customer-specific background information as a basis for analysis.

36

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With no unified reporting, it was hard to follow what our customers really want. We were taking rather reactive than pro-active approach. Lumoa brought us a deeper view into NPS and an easy way to see a bigger picture. Now we are able to get reports automatically with a few clicks.”



ANNUKKA TOIVANEN
CUSTOMER INSIGHT MANAGER, FONECTA

“We use Lumoa to get deeper dives into customer feedback and find specific details. Customer experience has become a vital part of any project. With the data, we have been able to validate several hypotheses. We know exactly what our customers would prefer, and we are already working on it. Lumoa has given our customer voice a permanent sit at the discussion table and made it a part of daily routines and conversations.”



JOONAS TUNTURI
DIGITAL DIRECTOR, TERVEYSTALO

“Lumoa confirmed our thoughts on what should be prioritized for both product and service. We receive the actionable insights fast and the use of the service is extremely straightforward.”



ELLA TYRÄINEN
CUSTOMER SUCCESS, VAINU.IO

“Now everybody in the company understands what our customers wish and can make a link between customer feedback and what to do about it. We are able to proactively solve customer problems instead of spending days working to understand the data.”



JARNO NOUSIAINEN
USER RESEARCH LEAD, HOLVI

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[Terveystalo](#)



Fonecta



ABOUT PROMOTER.IO



Promoter.io helps companies understand the true 'voice of the customer' by allowing them to easily build, launch, measure, engage, and take action on Net Promoter campaigns, all in one place. The Net Promoter Score (and system) is one of the most critical business metrics that a company can measure, and when implemented properly, it can have extremely beneficial results on business growth and customer loyalty. Promoter.io has changed this by offering a web-based platform to easily build and manage your campaigns. Not only can you easily collect scoring data but they make it easy to manage the incredibly important raw feedback that comes along with it. This is where the real value is. Do deep analysis on customer feedback, engage your entire organization or team, follow-up and track historical data without having to use multiple systems.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Promoter has helped us tremendously. This is the only platform that allows us to drive highly actionable feedback, analyze responses for critical insights and effectively close the loop all in one place.”



JOE DAN DOCKREY
RACKSPACE

“We have had the highest number of survey responses since using Promoter.io, which has helped us retain clients.”



ANNA DURANT
MARKETING EXECUTIVE, CRITCHLEYS

“Simple and inexpensive tool with great support resources, blogs, best practices, etc. Easy to implement and big impact on customer engagement!”



KATIE NIX
VENDINI

“I love the simple interface and the amount of insights that I get.”



JUSTIN THOMAS
LOGICWORKS

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ABOUT SIGHTMILL



SightMill platform allows you to deliver Net Promoter Score (NPS) surveys on your website, via email, and via mobile at live events. The software provides sophisticated analysis tools, integration with third-party software and smart automation workflow to ensure your teams get feedback and respond effectively. They use the Net Promoter Score framework to help you drive better understanding of customer needs - through improved customer service and great product development.

20

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Loved the links to Slack - our teams know instantly when there's customer feedback for their department.”



GORDON TEES
CHIEF EXECUTIVE OFFICER, MAILZINGER

“I'm really impressed how SightMill makes it so easy to get real-time customer feedback via our website and after live training events.”



JONATHAN MAMA
CHIEF EXECUTIVE OFFICER, SKORCH OUTDOORS

“SightMill makes it easy for us to listen to our users and provide the best possible experience on Fastcase.com.”



KARLI HANNAN
DIRECTOR, SALES & CUSTOMER EXPERIENCE, FASTCASE

“It's really powerful to hear and act on the feedback from our delegates in real-time to make our training experience even better; the SightMill team has been great at helping us achieve this.”



JELENA SEVO
DIRECTOR, TOLLEY

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ABOUT ZENLOOP



zenloop is a NPS feedback management platform which improves customer retention by using the Net Promoter System® (NPS) framework. zenloop's SaaS platform collects quantitative and qualitative feedback through various channels (link, email, website or each embedded). All surveys are easy to reply and achieve high response rates of 30-50%. Their smart label technology analyzes the feedback and automatically identifies all relevant insights and trends. Companies can easily close the feedback loop with their customers and initiate internal processual improvements. zenloop boosts customer relationships and empowers customer centricity in organizations.

27

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The only NPS platform [that] collects actionable feedback, analyzes responses for insights and closes the loop - all in one place.”



JAKOB KELLER
FOUNDER & CEO, KELLER SPORTS

“The easiest way to implement and roll out the entire Net Promoter System from A to Z - fully automated.”



NANA LOHMANN
CHIEF MARKETING OFFICER, SHOP-APOTHEKE.COM

“zenloop saves us time-consuming and manual analyses. With the Smart Labels, we can evaluate qualitative feedback from our customers in minutes.”



JENS GRIEBLER
HEAD OF CRM, DEICHMANN

“We have decided for zenloop because their platform is very intuitive to use, beautiful simple and easy to setup within minutes.”



FABIAN LOUIS
MANAGING DIRECTOR, CASEABLE

TRUSTED BY

foodspring



LILLYDOO

