

Customer Feedback Management Software Category



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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 effect 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.



2022 Customer Success Awards

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



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order





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".



320

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

“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

“The speed at which Confirmit is able to develop new functionality and solutions, and to respond to customer needs, is impressive. It's the combination of constant innovation and reliable support that makes this solution a market leader. Nobody else is doing anything like this in the market.”



CRISPIN BEALE
CHIEF EXECUTIVE, FACTS INTERNATIONAL

“Customer feedback is an integral part of ANSYS company processes and daily working routine. Many companies only review data from surveys on a quarterly basis, but having the ability to address feedback from someone in another country right when we get that feedback has been invaluable. Customer facing staff are empowered to immediately act on individual responses as well as on general trends.”



PETER WILD
DIRECTOR SOFTWARE DEVELOPMENT, RELEASE MANAGEMENT UNIT, ANSYS, INC

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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.

52

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'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

“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

“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

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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.

173

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“InMoment is a very intuitive and dynamic product that lets us adapt it to our specific needs. Great system for gathering feedback that is very useful in product development.”



PRODUCT LEADER
VISMA

“Being able to see feedback in real time and react immediately is what makes this such a strong tool. Individual account owners have now received a toolbox for getting more or less dissatisfied customers back in a more pro-active communication process, not only helping them to solve their issue, but at the same time increase customer retention. With the tool in place DSV has seen an increased number in customer conversations. We are delighted that we are able to increase customer engagement for DSV and as result providing them with opportunities to grow their business with them.”



HAMISH WOOD
CLIENT SUCCESS DIRECTOR, DSV

“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

“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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TIFFANY & CO.





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.



201

Total Customer References

[VIEW ALL REFERENCES](#)

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

“With Medallia's real-time APIs, it's easy to integrate our proprietary systems. We synchronize customer feedback with our CRM, deliver SMS surveys from an internal engine, and build new applications on the Medallia platform.”



BORIS ANTYUSHIN
HEAD OF CX DESIGN AND SYSTEMS DEVELOPMENT, BEELINE

“Using Medallia in collaboration with Anaplan, we can now see real-time customer feedback alongside other account metrics to monitor customer health.”



ERIN SIEMENS
CHIEF CUSTOMER OFFICER, ANAPLAN

“This continuous cycle of gathering feedback and implementing improvements is really what strengthens us and provides us the opportunity to grow and care for our clients, our teammates, and our communities.”



DAVID PRICE
OPERATIONS AND INTEGRATIONS MANAGER, BANK OF AMERICA

TRUSTED BY





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.

96

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The feedback we get from NICE Satmetrix helps drive our customer requirements, increasing customer satisfaction and service value proposition.”



PIYUSH PATEL
DIRECTOR, WW, CUSTOMER SUCCESS, PULSE SECURE

“NICE Satmetrix gives us an efficient, cost-effective way to listen to customers at scale. In an instant, we know if we are off pace and can adapt quickly to get back on track.”



BILL PERCY
CUSTOMER EXPERIENCE DIRECTOR, VIRGIN MONEY

“What was most intriguing with this product were the robust reporting capabilities as well as the multilingual capabilities.”



PATRICIA DORION
DIGITAL MARKETING MANAGER, SAINT-GOBAIN

“With Satmetrix, we've developed a Voice of the Customer program that is ingrained in all aspects of our customer culture – from day-to-day client communications, to product innovation and development. Everything we do centers around the customer.”



SANDRA ANDERSON
SENIOR VICE PRESIDENT, SALES AND CLIENT SUPPORT, EXPERIAN

TRUSTED BY





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.



364

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“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

“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

“Each month we send surveys to all stores that have undergone a remodel/reset to solicit feedback from the store manager regarding the execution of the project. The results are reviewed each month by my team of area managers and setup project managers to ensure we are delivering a thoroughly executed project. We continually look to improve our processes, and the feedback we receive via the Qualtrics survey tool is invaluable.”



SCOTT FINESTONE
DIRECTOR OF STORE SET-UP, CVS PHARMACY

TRUSTED BY





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.



284

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

“With UserTesting, we’ve empowered all our teams to get far faster insights than before without sacrificing quality. Everyone has embraced it as a preferred way to collect user feedback and uncover actionable human insights.”



KRISTA JODOIN
SENIOR MANAGER UX INSIGHTS STRATEGY, CAPITAL ONE

“Within a week, I was able to quickly learn UserTesting’s platform, launch user tests, iterate product design prototypes based on user feedback, and get stakeholder approval to move forward.”



JAKE CARTER
SENIOR UX DESIGNER, WILLIS TOWERS WATSON

“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

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531

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“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

“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

“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 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

TRUSTED BY







ABOUT APPTENTIVE



Apptentive's mobile customer engagement software helps companies listen to, engage with, and retain their customers. Apptentive product gives brands the opportunity to identify who to talk to, intelligently engage user segments, and mobilize customers to take action through in-app messages, surveys, and ratings prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty. Apptentive power millions of customer conversations every month for companies including Concur, DraftKings, eBay, eHarmony, Intercontinental Hotels Group, Nordstrom, and Zillow.

51

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Apptentive we are now able to take people who may not be as satisfied, may be having a problem, or experiencing a bug and redirect them really easily into our existing customer service system. Also, I can read it as a Product Owner every day and help facilitate bringing that qualitative feedback to the team. Also, we can take action on helping people who might be struggling or building a feature which people are requesting.”



JESSICA SHEIBACH
PRINCIPAL MOBILE PROGRAM MANAGER, ZILLOW

“We immediately felt an impact when we started using Apptentive. We instantly began having conversations with customers by fulfilling support requests and answering questions. Showing our customers that there are real people behind the company willing to have a conversation has helped foster a feeling of trust. And when it comes to giving personal financial information to a company, that is incredibly important.”



GEORGE MCMULLEN
HEAD OF MOBILE, CREDIT SESAME

“Apptentive gives us a platform to pull all of our customers' voices into one channel, and gives us an overall picture of what they say, how we can improve, and how to build our strategy on it. We love the great responses and positive feedback, but we see huge benefit from the critical responses and how we can improve.”



KATIE RICE
PRODUCT, JETBLUE

“Apptentive helps us answer a lot of questions, but the one that I like the most is our overall sentiment after we release a new version. We get a quick read on how people are liking the app, the new updates, or if there are any issues.”



ANDY ADES
SENIOR PRODUCT MANAGER, DUNKIN'

TRUSTED BY



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 analyze feedback to create more delightful customer experiences.

92

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“We love Delighted – it is a simple and highly effective way to create a strong feedback loop between our customers and our support, product, engineering, marketing and management efforts.”



ROSS RADER
VICE PRESIDENT OF CUSTOMER EXPERIENCE, TING

“Delighted helps us keep a pulse on customers, understand their feedback, and make it operational across the company. We take advantage of Delighted's ability to segment feedback to gain deeper insights into the feedback. Our team loves the easy to use interface that has allowed more people in the organization to use the feedback to make decisions that positively impact customers.”



JASON NICKELS
BUSINESS SYSTEMS, BLUEJEANS

“By going direct-to-consumer, we are able to have a direct relationship with our customers and then use their feedback to improve every aspect of our business – from our products to the way we market them and so much more. So, their loyalty to FIGS and their feedback has always been supremely important to our success.”



MICHAEL BAIR
VP OF CUSTOMER EXPERIENCE, FIGS

TRUSTED BY





ABOUT 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.

98

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Timeliness of the customer feedback is a key success factor for us. While we previously relied on phone calls to customers days or even weeks after their visit, HappyOrNot enables Johnstone Supply customers to share their feedback at the exact moment of their experience, making it more relevant and reliable.”



KEVIN DIER
VICE PRESIDENT OF BUSINESS DEVELOPMENT, JOHNSTONE SUPPLY

“If someone is truly having either a great experience or bad experience at one of our stores, we're finding that they're using the opportunity of the HappyOrNot platform to let us know. It's a great way for us to get real and accurate feedback from our customers without us physically standing across from them and asking.”



GEOFF GIVEN
CHIEF OPERATING OFFICER, GOOD 2 GO STORES

“The best part about this [HappyOrNot] is that it's extremely simple for us to use. It's easy to navigate through the back office of the reports, from the analytics just to the overview. I mean, I couldn't ask for something better than this. This is awesome.”



MARC THUSUSKA
DIRECTOR, SOCIAL ENTERPRISE, SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY

“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

TRUSTED BY





ABOUT MOPINION



In order to succeed in a more complex and digitising world, you'll need a helping hand when it comes to finding out exactly what your customers want and need. At Mopinion we provide you with an All-in-One User Feedback Software that enables your digital team to act across all digital touchpoints (web, mobile, email). Join over 250+ enterprises with forward-thinking digital teams such as Ahold, Colgate-Palmolive, Decathlon, KLM, T-Mobile, TomTom and VW and many more. Please visit us at: <http://www.mopinion.com>



116

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Mopinion offered what we were missing in our previous feedback tool: an affordable price, a customisable dashboard that gives us a clear overview of our feedback and a task management system.”



FLOOR HICKMANN
UX MANAGER, HEMA

“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

“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

“The tool must be easy to work with and inspiring for the people. We use Mopinion to measure VoC on a daily basis for our partners. Mopinion is a good business partner to work with because they understand us and adjust their services to our needs.”



NILS SCHMELING
FOUNDER AND MANAGING PARTNER, N3WSTRATEGY

TRUSTED BY



Calvin Klein





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.

77

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

“SMG has served as a partner and trusted advisor, helping us create alignment across our customer journey, advance our feedback collection methods, and deliver insights faster.”



SHANNON SYMALLA
VP, CUSTOMER EXPERIENCE, PARTY CITY

“Video feedback has elevated our customer experience management programme. The videos help personalise the experience and humanise customer feedback while providing us with valuable insights to improve the customer experience.”



DANNY SLEVIN
CUSTOMER EXPERIENCE INSIGHT MANAGER, CO-OP

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.

52

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 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

“We'll mine UserVoice for the top feedback items that we think are going to help us accomplish our strategic goals. So we use it both to inform planning and to help create the right items to execute a plan.”



BRANDON TERRY
VICE PRESIDENT OF PRODUCT, PROCORE

“Using UserVoice we've been able to shape our product roadmap based on feedback and are able to make sure that we aren't wasting developer resources.”



MARK POWELL
PRODUCT DEVELOPMENT MANAGER, MUDDY BOOTS SOFTWARE

TRUSTED BY







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.

92

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

“Customer Thermometer provides great insight into our customers' experiences, plus the positive feedback shared with the team has acted as a motivator to encourage us to keep providing high levels of customer service.”



ORLA MCGOLDRICK
CONSUMER MARKETING MANAGER, TOBERMORE

“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

“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

TRUSTED BY





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.



81

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“As I reviewed different solutions, Key Survey stood out for its ease of use. The system is extremely flexible in how we can use it. And for a system with so many features and advanced functionality, Key Survey is very intuitive; I was productive within a few hours of setting up my account. When I did have questions we design some very complex surveys – the WorldAPP support team was always available.”



JOHN KLACKNER
PROJECT MANAGER, KRONOS

“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

“My job is to understand what the customer experience is, and what's really great about Key Survey is the fact that we can tie our survey to an individual customer.”



CHRISTINA ORFANOS
DIRECTOR OF CUSTOMER OPERATIONS, NATIONAL LEISURE GROUP

“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

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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.



50

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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 drag & drop and code-free survey builder is a joy to use. And I'm saying that as an IT professional! Survicate gives awesome flexibility including survey skip logic.”



THOMAS BRUSTBAUER
MANAGING DIRECTOR, UNIQA GROUP

“The filtering options on results dashboards are great. It's easy to quickly analyze users' answers. I also enjoy how Survicate puts survey results into graphics. I can share quick reports with the team when I have little time!”



BRUNA ALVES MAIA
LEAD OF UX RESEARCH, GYMPASS

“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.”



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MARKETING MANAGER, UBER

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