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Net Promoter Score (NPS) Software Category

FALL 2026
Customer Success Report





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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.

2026 Customer Success Awards

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



Ask Nicely · InMoment (a Press Ganey company) · Medallia · qualtrics XM



CustomerGauge · Listen360 · NETIGATE · Nicereply

SurveySparrow · survicate · zenloop



beamer by userflow · callexa · customer sure · Feedbackly

nps.today · resonate · RETENTLY · SatisMeter by productboard

SightMill · ZONKA

* Companies listed in alphabetical order



2026

NET PROMOTER SCORE (NPS) SOFTWARE

MARKET LEADER

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ABOUT ASKNICELY

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.

271 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Sangoma already sees AskNicely, NPS, and CSAT scores as fairly fundamental to how we can map our success going forward. We are already benefiting from, and see very clearly how, we will continue to benefit from this toolset."

SAM FORCE
DIRECTOR OF PREMIER CUSTOMER SUCCESS, SANGOMA

"AskNicely's structured approach to tracking member behavior and transactional experiences ensured feedback was captured promptly and thoroughly."

ARVIND DHAR
DIRECTOR OF DIGITAL BANKING CHANNELS, DUCA FINANCIAL SERVICES CREDIT UNION

"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

"Product is easy to use and config, support was great and we love the just in time."

SARAH BLANCHARD
ISENTIA

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AXIOMMEDICAL · caci · SANGOMA · McGrath



ABOUT INMOMENT

InMoment
a Press Ganey company

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...

260 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"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

"The VOC program has given us the ability to gain a real deep understanding of our customers. It is the cornerstone of our continuous improvement program and has also really empowered our frontline staff to do the right thing for the customer."

HEAD OF INSIGHT AND CX
ALLIANZ

"The use of the InMoment AI will allow us to easily analyze feedback in all of its forms to receive more detailed and immediate insight from a wider variety of guest experiences."

TONY DARDEN
CHIEF OPERATING OFFICER, JACK IN THE BOX

"The platform allows us to receive detailed, timely feedback analytics about each customer and flight. From these results we are perfectly able to go forward and develop customer experiences' strategy."

TAP PORTUGAL

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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.

332 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"With the Medallia platform, Simmons Bank is taking responsive, meaningful action on the insights we gain from our customers. This deep understanding allows us to best serve our customers; build strong journey-driven relationships across all channels; and gain a competitive advantage that is built on a foundation of expertise, empathy, and trust."

DEBORAH BEARDEN
ENTERPRISE CUSTOMER EXPERIENCE MANAGER, SIMMONS BANK

"Together, the powerful pairing of Church's Operations team, Medallia, and SMT created a CX platform in record time that is informing operations and exceeding overall expectations. Its highly responsive and customized capabilities help Church's achieve the desired trifecta of satisfied guests that drive sales growth, which in terms attracts investors to our neighborhood."

LUIS DE LA TORRE
VICE PRESIDENT, CHURCH'S TEXAS CHICKEN

"Between the technology and the team, Medallia continues to offer best-in-class solutions for customer-obsessed organizations. I have been a Medallia customer for 8 years and am very much looking forward to the next 8+!"

MATT SCHWEIKERT
PRODUCT MANAGER, METLIFE

"I'm not a data person by background, and Medallia makes it really easy for me to review the feedback that our patients are giving us and to present it confidently to our nursing teams."

JORDAN
PATIENT EXPERIENCE LEADER, NORTHWESTERN MEDICINE

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GREAT WOLF LODGE · MAPFRE · PETSMART · santalucía SEGUROS · CHURCH'S TEXAS CHICKEN



ABOUT QUALTRICS

qualtrics XM

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...

586 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"The Qualtrics platform allows for quick, scalable analysis that can be easily shared across our organization to make fast decisions and support the intuition that has underpinned our success to date, We can share insights across our ops, finance, culinary and tech teams to more deeply understand what people love about our food and ensure that our guest experience both in stores and over digital channels like our app and website meets and exceeds their expectations."

CHARLES FRANKIEVICH
SR. DIRECTOR CONSUMER INSIGHTS AND ACTION, SHAKE SHACK

"Qualtrics enables us to see our customers more holistically —especially our largest customers, who are buying multiple solutions from us. Qualtrics is the engine behind a very successful CX and attrition enterprise program, and it's also proving to be valuable at scale by providing a new level of insight into all accounts."

RACHEL RICHTER
VP, INSIGHTS, ANALYTICS & CRM OPERATIONS, CHANGE HEALTHCARE

"Consolidating to Qualtrics had immediate benefits. It freed up the team to focus on research by dramatically reducing the admin overhead. With everyone on the same platform, we could learn together and flex to support each other whenever we needed. The DIY capability meant the business could self-serve data requests."

JARRAD DUNNING
HEAD OF MARKET INSIGHTS, BANKWEST

"Synthetic data became our "cultural radar," cutting research timelines from a week to hours while giving us confidence to test messaging against emerging trends. The blended approach lets us move faster on early-stage testing, then validate high-stakes decisions with human panels."

GARRED SHEPPARD
MARKETING RESEARCH DIRECTOR, GABB

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2026

NET PROMOTER SCORE (NPS) SOFTWARE

TOP PERFORMER

featured customers



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,...

132 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> *"It's easy to enter into a competition, and we did not want to position this as one. We wanted leaders to embrace this all, to embrace the tool and see it as a cultural tool. There is magic to the insights we get from customers, the engagement surveys, and from this. And looking into those insights together are a really magical trio."*

NATASA PRODANOVIC
HEAD OF LEAN AND AGILE CENTER OF EXCELLENCE, COCA-COLA HBC

> *"After a successful pilot, we rolled out CustomerGauge to 50+ countries and the program is now one of our CEO's top-priority projects."*

MATTHIEU SIMON
SUPPLY CHAIN DIRECTOR, HEINEKEN

> *"CustomerGauge's expertise in helping us learn more about how to properly survey our customers."*

KEITH HALWIG
NORTHLAND SOFTWARE

> *"We have 27+ markets where we're deploying the Account Experience software and playbooks."*

LUIZ GONDIM
SR. GLOBAL DIRECTOR OF CONTACT STRATEGY, AB INBEV

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ABOUT LISTEN360

Listen360

Listen360 is a powerful, NPS-based customer engagement and local marketing platform for companies that understand customer feedback is key to creating loyalty, making smart decisions, and growing their business. At Listen360, listening is a mantra and mission statement the core of their DNA and their way of life. It defines the culture of relationship, respect, and reciprocity they know is their greatest competitive advantage. Listening means learning, and learning makes them better always.

66 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"With Listen360, our branches can quickly get to the heart of the matter. If we had a feeling about why customers might be leaving us, we can see what customers are actually saying, validate that with real data, and take action to save the business at risk."

CORI SKINNER
LEARNING AND DEVELOPMENT MANAGER, ROLLINS INC.

"I could tell you hundreds of stories about how Listen360 has supported customer satisfaction, service and retention. Our branches love, love, love this tool! It gives them the opportunity to get extremely granular across the business."

CORI SKINNER
LEARNING AND DEVELOPMENT MANAGER, ROLLINS INC.

"Listen360 is a phenomenal tool for listening to our members, identifying problems and constantly improving our product. Their customer service is also top-notch. True professionals."

JAKE MCCABE
VICE PRESIDENT OF MARKETING, GENESIS HEALTH CLUBS

"Listen360 allows us to survey members at a regular cadence... it gives us confidence in the data we're receiving, and it's very directional in helping us understand where we can be better."

NICHOLAS BARSCHICK
COO AND CO-FOUNDER, CHUZE FITNESS

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ABOUT NETIGATE

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

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"At Northumbrian Water and Essex & Suffolk Water we put our customers at the heart of everything we do. Netigate is so user friendly and efficient, we've been able to ask our internal and external customers about many topics; everything from evaluating and defining our product, to service strategy based on customer feedback. We are a highly data-driven business and the voice of our customers offers the most valuable data insights."

CLARE MOORE
CORPORATE COMMUNICATIONS RESEARCH MANAGER, NORTHUMBRIAN WATER GROUP

"Employee surveys and 360-degree leadership feedback are important tools for us to measure employee satisfaction and retention. With Netigate, we are able to give all employees a voice no matter location, which increases motivation and engagement at all levels."

MELANIE GSCHWENTER
HEAD OF HR DEVELOPMENT, LOACKER

"We have increased our recognition and linked the whole company better. Netigate is an appreciated tool for conducting surveys in our company."

GOTHAER

"Especially for the establishment of our product test community, Netigate was essential."

RTV MEDIA GROUP

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ABOUT NICEREPLY

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...

66 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"As I have a history of working with SaaS companies, making an informed choice for one of the many SaaS solutions out there has been part of my job for a long time. Before choosing Nicereply I made a quick but thorough list of features we were looking for and suppliers that were able to provide these."

JOOST PISTERS
PRODUCT STRATEGIST, ARGEWEB

"Nicereply makes it so easy for us to keep a finger on the pulse of our customer base, and allows us to be proactive with our customers without taking up too much of their time. Since implementing Nicereply, we now know when we haven't provided the best possible support experience to a customer."

EMMA JOHNSON
VICE PRESIDENT OF CUSTOMER SUPPORT, UNTAPPD

"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

"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

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ABOUT SURVEYSPARROW

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.

204 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"SurveySparrow has helped us streamline our survey process and manage feedback more efficiently. We've seen a noticeable improvement in response rates, making it easier to engage with our customers and quickly act on their feedback with minimal effort. The platform is extremely user-friendly, and the support is always available when we need them. We've had an excellent experience with SurveySparrow and I highly recommend it to anyone looking for a versatile CX platform."

NATHANIEL GAGE
DIRECTOR OF GUEST EXPERIENCE, ALASKAN DREAM CRUISES

"SurveySparrow has transformed how we collect client data, streamlining our process and making it effective and efficient. By leveraging its advanced features and functionality, we have been able to automate and streamline our client engagement process, freeing up approximately 4 hours per engagement. The platform's scalability and adaptability have ensured seamless integration with our existing systems and continues to improve every year."

KARTHIK SRIDHARAN
CYBER STRATEGY & RISK MANAGEMENT PROFESSIONAL, OPTIV

"SurveySparrow has made collecting patient feedback effortless. Our response rates have shot up as our patients find it incredibly easy to share their feedback. The real-time insights help us address concerns instantly, making a real impact on patient satisfaction. It's fast, effortless, and keeps us closely connected to our patients' needs."

HEATHER MOSTER
MANAGER, NATERA

"Having a tool like SurveySparrow was essential for a biotech company like ours, as our audience is decentralized. We rely heavily on real-time alerts when blood samples arrive. The platform's ability to simplify processes, capture partial responses, and provide easy-to-use APIs have streamlined the way we work."

DAVID BROWN
CTO/CO-FOUNDER, IMYOO

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ALASKAN DREAM CRUISES · OPTIV · OWIT GLOBAL THE FUTURE OF DIGITALIZATION TODAY · dynargie



ABOUT SURVICATE

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.

105 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"We constantly survey our audience - at least once a week - on topics that concern them, quickly turning the opinions they share into news often picked up by other national news outlets. This way, users know that by responding to our surveys, their opinions are valued and amplified. This creates additional value around our brand and our community."

SIMONE FRANCONIERI
HEAD OF PRODUCT, SKUOLA.NET

"Anyone who moves to another country faces the same challenges—you need to find a job, go through the visa process, open a bank account, send money home, and stay connected with loved ones. We built MAJORITY to solve these pain points in a way no one else has."

MAGNUS LARSSON
CEO & CO-FOUNDER, MAJORITY

"We did a lot of the follow-ups manually, especially with the leads we send out to areas we don't service. Our admin team had to follow up with partner realtors constantly."

CHRIS EAMER
OPERATIONS MANAGER, WAHI

"With Survicate, we could finally bring user feedback back into Braze and act on it in real time."

AURA ARIAS
HEAD OF CRM, MAJORITY

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WE•SKI preply Domain Pranamat ECO



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...

48 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Thanks to our collaboration with zenloop, we've taken customer satisfaction to a whole new level. Their tailored solution not only allows us to precisely measure customer satisfaction but also better understand and address our customers' needs. The data-driven insights help us take proactive actions and implement individual measures that sustainably strengthen customer loyalty and satisfaction. With zenloop, we ensure that our customers are always at the center of everything we do."

LENA EICKERS
CRM MANAGER, THALIA

"zenloop is a great tool to collect and analyze customer feedback. We use it not only to improve our processes and product quality, but also to strengthen customers' trust in our brand by promoting positive evaluations."

MICHAEL CHOCHOLATY
PRODUCT OWNER, FINANZCHEF24

"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

"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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Betty Bossi · HELLO FRESH · Thalia · FINANZ CHEF24 · INTERNET STORES



2026

NET PROMOTER SCORE (NPS) SOFTWARE

RISING STAR

featured customers



ABOUT BEAMER

beamer. by userflow

Beamer is a customer communication platform for product releases that helps product and marketing teams increase engagement, adoption, and customer satisfaction. It offers an easy-to-use newsfeed and changelog to announce updates, gather feedback, and measure results.

14 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Prior to using Beamer Feedback, our customers were not actively involved in the product development process. They would often contact our support teams, unaware of already released features, and request them. However, since implementing feedback collection and sharing a public roadmap via Beamer Feedback, we have seen a significant decrease of 50% in support volume."

MARK DE JONG
CEO AND PRINCIPAL PM, HIBOX

"When we invest in a SaaS tool we're looking for a quality product, but also we're looking for a listening ear as well. Somebody who can listen and help us hack it."

TOM BARRAGRY
PRODUCT MARKETING MANAGERS, GETRESPONSE

"Beamer's no code changelog lets our customers know what's new without interrupting them and lets us see how people feel about our new features in real-time."

DANIEL HARRIS
SR. PRODUCT MARKETING MANAGER, INTERCOM

"Beamer NPS can be set up in a matter of minutes and their Analytics helps you discover what is really driving customer loyalty."

SMITA SHIVARAM
PRODUCT MANAGER, NITRO

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hibox. GetResponse LaunchDarkly Fugo peppercontent



ABOUT CALLEXA

callexa

Callexa helps you to measure this valuable information, makes customer needs predictable and gives you means to react accordingly. This will improve the relationship to your customers and increase the quality and number of recommendations.

10 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"We already knew the Net Promoter Score from previous customer surveys. To ensure and evaluate the quality of infra-structure, we were planning to carry out a customer satisfaction survey, which is simple and which would also be done quickly. The detailed feedback from customers regarding our software infra-structure could be passed on to our development department in the form of suggestions for improvement also as problem cases to the support department for further treatment."

INO HOLLING
CHIEF EXECUTIVE OFFICER, NETZKULTUR

"I am absolutely thrilled about Callexa. Design, usability, configuration options, cockpit - everything very intuitive & structured. I have worked with Zenloop so far and I think Callexa is even better already Especially for start-ups, it's a great tool to develop the product or service for the future in cooperation with the customer."

STEPHAN BERG
FOUNDER & CHIEF EXECUTIVE OFFICER, SO SCHMECKT ERFOLG

"The Net Promoter Score is a central element in connection with customer feedback. Simple, neat, professional With Callexa Feedback you are offering an outstanding NPS tool for a quick and uncomplicated customer response, suitable for daily use."

LARS WOHLERS
CHIEF EXECUTIVE OFFICER, KON-TIKI

"Very sleek and good tool, we have only had the best experiences."

MICHAEL STRENG
MANAGING PARTNER, PARAMETA

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SO SCHMECKT ERFOLG · NETZkultur · WEST COAST SAILING OWN THE WATER · parameta Projektmanagement · KON-TIKI Bildungs- und Erlebnisplanung



ABOUT CUSTOMERSURE

CustomerSure allows organizations to automatically gather and respond to feedback from every customer. They provide hundreds of satisfied customers globally with the satisfaction KPIs that they they care about, but more importantly, the actionable feedback they need to improve these KPIs.

37 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"We have been using CustomerSure for a long time now, and are very pleased with the way that we have been able to integrate this into part of our overall business customer feedback strategy. We take insights that we get from the CustomerSure surveys, and we use them to make real change in the business - resulting in happier customers overall. We also are really pleased with their support team - who have assisted every step of the way."

SAM SHAW
DINING CLUB GROUP

"We take insights that we get from Customer Sure, and we use them to make real change in the business - resulting in happier customers overall. We also are really pleased with their support team,who have assisted every step of the way."

SAM SHAW
TASTECARD

"CustomerSure software is transforming our organisation. Easy to use, a great customer experience and real time results, presented beautifully that we can action immediately."

RICHARD BAGGOTT
CONNECT HOUSING

"Seamless integration saves hours of email sifting. Highly recommended!."

ANDY FRASER
MORETVICAR

TRUSTED BY

THE DINING CLUB GROUP · Jonathan Ford&Co Chartered Accountants · valued* · Portakabin



ABOUT FEEDBACKLY

Feedbackly

Feedbackly is the only customer feedback software that measures how customers' emotions impact your business results. Their all-in-one feedback tool generates measurable revenue, insight and covers all steps of the customer journey with their multichannel feedback services. Founded in Helsinki, Finland in 2012 they now help customers in over 500 cities around the world on their journey to become global leaders in customer experience. Their intuitive feedback management, analytics, marketing and sales tools enable you to listen to your customers directly, upsell and improve their experience in...

22 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"With Feedbackly Inbox we can communicate directly with our customers and track the customer's feedback history to set Customer KPIs. This enables us to improve our Customer Service and retain customers that have experienced bad service and make them: satisfied and loyal."

ELIAS FERRER
CRM CHIEF, GNP

"Feedbackly makes possible customer-centric online store development. Thanks to the consequent following of customer feedback, we have been able to understand how to improve the user experience of our online store so that it would serve our customers better every day."

VENLA SILTANEN
MARKETING SPECIALIST, PETENKOIRATARVIKE

"Feedbackly has great flexibility to interact with customers through multiple channels. This is helpful to reach customers in different touch points of the service, anytime/anywhere – in real-time."

JAIME PAREDES
CRM ANALYST, GNP

"Now it is possible to check and measure how our services are performing and set new goals to provide the best customer experience."

ANGELICA VIDAL
CRM MANAGER, GNP

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STOCKMANN IVALO.COM Helsinki GNP SEGUROS PetenKoiratarvike.com



ABOUT NPS.TODAY

nps.today

nps.today is software and customer satisfaction management experts based in Copenhagen. We provide plug & play solutions to make customer experience and relationship improvements simple, easy and part of the daily work.

23 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Based on the analysis of 32,000 conversations, we saw that there was considerable room for improvement. It was an eye-opening experience. We scored low on many parameters. Fortunately, this also meant that we could easily act, and even small adjustments had a high impact and improved our customer satisfaction considerably."

PETER AAGAARD
HEAD OF CUSTOMER SUCCESS AGENCY, WHITEAWAY GROUP

"It is a fantastic tool for entering into a dialogue with the customer. The large number of responses has ensured that the statistical uncertainty has been removed from the measurements, so that it is not just a single employee who has all the sour customers, but that there is enough data to show a true picture."

RASMUS DAHL
CHIEF EXECUTIVE OFFICER, EURODAN-HUS

"We are in the process of defining the entire customer journey and getting NPS surveys across all the touchpoints, where we want a greater understanding of our customers' experiences, needs and wishes. In this way, NPS becomes an integral part of the customer journey."

GLENN ROSSEN
BUSINESS UNIT DIRECTOR, COMPLYCLOUD

"We quickly realized that nps.today is a really good tool. It was easy to set up and it supports our way of working with loyalty. We get the results immediately and can use it in all our markets."

BIRGITTE TOVGAARD HANSEN
CONSUMER LOYALTY MANAGER, AUDIKA

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EGN SINCE 1992 · TRAEDE · air greenland · Greenbow – en del af Jysk Energi



ABOUT RESONATE

resonate

Resonate is a pioneer in AI-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, analysis and activation. The Resonate data set includes more than 14,000 rich, relevant, real-time data points that holistically describe more than 230 million US individuals. Resonate data is delivered through Resonate Append, which allows customers to leverage Resonate data anywhere and anytime; the easy-to-use Resonate Ignite platform; or through the highly-rated Resonate Managed Media Services. Hundreds of companies use Resonate to drive more effective marketing strategy and execution fueled by a...

35 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Adherence to privacy is vital in the healthcare industry. Having immediate access to consumer data at the individual level and the ability to activate against those audiences in a way that truly respects privacy is something our team found incredibly helpful and comforting."

JAMI MEDINA
EXECUTIVE DIRECTOR, DATA SCIENCE & REVENUE OPERATIONS, LEWIS

"We wanted more owned insights to fuel our growth. Resonate makes it possible for us to do that and to build intellectual capital within our firm. As a result of our partnership, Resonate has transformed our business."

CHIEF EXECUTIVE OFFICER
LARGE FUELING AGENCY

"They pride themselves on making independent choices that are admired by their peers. They view themselves as reliable and want products that they can trust as dependable as well."

RED DOOR INTERACTIVE

"The Resonate team knows what they are doing, gives thoughtful advice and implements the client's decisions and directives flawlessly."

STRATEGIST
POLITICAL DIGITAL & CREATIVE AGENCY

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ABOUT RETENTLY

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.

35 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Before implementing Retently, we were reacting to customer feedback. Now, we are proactively addressing potential problems and focusing on opportunities to scale our business. The reporting features are incredibly helpful in identifying areas for improvement. The tool is also user-friendly, and the customer support team is always available to answer any questions. I highly recommend giving it a try."

NURIA TAIN
PRODUCT, PENSIONBEE

"Retently made it really easy for us to gather customer feedback without much effort. With in-app surveys we were able to reach our customers at the right time. Their automated reports helped us pinpoint areas for improvement and address issues quickly. On top of that, their customer support team has been fantastic, always quick to assist whenever we needed help."

TARYN STARK
PRODUCT MANAGER, CHARGIFY

"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

"Retently is intuitive, fully customizable and automated, and we were able to integrate with the services that we're using. We now have a much easier time understanding customer needs and acting on them in a timely manner."

PABLO HOFFMANN
CO-FOUNDER AND DIRECTOR, ZYTE

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BAIN & COMPANY · SPEARMINTLOVE · PensionBee · Umart · rackspace



ABOUT SATISMETER

SatisMeter by productboard

SatisMeter is a powerful customer feedback tool that helps you keep an eye on customer satisfaction, monitor your product performance, and answer all the questions standing between you and business growth. They believe in building a system that is simple but powerful, and their own customer feedback guides them each step of the way.

23 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"The reason we started using SatisMeter was because of NPS. We wanted to have a good and clear tool for NPS, which connected to Segment. But we now also use it to survey product concepts and ideas with our customers. The ease of setting up and rolling out makes SatisMeter great for a fast-moving company like ours."

SANDER STRICKER
HEAD OF PRODUCT, ORDERCHAMP

"We spent the first half of 2018 working to improve the technical aspects of our plugins and largely ignored the user experience. It was high time to see our solution through the eyes of our users. We've increased our Net Promoter Score from 27 to nearly 50 in just 6 months."

KIM GJERSTAD
CO-FOUNDER, MAILPOET

"We increased the average score of NPS ratings per month by 30%, we love knowing that what we're doing is actually making a difference to user satisfaction."

THIBAUT DAVOULT
GROWTH ENGINEER, LIVESTORM

"With SatisMeter we've been able to turn 15% of detractors into happy customers."

SUJAN PATEL
CO-FOUNDER, MAILSHAKE

TRUSTED BY

aircall Livestorm Instapage Orderchamp zenchef



ABOUT SIGHTMILL

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

"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

"Beautiful products, easy to navigate, beautifully designed simple website. Love the products, slightly hard to navigate."

ALBETTA

"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

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

BEN KITTOW
CHIEF EXECUTIVE OFFICER, THE STREAMING COMPANY

TRUSTED BY

HomeSwapper · Tolley Tax intelligence from LexisNexis · MailSinger · SKORCH · Bride2Bride



ABOUT ZONKA FEEDBACK

Zonka Feedback is a multi-channel feedback system and survey app with actionable insights, real-time reporting and collaborative inbox. Use Zonka Feedback on tablets, mobile, SMS, email and online to get real-time survey responses and feedback from visitors, patients, consumers, customers, employees and guests. Create engaging surveys and use industry metrics like Net Promoter Score®, CES 2.0, and CSAT.

20 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"We have been using Zonka Feedback for 5 years now, and it has proven to be an invaluable asset for our restaurant. The system's user-friendly interface and real-time alerts for negative feedback have enabled us to promptly address guest concerns. The Negative Feedback SMS for Customers has also allowed us to demonstrate our commitment to resolving concerns and ensuring guest satisfaction. Zonka Feedback has significantly contributed to enhancing our guest experience and upholding our reputation as a top restaurant in Bali."

CHRIS SALANS
FOUNDER, MOZAIC BALI

"Zonka Feedback is a very modern-looking Survey Software with extremely good looking surveys and feedback forms."

SHEFALI V.
DIRECTOR OF OPERATIONS, AMAZON WOOD PVT LTD

"Great feedback and survey platform. Suitable even for hybrid or traditional businesses."

JULIEN (JUN YAN) T.
INDUSTRIAL RELATIONS OFFICER, NATIONAL TRADES UNION CONGRESS

"We were using Zonka earlier for only internal Employee Feedback and monitor eNPS and employee happiness."

TRIPTI D.
FOUNDER, UPRIGHTHC SOLUTIONS PVT. LTD.

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