



MetriStar Top Provider Award

Voice of the Customer Platforms

Verint

Q3 2021

Robin Gareiss
CEO & Principal Analyst
Metrigy

Metrigy MetriStar Awards: Verint

Category: Voice of the Customer Platforms

Verint has earned the Metrigy MetriStar Top Provider award for Voice of the Customer (VoC) platforms. The value of the MetriStar award is that it is based on customer ratings of providers and quantitative metrics correlating the use of a vendor’s products and services with measurable business success.

Product Category

Voice of the Customer: Voice of the Customer (VoC) is the feedback companies receive from customers about their experiences, preferences, and expectations with a company, brand, products, and services. Tools in this category allow companies to collect data through direct surveys, interviews, or focus groups. They also may incorporate that data with third-party review sites or social media, as well as passive means, such as website statistics. The goal is to combine that feedback and use it to improve customer experience (CX) and loyalty, relying upon dashboards, automated workflow, and alerts based on policies. Artificial intelligence also may play a role by taking action based on feedback or predicting events.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** - Recognizes technology providers whose customers achieved high business success *and* achieved above-average customer sentiment ratings
- **Top Business Success** - Highlights providers with above-average percentage of customers achieving business success
- **Top Customer Sentiment** – Highlights providers with above-average customer sentiment scores

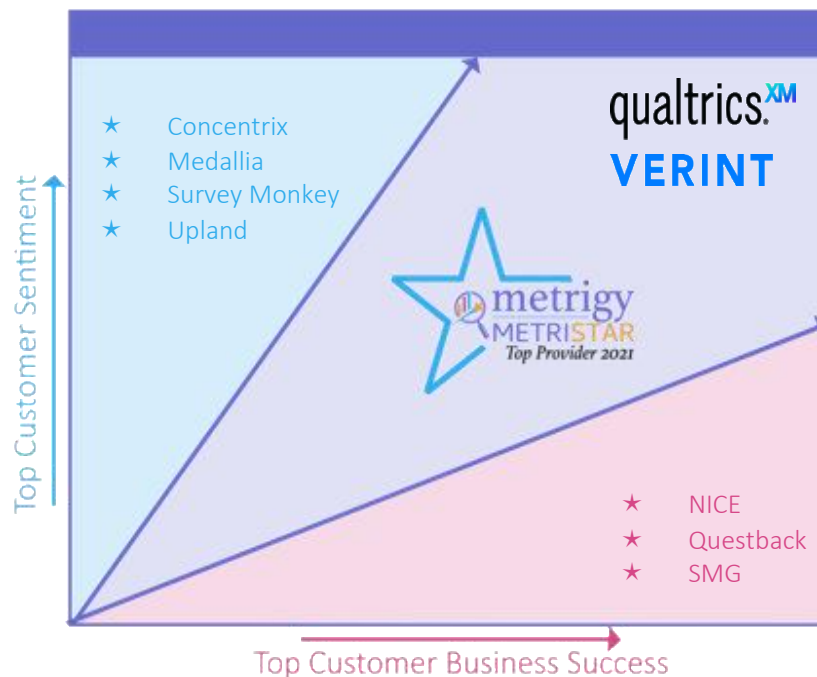


Figure 1: MetriStar: Voice of the Customer Platforms (Names in alphabetical order)

Research Methodology

Business Success

Research participants provide data on before-and-after changes in business metrics resulting from the use of VoC applications. Metrigray places those whose business metrics are greater than or equal to the mean in one or more of the categories, as indicated below, into the success group.

- Revenue: Increased by >41.7%
- Costs: Operational costs decreased by >2.3%
- Customer ratings: Improved by > 53.6%
- Employee satisfaction: Improved by >64.9%
- Agent efficiency: Increased productivity (measured in time) by >45.8%

We then calculate the percent of each provider’s customers in our study that are in the success group. For VoC providers, 50% to 72.7% of each vendor’s customers were in the success group, with the average at 61%. *Verint’s customers saw measurable success: 72.7% of them were in the research success group, the highest of all vendors. Specifically, revenue increased by 40.5%, costs decreased by 1%, customer ratings improved by 118%, employee satisfaction jumped 52.1%, and agent efficiency rose by 61.2%.*

Customer Sentiment

Research participants rate providers on a variety of areas, as noted in the table below. The rating scale is 4 = Excellent, 3 = Good, 2 = Just OK, and 1 = Poor. For all providers, overall average customer sentiment score is 3.28, and a range from 3.13 to 3.44 for those rated individually. *Verint’s overall score was 3.33, with “reporting, output capabilities” and “ease of programming” as its top-performing areas (3.64 and 3.55, respectively).* The table below shows how each provider scored relative to the average across each of the metrics rated.

Voice of the Customer MetriStar: Customer Sentiment Ratings vs. Average									
Provider	Programming configurability of the tool	Response time to problems, questions	Ease of programming	Customization of tool	Integration with business apps	Reporting, output capabilities	Artificial intelligence capabilities	Cost of the tool	Average score
Concentrix	▼	▲	▲	▲	▲	▼	▲	▲	▲
Confirmit	▼	▲	▼	▼	▲	▼	▲	▲	▼
Medallia	▲	▼	▲	▲	▲	▼	▲	▲	▼
NICE	▲	▼	▼	▼	▼	▼	●	▲	▼
Qualtrics	▲	▲	▲	▲	▲	▲	▲	▲	▲
Questback	▲	▼	▼	▼	▼	▲	●	▼	▼
SMG	▼	▲	▼	▼	▲	▼	▼	▼	▼
SurveyMonkey	▲	▼	▲	▲	▲	▲	▲	▲	▲
Upland	▲	▲	▲	▲	▼	▲	▲	▲	▲
Verint	▲	▲	▲	▼	▼	▲	●	▲	▲
Average Score	3.44	3.34	3.27	3.21	3.33	3.24	3.27	3.13	3.28

LEGEND ▲ = Above average. ▼ = Below average. ● = At average.




Figure 2: Voice of the Customer MetriStar, Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories that comprise the VoC MetriStar are described here:

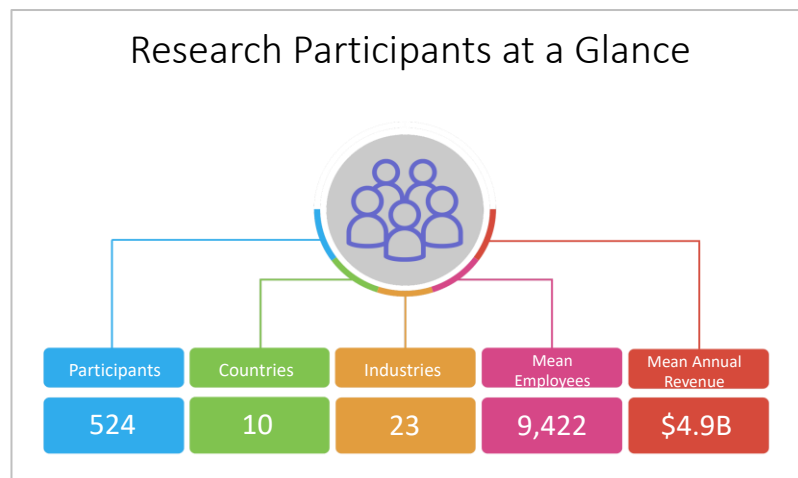
- **MetriStar Top Provider.** Research participants rate these providers at least 3.28, *and* at least 61% of each provider’s customers are in the Metrigy Success Group. These providers—Qualtrics and Verint—earned a MetriStar Award. Both received high sentiment scores, and customers documented business success through the use of their products and services.
- **MetriStar Top Business Success.** At least 61% of these providers’ customers achieved above-average business success while using their products or services. Providers recognized include NICE, Questback, and SMG.
- **MetriStar Top Customer Sentiment.** These providers—Concentrix, Medallia, SurveyMonkey, and Upland—earned at least a 3.28 average score for the customer sentiment categories in Figure 2.

Companies Rated

Metrigy received input for a total of 15 VoC providers. Of those, we received enough metrics for Concentrix, Confrimit, Medallia, NICE, Qualtrics, Questback, SMG, SurveyMonkey, Upland, and Verint. We did not receive enough ratings for Alchemer, Alida, CustomerGauge, InMoment, or QuestionPr to include them in our analysis.

Study Overview

Metrigy conducted our global **2021-22 Workforce Optimization and Engagement** research study, from March through April of 2021. We interviewed or surveyed 524 CX, IT, and business leaders from organizations headquartered in 10 countries. We analyzed data and qualitative commentary on adoption, drivers, technology partners, costs, and business success for a variety of areas. These areas include Workforce Optimization (WFO), Workforce Engagement Management (WEM), Voice of the Customer, contact center, chatbots, voice biometrics, self-service, AI, interaction channels, customer engagement transformation priorities, and workplace changes. For more details on this and other research, please visit www.metrigy.com.



ABOUT METRIGY: Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC), digital workplace, digital transformation, and Customer Experience (CX)/contact center—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.