

Abstract: 2008 Contact Center Surveying/Feedback and Analytics Market Report

Growing by 21.3% between in 2007-8, contact center surveying/feedback and analytics solutions are experiencing the highest rate of growth in their history.

This is the second edition of DMG Consulting LLC's annual **Contact Center Surveying/Feedback and Analytics Market Report**. Widely recognized as the most comprehensive guide to the contact center surveying and analytics market, it provides in-depth coverage of vendors, products, technology, functionality, trends, benefits, pricing, return on investment (ROI), and customer perception. It also includes a detailed discussion of the evolution of these applications and provides best practices for getting started with an initiative. The Report gives prospects the detailed information required to select a contact center surveying/feedback solution that's right for their company, the best practices for successfully implementing it, and a comprehensive strategy for gathering and using customer feedback.

The contact center surveying/feedback market is undergoing a major transformation, driven by a growing appreciation of the importance of building a 2-way dialogue between enterprises and their customers. New forms of communication and social networking applications have altered the business landscape. Enterprises that do not respond to their customers on a timely basis are finding themselves the object of Web discussions and, even worse, negative news reports. Surveying is no longer just for the contact center. Contact centers are the primary data collection point for enterprise-wide customer feedback. However, the enterprise can benefit from the customer data only if it is shared with all relevant constituencies in the company.

During the past 18 months, significant innovation has fueled the evolution of surveying tools into enterprise feedback management solutions. The leading products provide a number of channels from which to deploy surveys and include real-time reports, complete with suggestions for making improvements in response to customer feedback.

The **2008 Contact Center Surveying/Feedback and Analytics Market Report** provides an in-depth analysis of this growing technology segment. The 10 vendors covered at a detailed level are: Allegiance Inc., Autonomy etalk, Customer Relationship Metrics CustomerSat, Mindshare Technologies, Ransys, RightNow Technologies Satmetrix, United Carrier Networks, Inc. (UCN) and Verint Systems, Inc. Five emerging vendors are addressed at a high level, including CallCopy, CFI Group, Conconfirm, Interactive Intelligence Inc. and KnoahSoft, Inc. The Report also includes an appendix listing 45 vendors that offer contact center surveying/feedback and analytics solutions. Readers will gain a thorough understanding of the vendors, products, technology, functionality, and how to use these solutions to realize the greatest benefits and return for their company.

Report Highlights

- **Growth Rates:** The contact center surveying/feedback market grew by 21.3% between 2007 and 2008
- **Contact Center Adoption:** There are 353,340 seats of contact center surveying/feedback and analytics solutions in use around the world, representing a 3% contact center penetration rate
- **Competitive Landscape:** New vendors are driving innovation and new channels are altering the business landscape for customer feedback solutions
- **Trends:** Basic surveying solutions are being supplanted by enterprise feedback management applications
- **Payback:** The average payback for contact center surveying/feedback and analytics solutions is 6 months, and the return can amount to several times the original investment
- **Market Projections:** DMG Consulting expects 2008 to be the best year in the history of the contact center surveying/feedback and analytics market. 2009 is also expected to be strong, despite the US economic slowdown

Key Reasons to Buy This Report

- Learn how surveying and feedback solutions can help your company achieve its goals of reducing customer attrition, building the brand and improving profitability
- Discover how product innovations and capabilities are helping companies respond to the large volume of solicited and unsolicited feedback coming from a growing number of sources and channels
- Learn strategies and tactics to evaluate, select and implement a contact center surveying/feedback and analytics solution for an enterprise of any size
- Use DMG's Report comprehensive and timely vendor, product, technology, pricing and market data to shorten the vendor selection process and make an optimal buying decision
- Assess the benefits of contact center surveying/feedback and analytics solutions for your contact center and enterprise
- Learn about the various service delivery models now available for surveying/feedback solutions and how to acquire this technology without a large up-front capital investment
- See customer satisfaction scores for the vendors' products, implementation, service/maintenance, training, professional services and overall performance

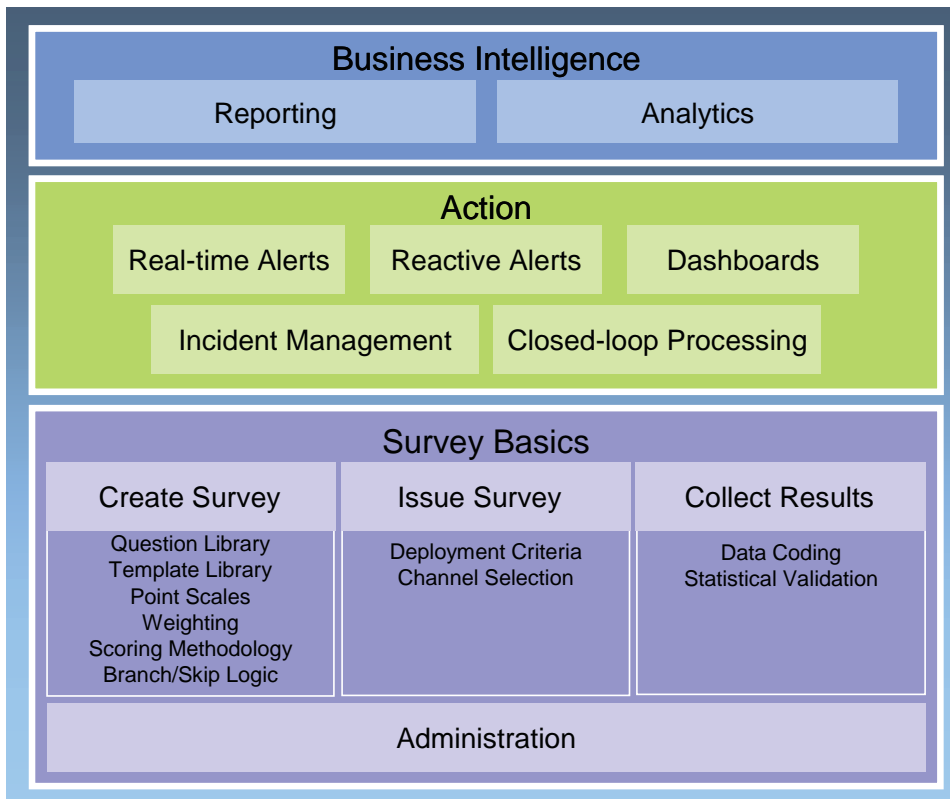
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Report Scope

- Overview of the contact center surveying/feedback and analytics market, vendor categories, trends, challenges, and the future evolution of this technology segment
- Definition of contact center surveying/feedback solutions, including a discussion of enterprise feedback management
- Discussion of both solicited and emerging unsolicited surveying channels and their impact on enterprises
- Definition and discussion of real-time surveying, its increasingly important role in analyzing customer feedback, and its ability to provide actionable input that can be acted upon proactively to address issues before they become major problems
- Analysis of service delivery options for surveying/feedback and analytics solutions
- Review of the functional components of a contact center surveying/feedback and analytics solution
- Analysis of the return on investment from surveying/feedback and analytics projects and the specific benefits enterprises should expect to realize
- Best practices for selecting and implementing a surveying/feedback and analytics solution
- Company reports critiquing all aspects of active and upcoming surveying/feedback vendors, their differentiators and future R&D plans
- Comprehensive corporate, technical and functional side-by-side comparisons of ten leading vendors and their solutions, including a vendor satisfaction analysis

Sample Figure:



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