

Abstract: 2009 Contact Center Surveying/Feedback and Analytics Market Report

*Designed with the end user in mind, the **2009 Contact Center Surveying/Feedback and Analytics Market Report** provides contact center and enterprise managers with detailed information about the best solutions, technology and partners in the market. This report also assists end users by showing them how best to apply surveying solutions to collect, analyze and put customer feedback to work to improve business processes, reduce costs, and improve customer loyalty and satisfaction.*

2009 was a very good year for the contact center surveying/feedback market, despite the recession. The market increased 18% between 2008 and 2009. Growth can be attributed to enterprises' intense need to retain their customers during the economic downturn. Surveying/feedback is the best method that enterprises have to determine if customers are satisfied with the quality of their products and services. When done right, survey results give management a barometer of customer loyalty, market perception, brand strength, customer satisfaction and the overall customer experience.

Social media came to the forefront this past year, although there was a great deal more talk than real products making their way to the market. Web 2.0 and other social software applications such as wikis, blogs, customer review sites, community forums, social networks, content feeds, content rating and reputation management are beginning to find their way into customer feedback programs.

2009 also saw a shift in vendor strategies. In prior years, the contact center surveying/feedback market was dominated by vendors who offered a limited amount of surveying application functionality in conjunction with consulting services. Over the last three years, a number of vendors entered the market with packaged surveying solutions designed for enterprises to use without accompanying consulting services. During the year, vendors enhanced solutions to be broader in scope and better positioned to survey other important constituents—employees, partners, investors and prospect—to make survey results more actionable and to be able to share them on a timely basis.

The **2009 Contact Center Surveying/Feedback and Analytics Market Report** analyzes all aspects of this emerging market including vendors, product functionality, technology, market trends, challenges, market share, adoption rates, benefits, return on investment (ROI), best practices, customer satisfaction and pricing. The report features a detailed review of the seven leading vendors that offer full contact center surveying/feedback and analytics solutions, and a high-level review of two emerging solutions.

Key Reasons to Buy This Report

- Learn how social networking and community solutions can play an important role in obtaining feedback from customers, and discover the benefits early adopters are seeing.
- Understand the importance of surveying/feedback and how it can help your company achieve its goals of reducing customer attrition, improving processes and increasing profitability.
- Understand the closed-loop surveying process and how it improves the customer experience and reduces operating expenses.
- Learn the best practices for selecting and implementing a surveying/feedback and analytics solution.
- Get in-depth analyses including corporate, technical and functional side-by-side comparisons of the top seven vendors in the market: Allegiance, Confirmit, inContact, Mindshare, Ransys, RightNow and Verint.
- Obtain the most comprehensive, accurate and current market share analysis, adoption rates and 2009-2011 projections for the contact center surveying/feedback and analytics market.

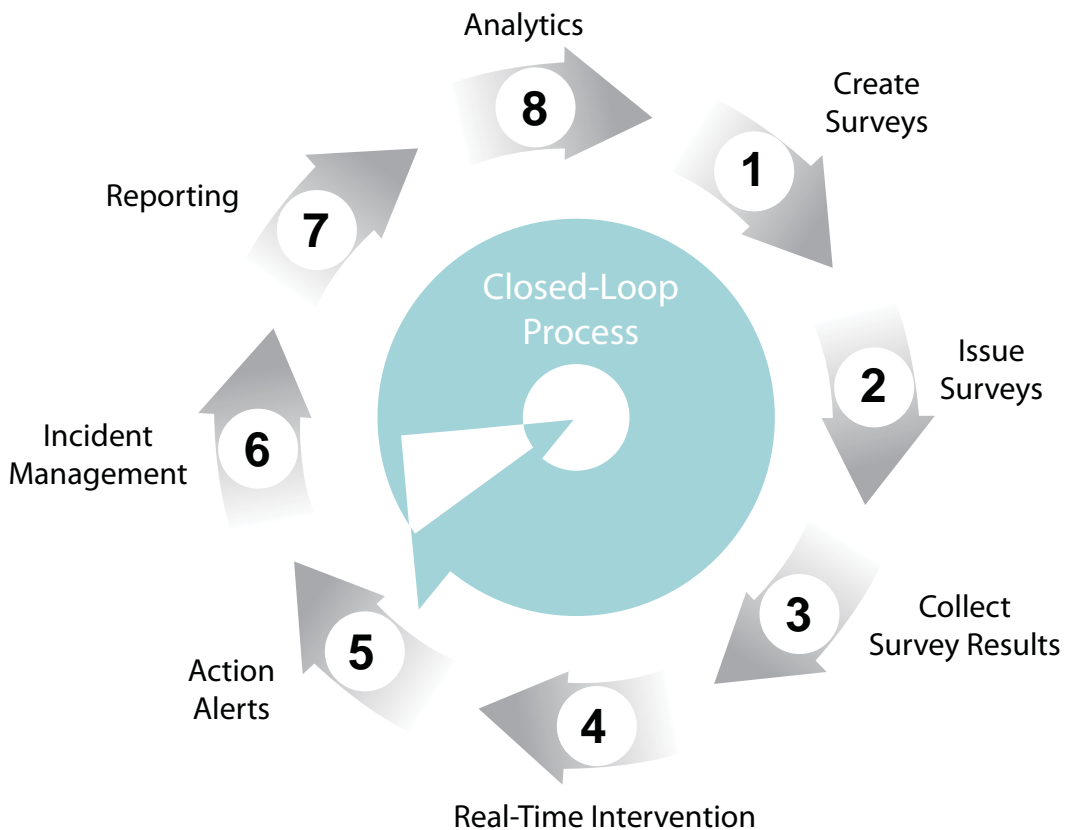
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Report Highlights

- The surveying/feedback market grew by 18% between 2008 and 2009. DMG Consulting attributes growth to enterprises recognizing the potential benefits of surveying/feedback beyond the contact center. The recession also stimulated this industry, as companies not only wanted to gain new customers but retain the ones they already had.
- Social networking applications are changing the surveying/feedback landscape. Leading organizations are asking their contact centers to take the lead and develop channels for true two-way communication with customers. DMG expects social media to have a substantial impact on the market over the next two years.
- Vendors are enhancing their surveying/feedback solutions to make the findings more actionable for business groups inside and outside of the contact center.
- Use of surveying and analytics solutions by departments beyond the contact center is up by 23%, growing from 58% penetration in 2007 to 81% in 2008.
- The payback period for surveying/feedback and analytics solutions is typically six months. Most customers see an average return of two to three times their investment.
- DMG expects the market to grow by 6% in 2009, 5% in 2010 and 8% in 2011. These estimates take into consideration the worldwide economic slowdown that impacted sales of all contact center solutions.

Sample Figure: Closed-Loop Processing



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