

Net Promoter Score (NPS) Software Category

FALL 2025
Customer Success Report





Net Promoter Score (NPS) Software 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.

2025 Customer Success Awards

Check out this list of the highest rated Net Promoter Score (NPS) Software based on the FeaturedCustomers Customer Success Report.



* Companies listed in alphabetical order



2025

**NET PROMOTER
SCORE (NPS)
SOFTWARE**

MARKET LEADER





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.

267

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We needed an NPS tool that integrated seamlessly with Salesforce. We looked at numerous options and chose AskNicely. It has been about 9 months and we couldn't be happier. We were up and running quickly plus it is easy to use, intuitive, highly configurable and integrates perfectly with Salesforce. Additionally, the AskNicely team is fantastic and always available to help.”

STU KRUPNICK
DIRECTOR OF MARKETING, UFP TECHNOLOGIES

“People are proud about having a good NPS rating. It brings them a lot of joy. It's really been an entire cultural change around going from a fast, reliable service to a fast, reliable, delightful service.”

JUNJI KAMOSHIDA
CEO AND CO-FOUNDER, IVORY GROUP

“After learning that we weren't using NPS the best way, we looked for a resource that could help us implement actioning NPS.”

ANNIE WOO
SVP OF CONSUMER SERVICES, MINDBODY

“Since implementing AskNicely, we've been able to hold the line on churn, which is an improvement for us.”

JOEL KAPPES
CHIEF CUSTOMER OFFICER, SANGOMA

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ABOUT 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...

103

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"Delighted is a fantastic turnkey solution for in-app NPS surveys, and was fundamental in putting customer feedback front and center for our team. When our CX program matured, it was natural to migrate to Qualtrics. The transition was completely seamless, and now we can send more targeted surveys for even richer insights on how to improve our in-app experience."

VERONICA DASOVICH
SENIOR DIRECTOR OF CUSTOMER SUCCESS, HEAP

"Delighted is so easy to use, and once it was fully integrated into our reservation process and automatically surveying customers, it provided invaluable information for our operations. I personally think collecting customer feedback is essential for a million little things related to any business."

TYLER O'NEIL
TRAINING AND SUPPORT MANAGER, AUDI

"Every department looks to Delighted to get that feedback and understand our NPS score to really make sure that we are providing the experience based on our brand promise."

RACHEL LACONTI
MANAGER, 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

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STRAVA™

indeed

airbnb

affirm



ABOUT GETFEEDBACK



GetFeedback is a modern online survey software application that allows anyone to create visually engaging, branded, mobile-ready surveys in minutes. GetFeedback automatically formats users' surveys perfectly for those taking it on smartphones, tablets, and browsers. GetFeedback's mission is simple - to help companies understand and improve their customer experience with beautiful, easy-to-use software.

53

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“With GetFeedback, we can capture the Voice of the Customer to understand where and how we can improve, so we can increase the overall adoption and satisfaction of the app.”

STIJN BANNIER
PRODUCT MANAGER MOBILE, KLM ROYAL DUTCH
AIRLINES

“GetFeedback helps us collect continuous feedback in a more organic way. We receive feedback on our site every day, sometimes every hour, depending on time.”

RICK PIJNENBURG
PRODUCT DESIGNER, FUNDA

“GetFeedback had a large influence on the decisions regarding the vision, position, and launch of our Healthbox initiative.”

MICHELLE HODGSON
DIGITAL OPTIMIZATION MANAGER, HOLLAND &
BARRETT

“GetFeedback allows us to consolidate and synthesize the Voice of the Customer, which is so important as we make data-driven decisions moving forward.”

STEPHANIE STAFFORD
DIRECTOR OF CUSTOMER EXPERIENCE, YETI

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Dropbox



Campaign Monitor
by MARIAGOLD



BIGCOMMERCE



AutoTrader





ABOUT INMOMENT



InMoment™ is the leader in Experience Intelligence (XI), transforming metrics into meaning to drive high-value business decisions and relationships with both customers and employees. The company's cloud-native XI Platform is engineered with data science at the core, and specifically architected to harness intelligence from across the entire experience ecosystem to deliver clear business value. The platform features three clouds that all work seamlessly together to give companies a comprehensive understanding of the most important factors impacting their bottom lines, including: Customer Experience (CX) Cloud, Employee Experience Cloud, and...

232

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We’re a very metrics-driven organization. We realized that NPS could have pitfalls, specifically trying to achieve a certain NPS score for the sake of achieving a specific number. We decided we needed to educate leadership on best CX practices to manage our NPS efforts to make sure we were not chasing a number and instead adding the cultural side of a successful CX program as part of our DNA.”

SCOTT BURNS
GENERAL MANAGER, HOME SERVICES & CUSTOMER
EXPERIENCE, RELIANT

“We realized that to improve our NPS score and other metrics, we needed to move beyond the basic survey tools we’d been using to create a more modern, cohesive, and data-driven customer experience program. This was a big, ambitious step for us, so we knew we would also need an experienced, capable CX partner to help us get there.”

JON BERLIN
PRESIDENT AND CHIEF EXECUTIVE OFFICER, CHEVRON
FEDERAL CREDIT UNION

“We use InMoment for both our employer and end user Net Promoter Score program. The best thing is the text and sentiment analytics platform that allows us to deep dive and get the data we need. It does a lot of our NPS analysis for us. I’d give InMoment a 10 out of 10!”

LEAD UX RESEARCHER
CASTLIGHT HEALTH

“With the surveys and the Voice of the Customer we could really find out more about who our customer, what relationship they have with us as a brand, what they like or what they wish to have more of we are always surprised with what our customers are telling us.”

THE NORTH FACE

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ABOUT MEDALLIA

Medallia

Medallia is the Customer Experience Management company that is trusted by hundreds of the world's leading brands. Medallia's Software-as-a-Service application enables companies to capture customer feedback everywhere the customer is (including web, social, mobile, and contact center channels), understand it in real time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve their performance.

329

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Since partnering with Medallia we have seen over a 12 month period +8 points in Customer Service NPS growth. We've also brought forward insights around our products and policies that have driven a very successful company-wide VOC program that in the year of 2013 drove \$2 billion in additional payment volume, as well as helped to enhance over 90 million customer experiences.”

ELLE DIAZ
VICE PRESIDENT OF CUSTOMER ENGAGEMENT, PAYPAL

“Medallia's alert system allows us to define smart criteria by combining unsolicited signals, sentiment, and direct feedback when available. These alerts are delivered in real time to the right teams, helping us respond quickly and proactively to our customers.”

PALOMA PARAJA
CUSTOMER EXPERIENCE MANAGER, SANTALUCIA

“The service culture that we embody has only deepened as a result of the NPS feedback and the voice of our clients that we've been leveraging.”

ALLIE MCCOY
SENIOR DIRECTOR OF CLIENT EXPERIENCE, ADP

“Employee NPS has become an incredibly powerful tool that our employees are embracing because they see things getting done.”

DENNY BRAY
CUSTOMER CARE, COMCAST

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2025

**NET PROMOTER
SCORE (NPS)
SOFTWARE**

TOP PERFORMER





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,...

130

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

"We are often asked what a good NPS is for a private health insurer, but for us the goal is not necessarily to get a 'good' score – it's to consistently build on earlier successes and provide better products and services to our customers."

RENEE FARNHAM
CUSTOMER INTELLIGENCE MANAGER, NIB HEALTH FUNDS

"CustomerGauge is a best-of-breed NPS platform, and we are a best-of-breed CRM, marketing and customer service solution. Together it was a perfect fit."

HANS CHR. GRØNSLETH
DIRECTOR OF DIGITAL CUSTOMER EXPERIENCE, SUPEROFFICE

"The CustomerGauge team helped us move from a traditional call-center approach to a digital-first approach at scale without losing the customer voice."

JEFFREY JAHN
ANHEUSER-BUSCH

"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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ABOUT NETIGATE



Netigate is an established and rapidly growing SaaS company. Their purpose is to promote the customer, employee and consumer voice in everyday business decisions to help their customers focus on the right activities. Their feedback solution is trusted by over 1500 of the world's leading brands - such as Spotify, DB Schenker, Vodafone, Continental and EnBW.

53

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

"I would absolutely recommend Netigate. The platform is user-friendly and the possibilities are basically endless. We get exactly what we are looking for as an organisation. When we need additional help with the analysis of reports, we get professional help from Netigate's experts."

LIZA ANDERSIN
HR MANAGER, KEYSTONE EDUCATION GROUP

"For me making NPS accessible in the business is a key element of making it a successful KPI, because the more people that are invested and understand what we're doing and why, the more people are going to work towards that united same goal."

OLIVIA CHAMBERS
CUSTOMER INSIGHTS MANAGER, HUEL

"With Netigate, we can filter the results according to the individual international markets, export the results to different formats such as Excel, PowerPoint and SPSS, and send them to the different national companies for further analysis."

CONTINENTAL

"Engage helps us validate our gut feeling. We can easily see whether the data aligns with our intuition or not, allowing us to either reinforce or modify our decisions accordingly."

MAGNUS VILLSON
CHIEF EXECUTIVE OFFICER, PLAYGROUND TECH

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Gothaer

CIRCLE K

ELLEVO

CASIO

BALDER



ABOUT NICEREPLY



Don't miss out on opportunities to grow and improve by collecting immediate feedback. Use simple one-click CSAT, CES & NPS surveys from Nicereply to increase the volume of insights you receive. Set up once, collect forever. Nicereply helps hundreds of teams at companies like Microsoft, Lenovo, Hubspot, and Buffer to measure and improve the quality of their customer experience. Measure Customer Satisfaction (CSAT), Net Promoter Score (NPS), and Customer Effort Score (CES) per agent, team, country, product line or...

61

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“On a daily basis, we use Nicereply in a couple of different ways. As customer satisfaction is one of our goals in the customer success team, we have dashboards that show our CSAT score. We have also integrated the feedback we get from our customers into our Slack channel. This way, we can all celebrate when someone from our team gets a high score. Finally, we always get notified when someone leaves a negative review so that we can respond immediately.”

SALECTO

“We chose Nicereply because it was an easy and simple solution to get started and has a good and simple way to implement into other solutions. The most important thing with every digital project is to get started! When you have launched, you can start measuring and improving.”

ANDERSEN & MARTINI

“Nicereply allows Xamarin to get instant feedback from our customers and allows our team to know that we're doing the best we can for our customers.”

CHRIS HARDY
DIRECTOR OF CUSTOMER SUPPORT, XAMARIN

“Nicereply has helped us improve our customer satisfaction and quality of service overall, by allowing us to get customer feedback in real time.”

NEAT

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cloudtalk





ABOUT SURVEYSPARROW



SurveySparrow lets you turn surveys into conversations. With a conversational interface, SurveySparrow enables users to create and share highly engaging, mobile-first surveys that offer a chat-like experience. SurveySparrow Recurring Surveys let you send surveys at regular intervals to gauge customer or employee pulse.

199

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We use SurveySparrow for client feedback, specifically NPS surveys. Since implementing the platform, I have been able to create bespoke reports and detailed NPS reports to share internally, enhancing our feedback processes significantly. The customer success team is incredibly friendly and always eager to help, constantly suggesting additional features that might benefit our team. This level of support has made our overall experience with SurveySparrow exceptionally positive.”

CALUM TOTTON
CUSTOMER SUCCESS MANAGER, LUMINA INTELLIGENCE

“The platform is intuitive. Whenever I've used it, it's been self-explanatory. I personally like the feature where I can get a report created with all the insights coming in one place. It summarizes the whole campaign outcomes. Slicing and dicing data to build different dashboards is also nice.”

BHARATH J
ASSOCIATE DIRECTOR, CS STRATEGY AND OPS, ZLURI

“We use SurveySparrow for our client's NPS and CSAT surveys, and it's been a great experience so far. The ease of access and user-friendly interface make it a breeze to use. Their customer service has been incredibly responsive and quick to resolve any queries we have.”

SURAJ DANDEKAR
CHIEF OF STAFF - CS, CAPILLARY TECHNOLOGIES

“We use SurveySparrow to collect NPS® scores. Excellent support with a helpful and quickly responsive team. The platform offers powerful functionality and is easy to use. Overall, we loved it.”

NATHAN REOCH
DIGITAL MANAGER, ACL INDUSTRIAL TECHNOLOGY

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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.

102

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“The more you use Survicate and see how much you can do with it, the more you realize it's a good buy. We started with NPS. Today we run different surveys in our app and on the website to improve conversion. And that's still scratching the surface I feel!”

KAROLINA OLCZAK
HEAD OF CUSTOMER SUCCESS, LANDINGI

“Survicate was quick to implement and extremely affordable! Another big decision-making factor were positive reviews about Survicate. When we combined all these factors, choosing Survicate was the only reasonable decision.”

ABHISHEK PATODIA
HEAD OF PRODUCT, CARWALE

“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

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BRAND24





ABOUT ZENLOOP

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...

46

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We ask for NPS feedback after customer interactions with our service team. It helps us to train and develop our employees and continuously improve our service quality.”

DAGMAR REICHENBÄCHER
HEAD OF CUSTOMER MANAGEMENT, LICHTBLICK

“We ask for NPS feedback at five different touchpoints. The surveys can be individualized to achieve extremely high response rates.”

DANIEL LANG
CHIEF MARKETING OFFICER & CHIEF TECHNOLOGY OFFICER, PARFÜMERIE AKZENTE GMBH

“We ask NPS feedback at five different touchpoints. The surveys can be customized to achieve extremely high response rates.”

DANIEL LANG
HEAD OF MARKETING, PARFUMDREAMS

“The only NPS platform that collects concrete feedback, performs driver analysis, and closes the feedback loop.”

JAKOB KELLER
CHIEF EXECUTIVE OFFICER, KELLER GROUP



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KELLER





2025

**NET PROMOTER
SCORE (NPS)
SOFTWARE**

RISING STAR





ABOUT RETENTLY



Retently is a Customer Success Platform for subscription businesses. It helps increase revenue and customer retention by gathering, processing and enriching various business data and providing enhanced tools for improving customer communications and reducing customer churn.

31

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Since migrating our CX survey system to Retently, we’ve been able to collect feedback, ratings, and service scores at every key point of our shopping experience. Leveraging NPS surveys, CES in-app/on-site, CSAT married with Zendesk, and Delivery Satisfaction surveys we’ve been able to better understand our customers and make more informed decisions.”

GIAN SINGH
DIRECTOR OF ECOMMERCE, PSD

“Retently finally offered us what we needed - an easy way to send NPS surveys. Plus, we had a much easier time making sense of customer feedback thanks to the platform’s UI. That allowed us to make better business decisions like prioritizing shipping policy improvements and allocating more resources to our customer support department.”

ALICIA KENT
DIRECTOR OF GROWTH, SPEARMINTLOVE

“The product is easy to use, yet includes a lot of relevant features, and gives us a great overview of the NPS results. The service is exceptionally good. We always receive instant answers to any question and personal demonstrations if it's required.”

ANJA HARTZELL
CUSTOMER SUCCESS OFFICER, WIZDOM INTRANET

“Retently is the only tool that we have reviewed that scored 95% on our scorecard, and we have been left extremely satisfied and surprised about the genuine greatness of this product. I will definitely recommend Retently.”

ELIZABETH LANG
DIGITAL MARKETING, TAXFIX

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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.

19

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

"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

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

GORDON TEES
CHIEF EXECUTIVE OFFICER, MAILZINGER

"Easy setup and great features - a simple choice when implementing NPS by email and at live events."

BEN KITOW
CHIEF EXECUTIVE OFFICER, THE STREAMING COMPANY

"Great to have this level of insight that's really helped improve our market-leading website."

SOPHIE
FOUNDER, BRIDE2BRIDE

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SKORCH

Mail**zinger**

albeta*

Bride2Bride

fastcase®