

Customer Feedback Management Software Category



Customer Feedback Management Software Category

Consumer feedback is important for any type of business and customer feedback management software helps you capture and analyze buyers' opinions about your product or service. You can utilize the insights to improve your offerings and enhance user satisfaction. Further, you can accept ideas and concepts from your customers and convert them into future profitable products. Thus, the platform can assist your company to broaden its products and services and make them more appealing to consumers.

Customer feedback management software solutions specialize in areas such as idea management, polls and surveys, and feedback analytics. These functionalities help businesses to capture consumer feedback and analyze the data to affect future developments and improvements.



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.



2021 Customer Success Awards

Check out this list of the highest rated Customer Feedback Management Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS

 CLARABRIDGE

 Confirmit.

 InMoment

Medallia

 NICE Satmetrix

qualtrics^{XM}

UserTesting[®]

VERINT



TOP PERFORMERS

Delighted

 GetFeedback
by SurveyMonkey

HAPPYORNOT[®]

 mopinion



 usabilla
by SurveyMonkey

 USERVOICE



RISING STARS

 CustomerThermometer

 FORM
KeySurvey

 SURVICATE

 WOOTRIC
AN INMOMENT COMPANY

* Companies listed in alphabetical order





ABOUT CLARABRIDGE

CLARABRIDGE

Clarabridge's customer experience management platform helps hundreds of the world's leading brands understand and improve the customer journey. Powered by the industry's most sophisticated customer analytics engine, Clarabridge collects and transforms all forms of customer feedback into intelligence, allowing businesses to activate the voice of the customer across the enterprise. Industry leaders including PetSmart, United Airlines, L'Oréal USA, Virgin Active, Rackspace and ADP use Clarabridge insights to inform key business decisions.

99

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Clarabridge, B/E Aerospace's Voice of the Customer (VoC) program evolved from manual data processing to fully automated sentiment and text analytics. The VoC team can now analyze 1500% more customer feedback data each month.”



B/E AEROSPACE

“If you want an in-depth view of what your customers really think about your brand, what the real problems are, and you want to work with a group of smart people that deliver information that you can really understand, Clarabridge is who you go with.”



MARINA MACDONALD
SVP SALES & MARKETING, RED ROOF INN

“My favorite thing about Clarabridge is the sentiment analytics. It shows the emotion and tells the story of our clients. Not a lot of companies out there do that, and what it really show us is what is the highest priority and where we can have the most pain points. And when we find that, that's really where we have the most impact and make the most improvements across the board.”



AMY TINLEY
CHIEF EXPERIENCE PROGRAM LEADER, ADP

“Using Clarabridge Engage has allowed us to determine what we need to pick up from social channels in order to provide an effective service. We can be proactive with our customers, deliver help when it is needed, and maximise our value as a business function.”



MARC SEENAN
CHANNEL DEVELOPMENT MANAGER, SKY

TRUSTED BY





ABOUT CONFIRMIT



Confirmit is the world's leading provider of software for Market Research (MR) and Enterprise Feedback Management (EFM). The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Amsterdam, Sydney, and Tokyo. Confirmit became a public company in December 2005, and is listed on Oslo Stock Exchange under the ticker "CONF".



315

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“CustomerSat provides a best-practices customer feedback solution that gives us the advanced analytics and reporting capabilities we were seeking. They take it to the next level by offering expertise, innovation and creativity to help us get better customer intelligence. Customer satisfaction is our top priority, and CustomerSat helps us get the information we need to continually improve our customer experience.”



TRISH MARTIN
VICE PRESIDENT, CUSTOMER SUPPORT, CYBERSOURCE

“CustomerSat has provided CWT a unified global method for evaluating customer feedback, which we've used to establish a more responsive customer issue resolution process. It has helped us build even more effective teams, changed the dynamics in our partner relationships, and allowed us to identify a huge business opportunity online.”



KING WAH LEONG
SR. DIRECTOR, QUALITY & CUSTOMER EXPERIENCE, TRAVELER & TRANSACTION SERVICES,
CARLSON WAGONLIT TRAVEL

“CustomerSat has transformed our employee surveys. It has given us the ability to collect, aggregate and analyze employee feedback at a more granular level. We use the survey data to help make important decisions about programs and initiatives that drive employee satisfaction. Over time, the CustomerSat team will help enable us to identify trends, so that we can understand the impact of our efforts and where additional attention is required.”



RHONDA COOPER
SENIOR HUMAN RESOURCES MANAGER, OMNICELL

“We aim to measure customer pain and effort throughout their journey with us by capturing feedback at all key touchpoints. Live, real-time customer insights, delivered through Confirmit's reporting dashboards are core to the decisions we make and the change initiatives we implement around the world.”



JAMES ELLIOTT
HEAD OF OPERATIONAL SUPPORT, BUPA GLOBAL

TRUSTED BY



SONY





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 Market Experience Cloud. InMoment's approach of providing strategic technical, best practice and thought leadership support ensures that their nearly 500 brands across 95 countries realize maximum business impact.

81

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“InMoment is part of the conversation at every level of our organization. We receive feedback on new products, are able to create effective training programs, and decide where to allocate marketing dollars. You can't put a price tag on that sort of business-steering intelligence.”



ANNICA KREIDER
VP, BRAND DEVELOPMENT, MELLOW MUSHROOM

“The insights tell us which elements of our customers' experiences encourage or get in the way of a long-term relationship with our brand. With that information, we know exactly where and how to invest resources to both fix problems, and proactively create environments that build loyalty over time. maurices has always placed the customer at the heart of what we do, and that makes this type of intelligence invaluable to our business.”



ROBIN MURPHY
HR SYSTEMS ADMINISTRATOR, MAURICES

“As we approach new markets and open new locations, it is more important than ever that we stay close to our customers. As we receive and act upon our customers' critical feedback, we'll create stronger bonds with customers, while at the same time empowering our employees to deliver the kind of world-class experiences that make truly great brands.”



DAVID TRONE
OWNER, TOTAL WINE & MORE

“We were getting great customer feedback through InMoment's VoC program and wanted to promote the experiences our customers were having. The ability to be open and transparent using OpenTell helps us create a relationship of trust with our customers. Infrequent reviews on sites like Yelp and Google cause customer feedback to go stale and don't provide an accurate representation of Costa Vida. They tend to focus on acting like a complaint line, rather than a fair review of the restaurant. OpenTell's higher volume and frequency of reviews allows us to share a more accurate story of the Costa Vida experience.”



JEFF JACOBSON
COO, COSTA VIDA

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178

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“Medallia's tools have transformed our focus on our customers' needs. With the benefit of data insights and specific customer feedback, we've been able to galvanize the entire company around a strategy and product roadmap that meets the demands of our customers. For us, the verbatim customer feedback is gold.”



DAVE BERMAN
PRESIDENT, RINGCENTRAL

“Medallia for us is the engine that makes the whole thing run; they provide the tools for us to easily get, in real time, feedback from the customer and then do something about it.”



TIM TERAN
SVP CONSUMER INSIGHTS & STRATEGY, MACY'S

“Medallia provided real feedback about our customers and the data is available for everybody to look at every day. The Net Promoter score data has allowed the customers to create the roadmap that works for them. We have seen a 60 percent improvement in our Net Promoter Score. As the NPS has gone up, the retention in our business has gone up. It has gone up 3 points in 3 years which is about 500 million dollars in annual revenue. I am most proud that our company has rallied behind customer experience as our core operating philosophy.”



JEFF DAILEY
CHIEF EXECUTIVE OFFICER, FARMERS INSURANCE

“It's not just data for us, it's the closed-loop feedback system that our stores use every single day. We also use Medallia to gauge some of our in-store testing, and that's been really successful for us.”



LYNDA FIREY-OLDROYD
SENIOR DIRECTOR, CONSUMER RESEARCH, NORDSTROM

TRUSTED BY

Johnson & Johnson





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

“Satmetrix has helped us develop a customer-centric culture that is delivering a significant return on investment in terms of our market share and overall business performance. It has helped us put customer feedback at the heart of our improvement processes so that we are more able to exceed expectations.”



ARTI OTS
MARKETING DIRECTOR AND THE EXECUTIVE SPONSOR OF THE NET PROMOTER PROGRAMME,
ELION

“There is great excitement over what Satmetrix lets us see and what can come from that. Everyone is more open than ever before to the feedback and what they can do with it and learn from it.”



JOANNE STITZER
DIRECTOR, CUSTOMER & ASSOCIATE ENGAGEMENT, BENCO DENTAL

“NICE Satmetrix met our need to simplify not only the collection and processing of feedback but also the reporting of it to our entire organization.”



ANSELM KIA PENG
SENIOR DIRECTOR, WW CUSTOMER SUCCESS, PULSE SECURE

“CEM is today's field of competitive advantage, and everyone in the company needs to be actively engaged in it. NICE Satmetrix brings CEM to the front lines with information and tools everyone can use to understand and enhance the customer experience. I use it everyday and so do all the managers in the company.”



BRAD SOULTZ
PRESIDENT AND CHIEF EXECUTIVE OFFICER, WILLSCOT

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359

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“Our challenges were lack of consistent, actionable customer feedback that could be shared throughout the business. To solve that, we set up a business-wide VOC program with Qualtrics integrated into Salesforce.com. We collect customer feedback at many transactional touchpoints across the customer journey, as well as with periodic relationship and product surveys. I use Site Intercept and Vocalize text analytics to enhance our program.”



MIKE WAYNER
CUSTOMER INSIGHTS MANAGER, GE DIGITAL

“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 TECHNOLOGY

“Qualtrics helps Cricket deliver on providing the best possible customer experience by capturing and delivering consumer feedback throughout the organization at a granular level. This real-time consumer feedback is the backbone to our organization's ability to deliver innovative products in a fast-paced market.”



LAURA JETT
CRICKET COMMUNICATIONS

“Voice of the customer feedback is extremely important to our executive team. We couldn't remain competitive without it. With Qualtrics, we're able to tap insights from thousands of customers that we couldn't reach in the past. Not only do we get more relevant data to run our business, but we can also build ongoing relationships with patients and family members.”



KRISTIN BRICKEY
EXECUTIVE DIRECTOR OF RESEARCH, MERCY

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ABOUT USERTESTING



UserTesting is an on-demand human insights platform that empowers organizations to make timely, customer-centric business decisions with confidence. With UserTesting, brands can target their exact customer audience, readily create and execute tests and experiments, and engage in 1:1 live conversations to better understand, capture, and spotlight meaningful reactions and responses. With UserTesting, you get videos of real people speaking their thoughts as they review your website, mobile app, campaigns, prototypes, and more. Make better decisions with fast customer feedback and shared human insights.

217

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“What I love about UserTesting is that we can launch a test and minutes later we’re getting valuable customer feedback. You can’t put a price on that.”



CHIP TROUT
MANAGER, INTERACTION DESIGN, CARMAX

“By using UserTesting to collect feedback, we were able to get insights from customers that we wouldn’t have been able to capture otherwise. The decision was between testing fast, or not testing at all.”



DENNIS HAHN
CHIEF STRATEGY OFFICER, LIQUID AGENCY

“UserTesting makes getting feedback from a wide range of users fast and easy for us at Adobe. It’s what allows us to launch improved, easy-to-use features for all our customers.”



CLAIBORNE BROWN
GROUP MANAGER, CORPORATE RESEARCH, ADOBE

“With UserTesting, we are getting more rich customer feedback in less time with higher quality than ever before.”



KRISTEN NELSON PANIAGUA
PRODUCT MARKETING SUPERVISOR, VERNIER

TRUSTED BY





ABOUT VERINT SYSTEMS

VERINT

Verint® (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions. Actionable Intelligence is a necessity in a dynamic world of massive information growth because it empowers organizations with crucial insights and enables decision-makers to anticipate, respond and take action. Verint Actionable Intelligence solutions help organizations address three important challenges: customer engagement optimization; security intelligence; and fraud, risk, and compliance. More than 10,000 organizations in over 180 countries, including over 80 percent of the Fortune 100, use Verint solutions to improve enterprise performance and make the world a safer place.



506

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Verint feedback has been invaluable in identifying the customer pain points in our portal. This has enabled us to dramatically reduce payment issues and calls to the contact center. Those wins, plus a newfound ability to coordinate CX priorities across the business, has helped us focus on raising CSAT and improved our overall brand reputation with customers at a critical time.”



DANIEL ADAMO
DIRECTOR, CUSTOMER SERVICE, UGI UTILITIES

“Using Verint Enterprise Feedback Management for post-call surveys helps us make sure that each guest is getting the best customer service during that first contact. By solving first contact resolution, we can stop repeat calls, which goes a long way toward ensuring customer satisfaction.”



BRANDON ROUNDTREE
MANAGER, COMMERCIAL REPORTING & ANALYSIS, CARNIVAL CRUISE LINE

“Verint Enterprise Feedback Management is a powerful means of collecting, analysing, and acting on customer feedback across all channels. This real-time customer feedback provides our clients with credible, trustworthy, and actionable insights into their products, organisations, and customers.”



RUAN VAN NIEKERK
SENIOR SYSTEMS ENGINEER, CONSULTA

“With Verint Enterprise Feedback Management, we have the flexibility to personalise our online surveys, as well as brand each survey we conduct on behalf of other Royal Colleges and specialty societies. This, combined with other functionality, such as enabling respondents to jump to sections that are relevant and skip sections that aren't, have helped us increase the census response rate in recent years.”



NINA NEWBERRY
MEDICAL WORKFORCE MANAGER, ROYAL COLLEGE OF PHYSICIANS

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.

84

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

“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

“Delighted is an integral part of our customer feedback loop. We use it to keep a pulse on our customer satisfaction, and identify our most passionate customers. The product is very intuitive to use and simple to setup.”



FAISAL AL-KHALIDI
GROWTH, SOMA

“People like to know that they've been heard and that's why we prioritize employee feedback. With Delighted, we lean on its ease of use, the ability to simply upload our employee data, and with a click of a button – survey our entire team.”



KRISTINE MINTER
DIRECTOR OF HUMAN RESOURCES, CHOWNOW

TRUSTED BY

CLASSPASS



SONOS





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.

41

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“GetFeedback empowers us to easily measure our customer experience and identify key drivers behind customer satisfaction. With GetFeedback, we've seen an incredible 14% lift in customer satisfaction. Their powerful Salesforce integration also enables us to connect feedback data with operational data to quickly access insights and take action.”



MIKE CANCEL
OPERATIONS MANAGER, PANDORA

“GetFeedback is highly innovative. We now can spot trends among our customer's feedback and take immediate action to improve customer happiness.”



ARDALAN ZANDIAN
SR. ONLINE MARKETING MANAGER, EARGO

“GetFeedback's comprehensive platform helps us measure and improve our end-to-end customer experience. It's so powerful and flexible, and the Salesforce integration is key.”



LAUREN JENKINS
BUSINESS DEVELOPMENT, TWITTER

“We love the fact that we can easily integrate GetFeedback data with Salesforce data. A lot of our internal users don't realize that GetFeedback is a separate thing because they see it and to them, it's a part of Salesforce.”



DAVID WALLIS
SENIOR IT MANAGER AT THE STEALTHWATCH DIVISION, CISCO

TRUSTED BY





ABOUT HAPPYORNOT

HAPPYORNOT®

HappyOrNot® helps businesses improve their customer experience and employee engagement through the globally recognized Smiley feedback management system. The company, founded in 2009, has over 3,000 clients in 134 countries and 1 Million impressions collected daily. Clients include Microsoft, McDonald's, London Heathrow Airport, as well as many Fortune 500 businesses in the transportation, retail, healthcare, entertainment/venue, and service industries. Headquartered in Finland, HappyOrNot has offices in the U.S. and around the globe, including a reseller network of over 110 organizations. HappyOrNot provides companies real-time, actionable analytics and insights to advance customer satisfaction, enhance operational efficiency and increase revenue.

90

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Before HappyOrNot, feedback was more qualitative, anecdotal and lacked statistical quality. Today, we can report real metrics confidently to a city official, a sponsor or even a constituent when asked how an event performed. These insights have also served to justify budgets for on-going and proposed activations.”



NICK EFRON
PUBLIC SPACE MANAGER, DOWNTOWN SANTA MONICA, INC.

“The biggest benefit with HappyOrNot is that we can now gauge how the passengers are feeling when they come through security. We're getting their feedback instantaneously and that's invaluable. We can react and plan short, medium, and long-term actions to improve our customer experience at this airport.”



NABEEL GILL
HEAD OF SECURITY, BELFAST INTERNATIONAL AIRPORT

“While we like and appreciate online customer reviews, they are sporadic, after-the fact and not always actionable. HappyOrNot, on the other hand, provides us with hundreds of customer reviews each week. The feedback is instant, allowing us to react quickly and implement improvements as needed.”



TOM SCHMIDT
FOUNDER AND OWNER, SALT + SMOKE

“HappyOrNot has helped us reach our goal of making it easy for customers to interact with the council. With HappyOrNot, customers are able to see changes we make and that we actually act on their feedback. We're building trust with our residents and with our customers, showing that we do listen and we do care.”



DANIEL PROPOGGIA
CUSTOMER SERVICE COORDINATOR, GEORGES RIVER COUNCIL

TRUSTED BY





106
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT MOPINION



Mopinion is an all-in-one user feedback platform that helps digital enterprises listen, understand, and act across all digital touchpoints (web, mobile, and email). Mopinion powers digital teams by offering a feedback collection and analysis solution that supports users' desires for data discovery. All in a delightful user experience. Join some of the most forward-thinking digital teams from companies such as Arcadia, TSB Bank, Walmart, Hotels.com, Siemens, Ahold, Mediacorp Ltd, and many more.

Featured Testimonials

“We now have more awareness for customer feedback as it relates to our product development. It has provided us with insights that enable us to further develop our self-service strategy on the website. By applying touchpoint metrics, we can easily gain detailed insights into the success of the project and link those insights directly with revenue growth.”



WOUTER BRACKEL
UX DESIGN LEAD, DE BIJENKORF

“Collecting feedback is crucial for K2 Systems in understanding which steps our users rate as 'relevant' or 'complicated'. We chose Mopinion as our solution because of its versatility. It is easy to implement, provides a lot of options and allows great insight into customer feedback.”



LUCAS TOULON
ASSISTANT OF CEO, K2 SYSTEMS

“The big advantage of using Mopinion customer feedback is freedom. We can adjust everything ourselves and prepare the feedback forms in our house style. There are no restrictions.”



STEFAN BALLEGOOIE
CONVERSION SPECIALIST, ALLIANZ

“We chose Mopinion as our solution because their software enables us to quickly and easily collect the customer insights we need, while simultaneously using a much more relevant and personal approach. We apply Mopinion feedback forms both during and at the end of our online processes. In particular, collecting feedback after a customer has used our services has proven to be a great way of determining the level of Customer Satisfaction as well as Customer Effort.”



MILOU VAN HAGEN
CX ADVISOR, TRANSLINK

TRUSTED BY





ABOUT SERVICE MANAGEMENT GROUP (SMG)



Service Management Group (SMG) partners with more than 500 brands around the globe to create better customer and employee experiences, which drive loyalty and performance. SMG uniquely combines technology and insights to help clients listen better, act faster, and outperform the competition. Strategic solutions include omniCX, Brand Research, and Employee Engagement. SMG evaluates 250 million surveys annually, across 130 countries.

52

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our partnership with SMG has allowed us to learn from customer feedback and uncover insights that have helped us improve our customer satisfaction and same-store sales company-wide. In combination with real-time reporting and intuitive technology, SMG’s team of experienced professionals help us continually improve our customer experience and drive business results.”



TAKAKO WAKATSUKI
PRESIDENT AND CHIEF EXECUTIVE OFFICER, KRISPY KREME DOUGHNUT JAPAN CO., LTD.

“Adding video feedback to our customer experience management program has helped us humanize customer feedback, amplify the Voice of the Customer, and inspire employees to deliver a best-in-class experience.”



KRISTIN BOYLE
VICE PRESIDENT, INSIGHTS & ANALYTICS, DICK’S

“Our partnership with SMG has been very valuable in improving our VOC programme engagement. SMG has not only provided us with a VOC platform, but works with us in embedding the programme in the markets and frontline. Their account management team provided us with the expertise to design better incentives and customer communications. They then worked with our market teams to implement the changes. The results have been phenomenal, moving our engagement by over 50% in two years!”



UMER ASIF
GLOBAL CX INNOVATION MANAGER, SHELL

“We leverage SMG data in virtually everything we do. It influences our key performance indicators, our benchmarking, our hiring and training, our rewards and recognition. Asking me to define the initiatives that involve SMG data is like asking me to define the initiatives that involve breathing. It is literally part of every conversation.”



ROBIN GOUGH-OBRIEN
DIRECTOR OF OPERATIONS SERVICES, CHECKERS & RALLY’S

TRUSTED BY





ABOUT USABILLA



Usabilla helps brands like HP, Philips, Booking.com, Lufthansa, KLM, Transavia and The Economist to improve the performance of their websites, apps and emails with live user feedback. clients utilize their software to stop guessing what users want, and start listening to what they need. Headquartered in Amsterdam, Usabilla was founded with the belief that continuous user feedback is the key to any successful website, product or service.

93

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We get very diverse feedback – from compliments and suggestions, to complaints and checkout issues. The tool helps us to quickly act on negative user experiences and optimize our website to match our customers’ needs and expectations.”



MATTHIJS BIONDA
ONLINE MARKETER, WE FASHION

“Navigating the Usabilla portal is extremely easy, and the Customer Success support is quick and helpful. They’re always open to our feedback on how to make their solution better, which is rare. Overall, Usabilla is a great product.”



MICHELLE HODGSON
DIGITAL OPTIMIZATION MANAGER, HOLLAND & BARRETT

“Usabilla is the easiest and quickest way for the user to leave feedback and for the company to gather feedback. Usabilla integrates the voice of the user within your company.”



NIELS KASPERS
PRODUCT MANAGER, NU.NL

“With Usabilla, we have been able to identify the painpoints of our customers and act on them as they become apparent. In addition to that, it allows us to prioritize the work of the designers based on feedback received from our end-user.”



OYA UÇAR
CUSTOMER BASE MANAGER, MEDIAFIN

TRUSTED BY





ABOUT USERVOICE



UserVoice collects and organizes feedback from multiple sources to provide a clear, actionable view of user feedback. Don't waste time cobbling together point solutions when you can get a single platform that gives you all the tools to listen, analyze and close the loop with customer bases and internal teams of any size.

47

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I'm a big fan of UserVoice's feedback forum. I love that we can limit the amount of votes people have so they only vote on what is most important to them. It helps us understand what matters to our customers.”



CHARLIE EDMUNDS
HEAD OF INSIGHT, SWIFTKEY

“UserVoice has saved us hundreds of person-hours by better managing our feedback and helping us make strategic product decisions.”



MATT DOUGLASS
CO-FOUNDER AND SVP CUSTOMER EXPERIENCE, PRACTICE FUSION

“UserVoice is easy to use. Simplicity is a key factor for us and adding the UserVoice widget gave users an easy way to provide feedback. It gives every user a voice (no pun intended) to express how they would like to further use Phonebooth to solve their business communication needs.”



CHRIS MOODY
SOCIAL MARKETING MANAGER, PHONEBOOTH

“What's really awesome about UserVoice, is that it allows real customers to actively participate in making our product better. Instead of spending time managing a tool or analyzing feedback, I can do what I love to do and that's listen directly to what customers have to say.”



SUSAN PALMER
BING ADS

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ABOUT CUSTOMER THERMOMETER



Customer Thermometer is the only customer satisfaction survey customers can answer from their inbox, giving you industry-leading response rates. It is an easy and unique way to gather the thoughts of your customers. Write, create and send beautiful, branded emails in seconds. Your customers click directly from their email inbox. You track their responses in real time.

77

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our customers' happiness is as important to me as their employees' happiness is to them. I truly believe feedback is a gift and by using Customer Thermometer I know, in real time, how they are feeling. The statistics are also vital to help us benchmark and measure our performance. We love to celebrate the good feedback but having insight into any problems is equally as important. This allows us to immediately act upon any problems and implement learnings, which means that we can deliver an even better experience.”



DAVID LAHEY
VP, CUSTOMER SUCCESS & SALES OPERATIONS, FOND TECHNOLOGIES

“I have always been impressed with the ease with which Customer Thermometer surveys can be put together and sent. Its clean, modern and appealing user interface makes it a simple, quick and enjoyable process for the customer to get their feedback to you. It's the perfect CSAT solution.”



WEBRECRUIT

“We were hugely impressed with Customer Thermometer's modern and engaging interface, and the data we could glean at the touch of a button. The product is easy, clean to use and implement. It has truly enabled us to benefit from the gift of feedback in real-time. By getting instant insight, the latest issue or emergency doesn't derail the entire team's performance. The power of real-time corrective action to protect contracts is phenomenal. A customer who gets a call, an apology and a rectification after something has gone wrong is often a customer (and an advocate) for life.”



MICHAEL O'NEILL
MANAGED SERVICES DIRECTOR, NEWCMI

“The Customer Thermometer product set, with its embedded survey capability, was spot on and exactly what I had in mind. In practice, the Connectwise integration turned out to be superb and very straightforward.”



JASON SIMONS
IT MANAGER, PAN PAC FOREST PRODUCTS

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Glossier.



ABOUT KEY SURVEY



WorldAPP is a provider of web-based data collection solutions that enable enterprises to collect, manage and leverage data flows within their organizations and with their customers and suppliers. The Company's products are delivered through three delivery models, On-Demand (Software-as-a-Service), On-Premise (Self-Hosted) and Separate System SaaS. WorldAPP's products share the common objective of helping companies improve existing business processes through customer and employee feedback and dramatic productivity enhancements.

82

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I really like that feature, it's wonderful. Because when you send out the survey, you can schedule the reminders, direct them only to the people who haven't completed it. It takes the names and customizes the messages for second and third reminders to be sent only to people who haven't completed the survey. It's automatic. It increases your response rate, and it saves a lot of time and effort.”



ANNE GRIFFITH
SIIA'S VICE PRESIDENT, WASHINGTON TECHNOLOGY INDUSTRY ASSOCIATION

“We found it simple to log in and interface. But then you can also do all kinds of powerful background work to adapt Key Survey to your particular needs and parameters. You can enter at many different levels, too, so that various people can be granted access to a specific portion of the data or full access to all of the data depending upon their role or level of responsibility. The survey results can easily be put into a wide variety of appropriate reporting formats.”



MIKE KUHL
ACCOUNT PLANNER, BAILEY LAUERMAN

“I think Key Survey has been great; I know their customer service has been excellent. The ease in creating a survey has been great. It's really helped us to efficiently improve our customer service.”



ZURCHER
HOMEADVISOR, HOUSE ADVISORS

“What I really like about using the online survey tool is that the entire team can be involved in the process from questionnaire development to seeing the data come in.”



ALAN GANAPOL
CHIEF EXECUTIVE OFFICER, OBJECTIVEQUEST

TRUSTED BY





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

“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

“Survicate is a great, full-featured app. Support is highly responsive - measured in minutes/hours, not days. For an e-commerce site, post cart conversion survey has told us volumes about things in the site experience that need to be improved.”



JASON YAU
DIRECTOR OF DIGITAL MARKETING & ANALYTICS, COLORESCIENCE

“As I am a functional guy, I use Survicate to understand the needs of clients before and after the project delivery. It has helped in getting more precise information from the clients and strengthening our bonds for future projects. I have used it to ask them to provide the performance ratings on a scale of 1 to 10 and also giving any feedback from their side. Then the information is being shared to our Quality Team to understand the customer in a better way.”



ARRAN COREY
CHARTERED ACCOUNTANT, MCKINSEY & COMPANY

“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

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T-Mobile

unbounce

Wine in Black

UNIVERSITY OF
Southampton

pipedriven



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.

40

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Other services collect a number and feedback, but Wootric makes it easy to explore the data via different segments & filters.”



CLOVER

“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 has enabled us to have conversations with users who had never spoken with us before. This has been very helpful for relationship building. In a few cases, we’ve been able to address negative feedback in a way that turns a detractor’s opinion around.”



LOCALIST

“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 TRILL
VP OF CUSTOMER SUPPORT, HOOTSUITE

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