Why Read This Report

In our 40-criterion evaluation of customer feedback management (CFM) providers, we identified the 10 most significant ones — Clarabridge, Concentrix, Confirmit, InMoment, MaritzCX, Medallia, NICE, SMG, Qualtrics, and Verint — and researched, analyzed, and scored them. This report shows how each provider measures up and helps customer experience (CX) professionals select the right one for their needs.

Key Takeaways

Clarabridge, Medallia, InMoment, Qualtrics, and Confirmit Lead The Pack

Forrester’s research uncovered a market in which Clarabridge, Medallia, InMoment, Qualtrics, and Confirmit are Leaders; SMG, MaritzCX, Concentrix, and NICE are Strong Performers; and Verint is a Contender.

Integrations, Text Analytics, And Service Offerings Are Key Differentiators

As more firms invest in voice-of-the-customer (VoC) technologies, vendors’ integration capabilities, text analytics, and service offerings will dictate where the money is best spent. Vendors that provide superior capabilities across these three areas will position themselves to deliver a differentiated experience to their customers and stand out in what is becoming an increasingly crowded and difficult-to-understand field.
The Forrester Wave™: Customer Feedback Management Platforms, Q1 2020
The 10 Providers That Matter Most And How They Stack Up

by Faith Adams
with Harley Manning, Ben Salamin, and Shayna Neuburg
February 11, 2020

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Related Research Documents
How To Build Your Voice-Of-The-Customer Program
Humanize Feedback To Drive VoC Engagement And Action
Now Tech: Voice-Of-The-Customer (VoC) Vendors, Q1 2020

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CFM Vendors Differentiate On Data Sources, Text Analytics, Services

CFM platforms play a critical role in enterprise VoC programs — helping CX pros simplify processes so they can focus on driving improvement efforts. But the continued convergence of vendor offerings makes it difficult for CX teams to identify the right solution for their enterprise needs. This evaluation focuses on how each vendor’s solution delivers on the specific components necessary to provide CX professionals with the tools and technology to drive their initiatives forward and achieve a state-of-the-art VoC program. CX professionals should look for CFM providers that:

› **Integrate with other data sources and tools.** Before shopping for a vendor, CX pros must inventory all of the relevant technologies that are in place, including CRM, contact center solutions, HRIS, POS, digital experience, social media, and other CFM or VoC tools. This is because integrations play a critical role in VoC programs — helping connect customer feedback and data across the enterprise, bringing together multiple channels and lines of business to enable a holistic view. Unfortunately, vendors often simplify how integrations work, leading to frustration — and additional costs — during and after implementation. This can slow down a program’s time-to-productivity.

› **Provide text analytics solutions that match organizational needs.** All vendors continue to invest in text analytics, but they’re each putting their money into different features and capabilities. Buyers should look at the industry ontologies a vendor supports, the languages available, and how the text analytics technology works — whether it is rules-based, supervised machine learning, unsupervised machine learning, or a hybrid. Buyers should have vendors do a live proof of capabilities during technology demonstrations — enabling the buyers to get a feel for the tool’s true out-of-box functionality. For example, the word “outstanding” can mean different things based on industry. In some cases, the word means “very positive.” In other cases, it may describe a balance owed or refer to an overdue bill. It is also critical to look at how far comments can be drilled down into for deeper insights and how easy it is for users to continue to train and tune the model.

› **Offer managed and professional services as well as implementation services.** Technology alone cannot cure all CX woes. So, CX teams — which are typically small and have frequently immature VoC programs — can’t be afraid to ask for help. In turn, vendors have to be there to support customers who can’t — or prefer not to — execute on DIY programs. CX pros must look at the variety of services offered, vet the vendor’s expertise in providing the specific services — like ongoing system configuration, program design, insights deep dives, key driver analysis, or goal setting — and evaluate the team the vendor is supplying to deliver the services before making a decision.
Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It’s an assessment of the top vendors in the market and does not represent the entire vendor landscape. You’ll find more information about this market in our “Now Tech: Voice-Of-The-Customer (VoC) Vendors, Q1 2020” report.

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.
The Forrester Wave™: Customer Feedback Management Platforms, Q1 2020

The 10 Providers That Matter Most And How They Stack Up

FIGURE 1 Forrester Wave™: Customer Feedback Management Platforms, Q1 2020

THE FORRESTER WAVE™
Customer Feedback Management Platforms
Q1 2020

Challengers
Contenders
Strong Performers
Leaders

Stronger current offering

Weaker current offering

Weaker strategy
Stronger strategy

Market presence

Clarabridge
Concentrix
Con/ﬁrmit
InMoment
MaritzCX
NICE
Medallia
Qualtrics
SMG
Verint
### FIGURE 2 Forrester Wave™: Customer Feedback Management Platforms Scorecard, Q1 2020

<table>
<thead>
<tr>
<th>Current offering</th>
<th>Forrester weighting</th>
<th>Clarabridge</th>
<th>Concentrix</th>
<th>Confirmit</th>
<th>InMoment</th>
<th>MaritzCX</th>
<th>Medallia</th>
<th>NICE</th>
<th>Qualtrics</th>
<th>SMG</th>
<th>Verint</th>
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<tr>
<td>Feedback collection</td>
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<td>4.47</td>
<td>3.25</td>
<td>3.61</td>
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<td>3.16</td>
<td>3.75</td>
<td>3.12</td>
<td>3.21</td>
<td>3.35</td>
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<tr>
<td>Integrations</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Speech analytics and speech-to-text</td>
<td></td>
<td>5.00</td>
<td>5.00</td>
<td>3.00</td>
<td>3.00</td>
<td>1.00</td>
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<td>3.00</td>
<td>3.00</td>
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<tr>
<td>Image/video feedback collection and mining</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Text analytics</td>
<td></td>
<td>5.00</td>
<td>4.80</td>
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<td>3.20</td>
<td>1.26</td>
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<tr>
<td>Journey analytics</td>
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<td>Analytics capabilities</td>
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<td>5.00</td>
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<td>5.00</td>
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<tr>
<td>Alerting and closed-loop capabilities</td>
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<td>4.30</td>
<td>3.70</td>
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<td>Reporting capabilities</td>
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<td>5.00</td>
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<td>Managed and professional services</td>
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<tr>
<td>Customer success and support</td>
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<tr>
<td>Cost</td>
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<td>1.00</td>
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<tr>
<td>VoE (as it relates to the customer experience)</td>
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<td>3.00</td>
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<td>3.00</td>
<td>3.00</td>
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<tr>
<td>Usability</td>
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<td>3.00</td>
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<tr>
<td>Scalability</td>
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<td>Security</td>
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</tr>
</tbody>
</table>

All scores are based on a scale of 0 (weak) to 5 (strong).
### FIGURE 2 Forrester Wave™: Customer Feedback Management Platforms Scorecard, Q1 2020 (Cont.)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Forrester’s weighting</th>
<th>Clarabridge</th>
<th>Concentrix</th>
<th>Confidient</th>
<th>InMoment</th>
<th>MarkzCX</th>
<th>Medallia</th>
<th>NICE</th>
<th>Qualtrics</th>
<th>SMG</th>
<th>Verint</th>
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<tbody>
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<td>Execution and delivery on roadmap</td>
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<td>5.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
</tr>
<tr>
<td>Product vision and strategy</td>
<td>22%</td>
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<td>5.00</td>
<td>3.00</td>
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<tr>
<td>Enterprise strategy</td>
<td>10%</td>
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<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>5.00</td>
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<td>3.00</td>
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<tr>
<td>Global strategy</td>
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<td>3.00</td>
<td>5.00</td>
<td>5.00</td>
<td>5.00</td>
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<td>5.00</td>
<td>3.00</td>
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<tr>
<td>Partners</td>
<td>10%</td>
<td>3.00</td>
<td>2.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>2.00</td>
<td>4.00</td>
<td>3.00</td>
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<tr>
<td>Services strategy</td>
<td>10%</td>
<td>3.00</td>
<td>3.00</td>
<td>5.00</td>
<td>5.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
</tr>
<tr>
<td>Customer relationship</td>
<td>10%</td>
<td>5.00</td>
<td>4.00</td>
<td>4.00</td>
<td>3.00</td>
<td>3.00</td>
<td>1.00</td>
<td>2.00</td>
<td>3.00</td>
<td>3.00</td>
<td>2.00</td>
</tr>
<tr>
<td>Pricing strategy/commercial model</td>
<td>2%</td>
<td>5.00</td>
<td>3.00</td>
<td>5.00</td>
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<td>3.00</td>
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<td>1.00</td>
<td>1.00</td>
<td>5.00</td>
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<tr>
<td>Professionalism</td>
<td>2%</td>
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<td>5.00</td>
<td>5.00</td>
<td>5.00</td>
<td>3.00</td>
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<tr>
<td>Employee ecosystem</td>
<td>2%</td>
<td>4.60</td>
<td>4.80</td>
<td>4.80</td>
<td>1.90</td>
<td>3.00</td>
<td>2.30</td>
<td>3.90</td>
<td>3.20</td>
<td>2.10</td>
<td>1.00</td>
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**Market presence**

<table>
<thead>
<tr>
<th></th>
<th>3.00</th>
<th>1.00</th>
<th>4.00</th>
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<th>4.00</th>
<th>5.00</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>50%</td>
<td>3.00</td>
<td>1.00</td>
<td>3.00</td>
<td>3.00</td>
<td>5.00</td>
<td>3.00</td>
<td>5.00</td>
<td>1.00</td>
<td>3.00</td>
</tr>
<tr>
<td>Customers</td>
<td>50%</td>
<td>3.00</td>
<td>1.00</td>
<td>5.00</td>
<td>3.00</td>
<td>3.00</td>
<td>5.00</td>
<td>5.00</td>
<td>3.00</td>
<td>3.00</td>
</tr>
</tbody>
</table>

All scores are based on a scale of 0 (weak) to 5 (strong).
Vendor Offerings

Forrester included 10 vendors in this assessment: Clarabridge, Concentrix, Confirmit, InMoment, MaritzCX, Medallia, NICE, Qualtrics, SMG, and Verint (see Figure 3).

### FIGURE 3 Evaluated Vendors And Product Information

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Product evaluated</th>
<th>Product version evaluated</th>
<th>Version release date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarabridge</td>
<td>Clarabridge</td>
<td>Fall 2019</td>
<td>October 16, 2019</td>
</tr>
<tr>
<td>Concentrix</td>
<td>ConcentrixCX</td>
<td>5.18</td>
<td>October 2019</td>
</tr>
<tr>
<td>Confirmit</td>
<td>Confirmit Horizons</td>
<td>2019.10</td>
<td>October 16, 2019</td>
</tr>
<tr>
<td>InMoment</td>
<td>XI Platform</td>
<td>N/A</td>
<td>October 16, 2019</td>
</tr>
<tr>
<td>MaritzCX</td>
<td>MaritzCX Technology Platform</td>
<td>N/A</td>
<td>October 10, 2019</td>
</tr>
<tr>
<td>Medallia</td>
<td>Medallia Experience Cloud</td>
<td>2019 Fall.1</td>
<td>October 14, 2019</td>
</tr>
<tr>
<td>NICE</td>
<td>NICE Satmetrix</td>
<td>R34</td>
<td>September 2019</td>
</tr>
<tr>
<td>Qualtrics</td>
<td>Qualtrics CustomerXM</td>
<td>N/A</td>
<td>October 16, 2019</td>
</tr>
<tr>
<td>SMG</td>
<td>smg360</td>
<td>Version 2019.9.17.1</td>
<td>September 17, 2019</td>
</tr>
<tr>
<td>Verint</td>
<td>Verint Experience Management</td>
<td>15.3</td>
<td>October 16, 2019</td>
</tr>
</tbody>
</table>
Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

› Clarabridge delivers strong integrations that enable an omnichannel view. Clarabridge continues to build on what it is best known for: text analytics. This helps enterprises unlock the power of multiple types of feedback — including conversations taking place between customers and employees and on social media — to achieve a new level of customer understanding.

Clarabridge reference customers note that the vendor’s strength goes beyond text analytics. It connects multiple streams of customer feedback into a single view. This is proven by installations where it processes 100% of the survey data from other vendors while also ingesting massive quantities of data from sources like voice, chat, social media, ratings and reviews, and customer emails.3 Clarabridge is a good fit for buyers who are ready to go beyond surveys, make the most of speech and text analytics, and embrace other feedback and data that is already being collected. It is also a great solution for firms looking to aggregate insights from disparate tools across multiple channels. However, because the vendor pivoted away from offering survey capabilities in 2019, buyers will have to pair it with a survey partner, making it a weaker fit for those looking to streamline their technology portfolio.

› Medallia continues to grow its capabilities through acquisitions. 2019 was a big year for the vendor, which went public and then launched into an acquisition spree to strengthen its capabilities and enhance its overall product portfolio. In 2019 alone, the vendor acquired customer success solution Strikedeck, behavioral analytics platform Cooladata, mobile messaging and engagement solution Zingle, and idea management and innovation platform Crowdcity.4 Medallia continues to be effective at enabling its customers by engaging their people — especially those at the frontlines — and contributing to the creation of a more customer-centric culture.

Medallia reference clients praise the vendor for its technology and ability to grow and scale with their business. They are also fond of the vendor’s ability to drive engagement in the platform at scale: Its reference clients had upward of 50,000 dashboard users — the most of any vendor in this evaluation. References share that the technology is deployed across multiple channels, and they note a high level of satisfaction with Medallia’s integration capabilities. Reference clients did say, however, that the vendor’s text analytics has room for improvement and that the vendor should be more agile and flexible. Buyers should consider Medallia if they are looking for a programmatic approach and demand strong closed-loop follow-up capabilities from a vendor that is invested in innovation.

› InMoment drives value beyond tech through its people and partnership. InMoment continues to execute on its roadmap that focuses on CX, employee experience (EX), and market experience (MX) — which the vendor brands XI, or experience intelligence. In 2019, the vendor received a strategic growth investment from private equity firm Madison Dearborn Partners, which will help...
it accelerate product development and growth in 2020.\textsuperscript{5} Despite the fact that more than three-quarters of InMoment’s customers are in B2C, with a strong focus on retail and hospitality, the vendor continues to expand into other industries, including automotive and insurance.

InMoment reference customers rave about the vendor’s strengths in technology as well as the strong and valuable partnership provided by its people. They note how well the vendor listens before offering up a solution. InMoment demonstrates flexibility and willingness to meet customers where they are rather than selling something off the shelf or, worse, overselling for the sake of a larger deal. The vendor is also not afraid to nudge customers to innovate, helping them tap into other sources of feedback to achieve a new level of customer understanding. However, reference clients state that although they are mostly satisfied with the vendor’s text analytics and general analytics capabilities, there is opportunity for improvement, and they hope these features continue to evolve. InMoment is a good fit for buyers looking for an innovative and strong partner that focuses on both technology and services.

\textbf{Qualtrics offers speed of innovation, exceptional self-service, and platform flexibility.}

Qualtrics’ focus on innovation and XM — customer, brand, product, and employee experience — has not relented since being acquired by SAP in 2018. The vendor continues to expand its already strong presence by making heavy investments in both additional resources and R&D. Qualtrics also continues to invest in partnerships — regularly announcing more on both the technology and services side.

Qualtrics reference clients praise the vendor for its flexibility and its ability to grow with them. Self-service was also a recurring theme, with reference clients taking more of a DIY approach. This approach serves Qualtrics reference clients well. References appreciate the vendor’s innovation, regular updates, and ongoing feature enhancements. But despite Qualtrics’ innovation — and ability to tap into more features and capabilities through its own technology or its partner ecosystem — reference client programs are survey-focused and not well-integrated with other systems. In addition, although some reference clients note that Qualtrics text analytics is good enough for their needs, others say that there is an opportunity for improvement. Qualtrics is great for buyers who demand and can support strong self-service capabilities. And through its partner ecosystem, the vendor can also support buyers who crave a high level of flexibility but are still in need of managed and professional services.

\textbf{Confirmit demonstrates flexibility across a diverse customer base.}

Confirmit continues to focus on flexibility with its “freedom within a framework” — instead of taking a one-size-fits-all approach with its clients. The vendor meets clients where they are by providing a very hands-on approach when needed or enabling self-service when teams are able and willing to do it themselves. The vendor also focuses customers on critical components of program success — like culture change and proving outcomes to the business. Confirmit clients can also benefit from the vendor’s voice-of-the-employee (VoE) and EX capabilities.
Of the vendors in this evaluation, Confirmit had the longest relationship with its reference customers — an average of 8.5 years. The vendor remains committed to its customers from both a technology and services perspective — offering a wealth of managed and professional services to help customers advance their programs. Reference clients appreciate the vendor’s flexibility, ability to be configured to their specific needs, cost, and how well the vendor listens to the voice of its own customers — with references noting that this has been consistent throughout their long relationships. B2B reference clients also cite the vendor’s ability to meet their unique needs as a key reason they stay with the vendor. Although reference clients note that the technology is generally intuitive, the vendor should continue to invest in usability. Text analytics is also an opportunity for improvement. Confirmit is a great partner for firms looking for either DIY or managed service solutions and for firms that want to embrace the power of EX and VoE.

**Strong Performers**

› **SMG delivers actionable insights and an excellent customer experience.** The vendor is long known for its expertise and services for its customers in the restaurant, retail, and grocery industries. However, it continues to build on its reputation and commitment to moving the customer experience space forward by stepping into new industries like healthcare. To help make programs successful, the vendor moves hand in hand with customers to ensure they deliver not only better customer experiences but also better employee experiences and financial outcomes.

SMG reference clients appreciate the vendor’s partnership above all — they note that not only does SMG understand their business, but it truly cares. Reference clients rave about the vendor’s “actionable high-quality insights,” as stated by one of the references. They also tout the strong value they receive from the vendor’s combination of technology and services. SMG’s reference clients also unanimously agree that the vendor helps them show business impact on an ongoing basis. Despite the vendor’s strong partnership with its clients, some are ready for a nudge to incorporate new feedback sources — something that SMG should not be afraid to do. The vendor can also improve its text analytics capabilities: One reference notes that these capabilities “could be more intuitive.” SMG is a strong buy for firms that are looking for actionable insights and strong support, especially in the vendor’s sweet-spot industries.

› **MaritzCX invests in integrations and has a strong focus on services.** The vendor continues to focus on the power of services along with technology — something that often gets lost during a vendor selection process. In 2019, MaritzCX obtained its CMS certification — something no other vendor in this space has done yet — to better enable healthcare organizations to deliver improved patient experiences. In addition, the vendor continues to remain focused on bringing new features and capabilities to its customers, whether through its platform directly or integrations.

MaritzCX reference customers praise the vendor’s flexibility and commitment to their success — with clients appreciating its partnership. Reference clients note that the people at MaritzCX are its key differentiator. They say the vendor is a true strategic partner, even helping solve problems...
that go beyond the platform and contracted services. The vendor is not afraid to give customers a nudge, either. It helps reference clients try new things like image and video and take deeper dives into capturing and analyzing emotion. As with most other vendors, though, reference clients note the vendor has an opportunity to improve its text analytics capabilities. Some references also note that they would like to see new features and capabilities come to life faster. MaritzCX is great for buyers looking for a one-stop shop for technology and services, whether it be new CX teams that are just getting started or those that have limited resources and need additional support.

› Concentrix gains momentum with continued investments in innovation and services. Concentrix is a newcomer to this Forrester Wave — but not to the CX space. Concentrix acquired Convergys in 2018 and continues to make significant investments in the future of its VoC technology. In fact, the vendor’s technology has innovated quickly, coming a very long way in a short period of time. Concentrix brings deep research expertise and a high level of managed and professional services that can enable programs beyond technology. Although Convergys’ VoC efforts were largely focused in North America, expect Concentrix to expand its footprint in 2020 and beyond.

Concentrix reference clients selected the vendor because of both its functionality and support — noting its filtering capabilities, closed-loop module, and coaching modules in addition to its industry knowledge and survey design and analytical capabilities. Reference clients appreciate the vendor’s responsiveness and note that it has a strong track record when it comes to meeting customer needs. This approach has enabled the vendor’s footprint to grow — with one reference client noting that they continue to expand the relationship with the vendor because they grew to “love them more.” However, some references note that the vendor could have been more proactive and sometimes undersells its capabilities. Clients also say the vendor could “execute on its roadmap faster.” Concentrix is great for buyers looking for a blend of technology and services with a strong focus on analytics and action.

› NICE provides enterprises a variety of options with its suite of products. As a large global organization, NICE is known for many things, most notably its expertise in the contact center. And for CX buyers looking to tap into speech analytics, the vendor is known for being a Leader in the “Forrester New Wave: AI-Fueled Speech Analytics Solutions, Q2 2018.” The vendor continues to make acquisitions and also continues to invest in innovating its technology to help clients solve an expanding variety of challenges.

NICE reference clients share several reasons why they selected the vendor. Not surprisingly, the biggest reason is the vendor’s large suite of products. Clients like the fact that by expanding the work they do with NICE, they are better able to link customer interactions with specific call recordings and agents. Clients also praise the vendor for its implementation capabilities — noting that implementations were well-managed and that it was evident that the implementation team was well-tenured. On the constructive side, reference clients would like to see improvements made to the vendor’s text analytics capabilities. Given that NICE continues to make acquisitions — which
reference clients like because it continues to build on the vendor’s offering — customers would like to see the vendor integrate new products into the larger NICE portfolio faster. NICE is a strong buy for enterprises looking for a one-stop shop or for a buyer looking for strong speech analytics capabilities.

**Contenders**

› **Verint offers enterprise engagement solutions and strong digital capabilities.** Verint may continue to be known for its contact center expertise, but the vendor remains committed to helping enterprises get more value by expanding beyond this channel and engaging the broader enterprise. In mid-2019, the vendor integrated OpinionLab into its unified VoC product, followed by the integration of Foresee in November 2019. This provides VoC buyers a cross-channel solution that enables a holistic view of the customer experience.

Verint reference clients appreciate the focus and expertise it now has in digital experience — specifically through the acquisition of ForeSee — and the vendor’s responsiveness. However, one reference client notes that Verint “needs to marry all of its products together,” which they believe is happening. This same reference client echoes a sentiment that Forrester hears from other Verint customers — that clients want to expand their program beyond one part of the business but need more support to get there. Although its reference clients note being generally satisfied with the vendor, they also state that it can improve upon both its integration and text analytics capabilities. Verint is good for buyers looking for strong speech analytics capabilities and a unified solution — or for current Verint customers looking to expand VoC capabilities beyond the contact center.

**Evaluation Overview**

We evaluated vendors against 40 criteria, which we grouped into three high-level categories:

› **Current offering.** Each vendor’s position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include feedback from nonsurvey methods, integrations, text analytics, and client satisfaction.

› **Strategy.** Placement on the horizontal axis indicates the strength of the vendors’ strategies. We evaluated the vendor’s vision and roadmap and the strength of its employee ecosystem.

› **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor’s client count and annual revenue.

**Vendor Inclusion Criteria**

Forrester included 10 vendors in the assessment: Clarabridge, Concentrix, Confirmit, InMoment, MaritzCX, Medallia, NICE, Qualtrics, SMG, and Verint. Each of these vendors has:

› **A comprehensive CFM technology offering.** To align with Forrester’s definition of CFM, providers included in this Forrester Wave were screened to ensure that they support each key CFM activity.
› **A minimum revenue of $50 million.** Each vendor reported revenues of at least $50 million in CFM technology and related services.

› **Global presence.** Each vendor generates revenue outside of North America and can support a variety of levels of global enterprises.

› **Significant interest from Forrester customers.** Each vendor has significant interest from Forrester clients in the form of inquiries, advisories, interactions at events, and other conversations.

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We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows The Forrester Wave™ Methodology Guide to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst’s experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by November 15, 2019 and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with The Forrester Wave™ Vendor Review Policy, Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the Integrity Policy posted on our website.
Endnotes

1 See the Forrester report “Four Questions CX Pros Should Ask — But Usually Don’t — When Evaluating VoC Vendors.”

2 Vendors offer a variety of managed and professional services — including but not limited to the services listed. To be certain that a vendor has a specific service offering, buyers should ask potential vendors for a menu of the managed and professional services it offers.

3 Reference clients also use Confirmit, Customerville, Medallia, NICE, Qualtrics, Verint ForeSee, Verint, and Wootric.


5 InMoment announced it received a strategic growth investment from funds advised by Madison Dearborn Partners, a leading private equity firm based in Chicago. “InMoment’s XI Platform offers the customer experience management sector a truly innovative approach, one that enables companies to seamlessly collect and connect first- and third-party data sources to provide unique insights into the experience and sentiment of their customers. InMoment excels at taking customer understanding beyond the survey, and we are excited to support InMoment’s strong momentum as it continues to deliver best-in-class analytics and services to companies globally.”


We work with business and technology leaders to drive customer-obsessed vision, strategy, and execution that accelerate growth.

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