2019 FALL CUSTOMER SUCCESS REPORT

NET PROMOTER SCORE (NPS) CATEGORY

featured customers
NET PROMOTER SCORE (NPS) OVERVIEW

The Net Promoter Score (NPS) is basically an index varying from -100 to 100 that gauges the willingness of consumers to recommend an organization’s services or products to others. It is utilized as a proxy to measure a consumer’s overall satisfaction with an enterprise’s service or product and their loyalty to the brand.

NPS software can be used to calculate your firm’s NPS and to understand the reasons behind the figure. The solution typically leverages native text analytics to automatically evaluate verbatim feedback, and identify and quantify your company’s strong points and areas for improvement. In short, the platform removes guesswork from logistics, support, or product issues that may impact your organization’s NPS.
Customer Success Report
Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report 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.
2019 Customer Success Awards

Check out this list of the highest rated Net Promoter Score (NPS) software based on the FeaturedCustomers Customer Success Report.
OVERALL BEST
OF NET PROMOTER SCORE (NPS)

BEST IN CATEGORY

Ask Nicely
ABOUT ASKNICELY

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

"It has made a real difference to our understanding of what our customers think of us with both the score and the comment. Where previously we did NPS through phone interviews, it was time consuming for both us and our customers - with the software, it's now easy for all and is encouraging great immediate feedback for us to act on."

Steve Lyons
Chief Executive Officer, SPM Assets

"Great product, gives us the details we need to stay relevant to our customers. We need to spend more time understanding how the customer database works so we can get better quality data. Well done AskNicely."

Andy Millard
Link Engine Management

"We have an incredible response rate and we receive real-time feedback about our events, facility and staff."

Chris Shrout
Oklahoma Aquarium

"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
MARKET LEADERS
2019 MARKET LEADERS

GetFeedback
by SurveyMonkey

NICE

Satmetrix

qualtrics
XM
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.

"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

"It’s all about being where your customers are and being able to interact with them at the pace and the venue of their choice. That’s why we’ve set ourselves up with GetFeedback.”
Christopher Hogan
Business Analytics & Modeling, YETI

"We want our customers’ voice to be an informative part of our decision making process. Since rolling out GetFeedback, our response rates have improved by 400%.”
Macy Howarth
Director, Customer Success, AthenaHealth Inc.

"GetFeedback has created a whole new way for us to listen to our customers, and the insights are changing the way we do business.”
Dan Darcy
SVP, Global Enablement, Salesforce
ABOUT 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.

“Satmetrix had the intellectual horsepower to deliver more than just data. Satmetrix had the experience, analysis, user interface, credibility and comparative data to help us achieve our goals.”

Simon Lyons
Director of Marketing & Communications, Aggreko

“We acquired 20,000 new small business customers, and we needed a way to ensure we were delivering consistent, world-class customer service to all of them. No small feat. With Satmetrix, we’ve not only created an exceptional client experience, we’ve seen our revenue grow because of it.”

Marc Willency
Senior Vice President, TW Telecom

“One of the great benefits of the NICE Satmetrix program is that it is a system that allows many different stakeholders to have a conversation about one common topic.”

Jason Schiess
Global E-Commerce Director, Stokke

“Without NICE we would not be as successful, because while we have the feedback and the VoC to make operational changes, the scorecards and the additional insights and analytics give us the deeper organizational engagement - from the CEO level down - needed to make important strategic improvements.”

Svetla Scheiber
Senior Sales and Customer Experience Manager, A1 Telekom Austria Group
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.

“With Qualtrics we have improved our ability to widen the scope of our research initiatives. We can generate real-time reports in minutes to review in our weekly senior leadership meetings. I can even do cross-tab reports in two clicks.”

Meredith Kunza
Whistler Blackcomb

“We use Qualtrics as a key part of our customer and market data analytics toolkit to easily collect customer insights, mine data, manage satisfaction projects, and much more. I continue to be very impressed with Qualtrics and recommend it to anyone and everyone.”

Jeff Rosenfeld
VP of Customer Insight and Analytics, Neiman Marcus

“With Qualtrics, we are able to drive business decisions based on the needs and desires of our actual customer base instead of sitting in a closed conference room making those decisions on our own. The surveys are easy to use and customize, and they deliver information that is easy to analyze and act upon.”

Natasha Copeland
Program Manager, Xerox

“IT’s not just a survey platform. It enables us to deliver real-time feedback to close the loop on a customer level and gather a large volume of experience data.”

Walter Li
Head of Insights, Cathay Pacific
2019 **TOP PERFORMERS**

Delighted

Nicereply

SURVICATE

WOOTRIC
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.

“Delighted makes my job easier across the board because it’s easier to get in touch with people. It makes it easy to talk to customers, makes it easy to be reactive with them, and it’s all easy to monitor as it builds out.”
Rebecca Sherman
Head of Account Management and Ad Operations, The Hustle

“At the highest level, insights from Delighted have helped us confirm the fundamental value proposition of Happy Returns, which is that by providing a superior return experience, it’s possible to significantly increase your customers’ happiness, which leads to greater loyalty and conversions.”
Cassie Layton
Head of Marketing, Happy Returns

“August has used Delighted for the past 2 years. We love their easy interface and ability to quickly judge how our customers view our product. The team at Delighted has constantly gone above and beyond to help us get what we need out of their system. Great company, and great tool!”
Monika Aufdermauer
Director of Customer Operations, August

“Delighted has helped us collect feedback and organize it by company and type of user. Integrating with our ticketing system has made it really easy to follow up with customers and see their NPS when providing support.”
Ben Angel
Head of Customer Success & Support, Envoy
Nicereply was born in the summer of 2010 as a spin-off of WebSupport, a European hosting company. Their mission is to help companies provide outstanding customer service. They believe that a great customer care has a direct positive effect on business performance improvement. Whether it's a startup, e-commerce, or international corporation, they've helped hundreds of companies of all sizes since they have started.

“The simplicity of the interface on the customer’s end, and the simplified yet robust reporting helped us choose Nicereply! I'm most excited about being able to identify and follow up on detractor tickets very quickly, and the real time feedback aspect for my agents is pretty awesome too.”

James Stillian
Customer Champion, Man Crates

“Sending surveys automatically after a call is key for many support teams. Nicereply’s integration offers a lot of flexibility to do just that. Even better, agents can see previous ratings left by customers on Aircall, so they're always prepared for the next interaction.”

Robert Statsky
Director of Customer Success, Aircall

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

Emma Johnson
Vice President of Customer Support, Untappd

“Nicereply makes it easy to gather valuable customer feedback - and Front makes it easy to act on it. With your customer satisfaction data pushed straight to your inbox, your team can learn more from your customers to deliver an even better experience.”

Sarah Spangenberg
Product Marketing Manager, Front
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.

“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

“We started getting answers within minutes and reached a response rate as high as 58%. We can’t recommend Survicate enough!”

John Bilyk
CEO and Co-Founder, Laurens Coster

“Once we launched the new survey and broadened the target group to entire teams that use Agendor, our response rate increased significantly. This also boosted NPS score and response rates, as actual users finally got to voice their opinion.”

Tulio Monte Azul
Chief Technology Officer and Product Manager, Agendor
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.

“"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 Traill
VP Customer at Hootsuite, Hootsuite

“"With Wootric, we quantify how many customers have a common experience. As a result, we can start to understand the impact of CX on our business and prioritize projects more effectively.””

Amy Etheridge
Head of Customer Advocacy, MindTouch

“"Wootric NPS helps SalesHood get a handle on customer loyalty and prioritize improvements in a timely manner. Now our customers are getting even more value from our platform, and they appreciate the quick response.””

Kelly Frey
Vice President Marketing & Customer Success, SalesHood

“"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
RISING STARS
ABOUT LUMOA

Lumoa helps enterprises take their customer experience into control. In many companies, the customer experience is measured, but results are not actionable. Lumoa’s online service helps companies get fast customer insights across 60+ languages and focus on improvements instead of data. Their online service uses NPS (Net Promoter Score) or other customer experience metric scores, text feedback and customer-specific background information as a basis for analysis.

“Now with Lumoa, we get to know what went well and, more importantly, what went wrong almost in real time. This gives us a much better understanding and we can take actions straight away.”

Juha Nieminen
Chief Operating Officer, Heltti

“Now everybody in the company understands what our customers wish and can make a link between customer feedback and what to do about it. We are able to proactively solve customer problems instead of spending days working to understand the data.”

Jarno Nousiainen
User Research Lead, Holvi

“With no unified reporting, it was hard to follow what our customers really want. We were taking rather reactive than pro-active approach. Lumoa brought us a deeper view into NPS and an easy way to see a bigger picture. Now we are able to get reports automatically with a few clicks.”

Annukka Toivanen
Customer Insight Manager, Fonecta

“The best thing with Lumoa is that we can easily see what our customer appreciates and also what isn’t satisfying them. Lumoa helps us in seeing beyond the numbers. Understanding what drives the customer experience of our loyal customers helps us in sharing the best practices and improving our performance every month.”

Juhana Lamberg
Country Manager, Musti Group
Promoter.io helps companies understand the true ‘voice of the customer’ by allowing them to easily build, launch, measure, engage, and take action on Net Promoter campaigns, all in one place. The Net Promoter Score (and system) is one of the most critical business metrics that a company can measure, and when implemented properly, it can have extremely beneficial results on business growth and customer loyalty. Promoter.io has changed this by offering a web-based platform to easily build and manage your campaigns. Not only can you easily collect scoring data but they make it easy to manage the incredibly important raw feedback that comes along with it. This is where the real value is. Do deep analysis on customer feedback, engage your entire organization or team, follow-up and track historical data without having to use multiple systems.

"Simple and inexpensive tool with great support resources, blogs, best practices, etc. Easy to implement and big impact on customer engagement!"
Katie Nix
Vendini

"Using Promoter.io helped us quickly surface the areas where we were really excelling as well as the areas we needed to improve. This has helped us increase customer loyalty by 125%.
Josh Pigford
Founder, BareMetrics

"Promoter has helped us tremendously. This is the only platform that allows us to drive highly actionable feedback, analyze responses for critical insights and effectively close the loop all in one place."
Joe Dan Dockery
RackSpace

"We have had the highest number of survey responses since using Promoter.io, which has helped us retain clients."
Anna Durant
Marketing Executive, Critchleys
ABOUT SIGHTMILL

SightMill platform allows you to deliver Net Promoter Score (NPS) surveys on your website, via email, and via mobile at live events. The software provides sophisticated analysis tools, integration with third-party software and smart automation workflow to ensure your teams get feedback and respond effectively. They use the Net Promoter Score framework to help you drive better understanding of customer needs - through improved customer service and great product development.

"It’s really powerful to hear and act on the feedback from our delegates in real-time to make our training experience even better; the SightMill team has been great at helping us achieve this.”
Jelena Sevo
Director, Tolley

"I’m really impressed how SightMill makes it so easy to get real-time customer feedback via our website and after live training events.”
Jonathan Mama
Chief Executive Officer, Skorch Outdoors

"Loved the links to Slack - our teams know instantly when there's customer feedback for their department.”
Gordon Tees
Chief Executive Officer, Mailzinger

"SightMill makes it easy for us to listen to our users and provide the best possible experience on Fastcase.com.”
Karli Hannan
Director, Sales & Customer Experience, Fastcase
zenloop is a NPS feedback management platform which improves customer retention by using the Net Promoter System® (NPS) framework. zenloop’s SaaS platform collects quantitative and qualitative feedback through various channels (link, email, website or each embedded). All surveys are easy to reply and achieve high response rates of 30-50%. Their smart label technology analyzes the feedback and automatically identifies all relevant insights and trends. Companies can easily close the feedback loop with their customers and initiate internal processual improvements. zenloop boosts customer relationships and empowers customer centricity in organizations.

"By reacting to customer feedback in an automated manner, we’ve been able to significantly increase repurchase rates. The zenloop integration took only a few hours."
Christian Efendic
Team Lead CRM, Contorion

"zenloop saves us time-consuming and manual analyses. With the Smart Labels, we can evaluate qualitative feedback from our customers in minutes."
Jens Griebler
Head of CRM, Deichmann

"By identifying our most loyal customers, zenloop enables us to achieve incremental revenue through referrals by promoters."
Gerald Kullack
Managing Director, Lillydoo

"The only NPS platform [that] collects actionable feedback, analyzes responses for insights and closes the loop - all in one place."
Jakob Keller
Founder & CEO, Keller Sports