featured customers

Customer Feedback Management Software Category

WINTER 2026
Customer Success Report

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 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.

2026 Customer Success Awards

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

MARKET LEADER

Ask Nicely · GetFeedback Powered by SurveyMonkey · InMoment a Press Ganey company · Medallia · NiCE · qualtrics XM · User Testing · VERINT

TOP PERFORMER

Alchemer · Delighted by qualtrics XM · HappyOrNot® · mopinion Part of NETIGATE · productboard · service management group® · USERVOICE

RISING STAR

canny · Customer Thermometer · senti sum. · survicate

*Companies listed in alphabetical order

2026

**CUSTOMER
FEEDBACK
MANAGEMENT
SOFTWARE**

MARKET LEADER

featured
customers

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE

MARKET LEADER

ABOUT ASKNICELY

Ask Nicely

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

267 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝The AskNicely software complemented our group dynamic and gave us a way to activate our feedback. It's important because we're a small company — very small — with less than 10 employees. We came to understand that getting feedback as much as possible while we're still small helps us to find out who we are and make proper adjustments.❞

DELPHINE DUCARUGE
PRODUCT AND OPERATIONS MANAGER, ONSIDE

❝The AskNicely platform gives our front line technicians the feedback they need to feel empowered to give world class service to each customer, and the app is so FUN to use.❞

CHRIS FISHER
FOUNDER AND CEO, SHINE FRANCHISE GROUP

❝AskNicely has been a partner not a vendor, consistently sharing feedback on ways to further improve our overall system well beyond the initial implementation.❞

VICTOR POKAN
DIRECTOR OF MARKETING, XPLORNET

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

ALANA
STORYPARK

TRUSTED BY

Motive **Jetstar★** **defi SOLUTIONS** **LearnUpon** **ASCEND**

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE

MARKET LEADER

ABOUT GETFEEDBACK

GetFeedback
Powered by SurveyMonkey ™

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

53   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

STEPHANIE STAFFORD
DIRECTOR OF CUSTOMER EXPERIENCE, YETI

"GetFeedback is shaping how we operate as a business and helping us deliver a seamless client and customer support experience.**"**

CAROLINE JACK
DIRECTOR OF PRODUCT TRAINING AND SUPPORT, TICKETFLY

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

MICHELLE HODGSON
DIGITAL OPTIMIZATION MANAGER, HOLLAND & BARRETT

"GetFeedback is helping us have more conversations with our users and grow their enthusiasm about our product.**"**

DROPBOX

TRUSTED BY

Campaign Monitor by MARIGOLD   box   Carrefour   AutoTrader   FOX SPORTS

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE
MARKET LEADER

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...

232 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❞ 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

❞ Every person in our organization impacts the consumer experience. We want all of our employees to receive feedback and ask, 'How is what I'm working on today going to drive customer service and allow my department to be more customer centric.' ❞

DAVE KRIESAND
VICE PRESIDENT OF THE CONSUMER EXPERIENCE CENTER, BANNER HEALTH

❞ A member who rates as having the poorest experience has only a 43% chance of being a member a year later. Compare this to a member who gives one of the top two experience scores — they would have a 74% chance of remaining a member for at least another year. ❞

HARVARD BUSINESS REVIEW

❞ 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

TRUSTED BY

TAP PORTUGAL de braços abertos   RingCentral   Auntie Anne's   Dräger   Cabela's WORLD'S FOREMOST OUTFITTER

2026
CUSTOMER FEEDBACK MANAGEMENT SOFTWARE
MARKET LEADER

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.

330 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"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

"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

"We have quite a wide spread of access to the Medallia system within Airbnb. One of the beauties of having all the feedback in one source, is really you can put that feedback into the hands of people who can action it."

AISLING HASSELL
HEAD OF GLOBAL CUSTOMER EXPERIENCE, AIRBNB

"Partnering with Medallia has brought a positive change for our business giving us real-time insights on customer feedback."

HELEN CARON
UK AND IRELAND DISTRIBUTION AND CRUISE DIRECTOR, TUI

TRUSTED BY

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE

MARKET LEADER

ABOUT NICE SYSTEMS

NiCE

NICE Systems is the worldwide leading provider of software solutions that enable organizations to take the next best action in order to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE's solutions empower organizations to capture, analyze, and apply, in real time, insights from both structured and unstructured Big Data. This data comes from multiple sources, including phone calls, mobile apps, emails, chat, social media, video, and transactions. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100...

1187 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

The ECHO solution from NICE inContact is such a powerful tool. It lets us see everything that's going on with the survey in real-time. It improves our ability to measure the level of satisfaction we provide. It gives us the flexibility of having different surveys for different product lines, so business line managers can easily drill down and see results for how the contact center handled their specific customers.

JASON MARKOVICH
LINE OF BUSINESS MANAGER, COMMERCE BANK

NICE Interaction Analytics gives us real-world feedback on customer experience, which ties into our core values and proves its own value.

CANDY CARTWRIGHT
CONTACT CENTER DIRECTOR, NELNET

NICE inContact is ethical and honest. Uptime has been exactly as advertised.

GRETCHEN GREEN
IT MANAGER, SUPERIOR CONTACT / TELNET WORLDWIDE

We needed a platform that could grow with us, and CXone gives us that.

TIM HARPE
DIRECTOR OF GLOBAL CUSTOMER OPERATIONS, DESIGNER SHOE WAREHOUSE

TRUSTED BY

CAESARS ENTERTAINMENT. CONDUENT FARMERS INSURANCE Nationwide asurion

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE

MARKET LEADER

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...

570 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

Without Qualtrics we would be at a loss for collecting all of the data and feedback required to support our program. The insight we have allows us to continually drive program improvements and educate our professionals, ensuring we are doing all we can for the children.

KORI STEPHENS
PROJECT DIRECTOR, MIDWEST REGIONAL CHILDREN'S ADVOCACY CENTER

We can hand each student a professional-looking report each semester with their own self-ratings, as well as 360 feedback from their colleagues. It's something they may not get at work, but it can be vital to their professional growth.

HILARY ANGER ELFENBEIN
PROFESSOR OF ORGANIZATIONAL BEHAVIOR WASHINGTON UNIVERSITY, WASHINGTON UNIVERSITY IN ST. LOUIS

Our consumers love to share their opinions and Qualtrics captures this feedback first-hand. This consumer insight is invaluable to the growth of Yankee Candle and allows us to continually meet our consumers' needs.

ALLISON BLEYLER
DIRECTOR OF CONSUMER INSIGHTS, YANKEE CANDLE

TRUSTED BY

Carl's Jr.   jetBlue   Del Taco   Extra Space Storage   Zillow

ABOUT USERTESTING

User Testing®

UserTesting helps organizations create insanely great customer experiences by scaling actionable human insights across teams. Combining a participant network, AI-powered analysis, and expert services, we enable companies to validate decisions, innovate faster, and align their teams to customer needs. By embedding human insights into design, development, and launch processes, organizations can eliminate guesswork, save costs, and deliver transformative experiences. Trusted by 3,000+ companies, including 75 of the Fortune 100, UserTesting empowers teams to close the...

407 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

UserTesting played a key role in helping us build a more intuitive, trustworthy experience that aligned teams and delivered real impact. Insights from real users helped us move faster, reduce risk, and ultimately launch a better product that continues to perform well across every key metric.

CHRIS CENTERS
SENIOR UX RESEARCHER, CREDIT SESAME

Leveraging UserTesting's Premier Support has allowed our team to scale and help designers and other stakeholders run their own tests. We do that with guardrails so we can ensure that everything they test aligns with our standards.

JUSTINE ISSAVI
DIRECTOR OF RESEARCH, ZENNI OPTICAL

UserTesting helped us see these pages through users' eyes and that perspective made all the difference. Once we understood the real pain points, the solutions became clear.

EVELYN PHAM
UX WRITER, ALBERTA BLUE CROSS

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

TRUSTED BY

THE HOME DEPOT   chico's   FANDANGO   PayPal   amazon.com

featured customers

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...

779   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

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

> With the Verint Enterprise Feedback Management survey platform, completed responses grew by more than 150 percent.

JOHN RAGSDALE
VICE PRESIDENT OF TECHNOLOGY RESEARCH, TECHNOLOGY SERVICES INDUSTRY ASSOCIATION

> Thanks to the Verint Telligent Community, our clients are being heard. They know it because they see community feedback being incorporated into our products.

LAURI TRAVIS
COMMUNITY MANAGER, TYLER TECHNOLOGIES

TRUSTED BY

SHOE CARNIVAL   Carnival®   3M Science. Applied to Life.™   airberlin   CAPITEC BANK

2026

**CUSTOMER
FEEDBACK
MANAGEMENT
SOFTWARE**

TOP PERFORMER

featured
customers

**2026
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MANAGEMENT
SOFTWARE**

TOP PERFORMER

ABOUT ALCHEMER

Alchemer

Alchemer (formerly SurveyGizmo) provides an integrated feedback management platform that enables businesses of all sizes to collect and act on feedback to find, get, and keep the best customers. Only Alchemer puts customers at the center of everything a company does, without changing the systems or processes they use. Alchemer provides feedback and insights to more than 15,000 customers globally, helping them transform into more customer-centric organizations. These customers create more than 50,000 new surveys each week and receive more than 1 million responses daily. Alchemer is a recognized leader for innovation, service, and...

158 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Alchemer is incredibly adaptable and user-friendly. Since implementing the tool, we've seen significant improvements in communication with users and consistent high app store ratings.

STACEY-ANN HESSON
SENIOR PRODUCT OWNER, NATIONAL COMMERCIAL BANK JAMAICA LIMITED

None of us are formally trained on Alchemer, so we've learned on the job, usually 20 minutes at a time. It's a robust and secure survey platform that allows us to do more.

LIZ WUERFFEL
COMMUNICATIONS DIRECTOR, EDUCATIONAL SERVICE DISTRICT 113

Taking our biggest study to Alchemer and realizing how robust it is—we've been very impressed. Alchemer delivered and gave us back full ownership.

AMY WILDE
DIRECTOR OF DATA AND RESEARCH, THE CHANNEL COMPANY

By far the best customer service experience I've had with a vendor across my career.

VERLIE JOY BENOIT
DIGITAL MARKETING STRATEGIST, FRANCISCAN MISSIONARIES OF OUR LADY HEALTH SYSTEM

TRUSTED BY

allrecipes.com®   CITY OF Salem AT YOUR SERVICE   Alkami   calibér   DUNKIN'

TOP PERFORMER

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE

ABOUT DELIGHTED

Delighted by qualtrics.™

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

103 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Delighted did an exceptional job of laying the groundwork for our job seeker experience program. As our team grew and our programs scaled, we loved having the ability to transition to Qualtrics. We now leverage ad hoc surveying, custom dashboarding and AI analytics in Qualtrics across multiple teams — giving us a richer understanding of our user experience and an enterprise tool that will continue to support our growth.

BRANDY WARWAS
MARKETING MANAGER, INDEED

Delighted makes improving our patient experience smooth and rewarding. With NPS, we see where there are weaknesses in our processes and their impact on experiences. In a new and rapidly growing industry – with a highly-engaged online community – Delighted takes the guesswork out of what we are doing and allows us to enact change where it's needed.

SAMARA SMITH
COMMUNITY MANAGER, MONTU

Delighted Testimonials makes the best service in the feedback space even better. We've always had customer feedback on our site, but we didn't update it often because of the need to manually copy & paste. It took me minutes to integrate into my site, and only a few more to style to my needs.

MATT JUSZCZAK
CO-FOUNDER & INSTRUCTOR, TURNSTYLE CYCLE

Delighted's API was the easiest API we've worked with. We're building out connections with countless SaaS platforms for GDPR requests, and most are either overly complex, or don't even do what the documentation says. Delighted's API was super simple-our fastest built integration so far.

ENGINEERING TEAM
DATA PRIVACY INFRASTRUCTURE COMPANY

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STRAVA™   classpass   **AMERICAN EXPRESS**   *chubbies*   **BONOBOS**

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE
TOP PERFORMER

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,...

118 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"The insights we've gained from HappyOrNot have helped us improve our focus on our customers and their needs. We now respond faster to their feedback, ensuring our service always improves."

JEFF MUSCAT
OPERATIONS MANAGER, JONO & JOHNO

"With HappyOrNot, we have been able to react immediately and continuously improve our customer experience. The increase in our Happy Index is proof of that."

SCOTT LEE HOLLOWAY
HEAD OF CUSTOMER EXPERIENCE, APS BANK

"HappyOrNot is one of the principal sources of feedback for AENA, and we appreciate their great work and responsiveness."

RICARDO CAMPO
PASSENGER EXPERIENCE AND FACILITATION DEPARTMENT, AENA

"HappyOrNot is like having a consultant to show us what is working and what is not."

LEIF PAULSEN
CUSTOMER SERVICE SPECIALIST, XXL

TRUSTED BY

FINLAND · DublinAirport · Downtown Santa Monica THIRD STREET PROMENADE · DFW · Avventura Group

ABOUT MOPINION

mopinion Part of **NETIGATE**

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. Mopinion provides you with the #1 Feedback Software for Web, App and Email. At Mopinion, we make it easy for you to discover missing insights and optimise digital experiences. You know what users are doing. Now find out why. Join over 250+ enterprises with forward-thinking digital teams such as Air France-KLM, Bol.com, Colgate-Palmolive, Engie, KPN, TomTom, Scania and many…

152   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Getting feedback straight from our customers and website visitors helps us identify potential technical issues. However, we also receive useful recommendations on how to improve different journey aspects on our digital channels. Since our main focus is improving the CX, we survey customers who visit our websites or apps to buy tickets, check in or personalise their trips. But we also place feedback forms on our internal web pages.

DANNY PRUIS
BUSINESS ANALYST, AIR FRANCE-KLM

With Mopinion's software, Squla can further optimise it's email campaigns by sending the right message to the right target group. It allows us to quickly generate useful feedback from our users.

OLIVIER SOMER
LOYALTY MANAGER, SQULA

Mopinion enables our customer service agents to improve the quality of our internal Knowledge Management system, leading to a better customer service.

THOMAS LANGENBERG
PRODUCT MANAGER, AIR FRANCE-KLM

Mopinion met our requirements and is a major player so that was reason enough for us to choose their software.

ELODIE JANSE
CUSTOMER EXPERIENCE MANAGER, OMODA

TRUSTED BY

Allianz   **ROBECO** The Investment Engineers   **Luminor**   **AIRFRANCE KLM** GROUP   **VATTENFALL**

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SOFTWARE
TOP PERFORMER

ABOUT PRODUCTBOARD

productboard

Productboard is a customer-centric product management platform that helps organizations get the right products to market, faster. Over 6,000 companies, including Microsoft, Zoom, 1-800-Contacts, and UiPath, use Productboard to understand what users need, prioritize what to build next, and rally everyone around their roadmap. With offices in San Francisco, Prague, Dublin and Vancouver, Productboard is backed by leading investors like Dragoneer Investment Group, Tiger Global Management, Index Ventures, Kleiner Perkins, Sequoia Capital, Bessemer Venture Partners, and Credo...

193   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Productboard brings the ability to marry engineering and operations with a product focus. It bends enough to fit into what you have going on system-wise, but allows you time and space to digitally transform your company by integrating the right system and process to measure and calculate success. When you take all of your business priorities and package them correctly, the handoff to dev is seamless.

JORDAN SMITH
VP, COMBOCURVE

Productboard is flexible enough to change with us. We've been able to put different statuses, different filters, and different views into Productboard that really help tailor the message to the individual that we're sharing that information with. This really helps the teams make better decisions and, in the end, deliver more value for our customers.

JEFF LOOMANS
DIRECTOR OF DIGITAL PRODUCTS, VERMEER

Productboard increased our collection of product feedback notes by about 60%. It's allowed us to capture a lot more feedback from a much broader base of internal users, so we can make decisions and keep our pulse on what our customers are saying about our product.

MATT JOHLIE
HEAD OF PRODUCT OPS, RELATIVITY

When feedback is captured and reflected back into the product, it helps show customers that we understood their needs and built solutions around those opportunities.

JOHN BANTA
VP OF PRODUCT, RELATIVITY

TRUSTED BY

sproutsocial   Envoy   Kentico   salesforce   pipedrive

2026 CUSTOMER FEEDBACK MANAGEMENT SOFTWARE
TOP PERFORMER

ABOUT SERVICE MANAGEMENT GROUP (SMG)

service management group®

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.

99 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

By partnering with SMG, we're able to amplify our members' voices and give specific constructive feedback, which ensures the best possible experience for our members.

CHIEF EXECUTIVE OFFICER
PURE BARRE

TRUSTED BY

CHIPOTLE MEXICAN GRILL · Chick-fil-A · Checkers · Rally's · BAM! BOOKS-A-MILLION · Caribou COFFEE

2026
CUSTOMER FEEDBACK MANAGEMENT SOFTWARE
TOP PERFORMER

ABOUT USERVOICE

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.

53 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

The points allow us to ensure quality and track performance, You get more points for fast replies and kudos, so Vicki is rewarded for providing good, timely customer service, which is one of the things we pride ourselves on at Zibbet.

JONATHAN PEACOCK
CHIEF EXECUTIVE OFFICER AND FOUNDER, ZIBBET

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

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

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CUSTOMER FEEDBACK MANAGEMENT SOFTWARE

RISING STAR

featured customers

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ABOUT CANNY

canny

Canny helps teams listen to their users to build better products. Canny is a simple way to collect & organize user feedback. Canny uses data to be confident that you're building the right things and impress your users by simply listening to what they have to say and also understand what your users want without 1:1 conversations.

52   TOTAL CUSTOMER REFERENCES   **VIEW ALL REFERENCES**

FEATURED TESTIMONIALS

> **Canny is saving us about 2-3 hours per week on product marketing. Instead of going back and forth between various tools, everything lives in Canny now. It's our one source of truth.**
>
> MICHAELA ROLLINGS
> HEAD OF BRAND AND CONTENT, HIVE

> **Canny's Autopilot ensures feature requests never fall through the cracks. We've seen an 80% increase in requests logged since introducing Autopilot.**
>
> OWEN DOHERTY
> CHIEF OPERATING OFFICER, ORCASCAN

> **I LOVE how it auto-scans our support tickets and magically finds feedback. We've been able to 10x our feedback & remove many duplicate posts.**
>
> KEENAN JONES
> VP PRODUCT, CREDITREPAIR CLOUD

> **Our mission is to deliver the important news and information you need efficiently. That's what our audience comes to us for.**
>
> MARCUS MORETTI
> AXIOS

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ABOUT CUSTOMER THERMOMETER

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

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

We bring the Customer Thermometer data into Salesforce, and then export the data from Salesforce to a database. From there we've built a web application on top of that to provide additional customer insight to our teams.

ANDY BAUER
SUPPORT SERVICES MANAGER, MARIN SOFTWARE

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

Customer Thermometer provided us with the perfect tool to check in on our team during the Coronavirus crisis.

CMD

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ABOUT SENTISUM

senti sum.

SentiSum helps you place customer support at the strategic centre of your business. Customer support tickets, calls and surveys are a powerful, untapped resource of customer insight. SentiSum helps you accurately tag support queries, understand trends, and share them widely so that CX improves, projects are prioritized accordingly, and more of your customers are retained.

37 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝ Getting SentiSum integrated into our operations was really easy – the team is very knowledgeable and competent, so the technical aspects felt like a breeze. We brainstormed ideas and strategies on how to best integrate SentiSum in a way that aligned with the way that we currently work. ❞

TOBIAS RIIS CHRISTENSEN
BUSINESS DEVELOPER, AI & AUTOMATION, MAKESYOULOCAL

❝ With SentiSum, we got a live dashboard that told us exactly what our customers said, felt, needed, and disliked. It gave us a high-level view of where to focus our attention, and when to escalate structural issues with other teams. It completely streamlined our case handling process. ❞

IDA SOPHIE REHER-LANGBERG
HEAD OF CUSTOMER OPERATIONS, TRENDSALES

❝ SentiSum has not only reduced the distance between customer feedback and actionable insights but has also fostered a culture of proactivity and accountability across all departments. ❞

OTRIUM

❝ With SentiSum in place, we quickly spotted an issue affecting dozens of drivers daily - a missed tech fix that was costing us thousands in revenue. ❞

STEVEN BURT
SENIOR CX DIRECTOR, JUSTPARK

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BRITISH AIRWAYS

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.

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104 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Feedback conclusions were often found in spreadsheets or survey tool dashboards with limited access and visibility. In most cases, valuable feedback was never acted on because it wasn't routed to the right stakeholders or identified at the right time.

SWETHA SRIVATSAN
SENIOR VOC PROGRAM MANAGER, MONTU GROUP

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 an extremely helpful software for Hitta. The core value we're getting is the insights on our customers that assure us they have a happy journey with Hitta.

ALICE SAMUELSSON
PRODUCT MANAGER, HITTA

Survicate is like a million times easier to use than other tools. It makes my life easier.

TOM ALCOCK
UX RESEARCHER, VESTD

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