

# CustomerGauge Recognized as a Representative Vendor in Gartner Market Guide for Voice-of-the-Customer Solutions

**Dec 12th, Boston:** CustomerGauge, the leading provider of Monetized Net Promoter® software, announced today it has been recognized for its Reporting, Analytics and Professional Services capabilities as a Representative Vendor in Gartner's 2018 Market Guide for Voice-of-the-Customer Solutions report. Gartner's report examines the VoC capabilities of vendors in the market.

According to Gartner, "For a solution to be considered as a multichannel VoC platform, it must have two important criteria: 1. Provide tools that convert customer feedback into actionable insight, such as dashboards, alerts, customer journey maps, workflow for service recovery and capabilities to drive actions, 2. Collect and analyze all three types of VoC data: direct feedback, indirect feedback and inferred feedback.

CustomerGauge is thrilled to be included in Gartner's report for its VoC technology for a [second consecutive year](#).

Out of the 1,000 VoC vendors who help capture and analyze customer feedback, Gartner included 26 VoC providers. The report noted that, "In the long term, Gartner expects differentiation within the VoC market to stem from four key perspectives: Reporting and Analytics, Automated Action, Customer Journeys, and Professional Services.

**For example, a VoC vendor's Reporting & Analytics capabilities would undergo the following levels:**

- Level 1: Support for role-based reports and dashboards. Guidance on statistical validity of feedback
- Level 2: Ability to analyze unstructured text and voice feedback from channels such as email, social media and phone calls
- Level 3: Support for data mining as well as predictive and prescriptive analytics

## **For Professional Services, the levels of solution depth are as follows:**

- Level 1: Basic deployment and ongoing support of VoC technology
- Level 2: Support for a variety of additional services on an “as needed” basis, ranging from survey design to data analysis and action planning
- Level 3: Fully managed service to run and operate the VoC application as well as support strategic CX consulting

Based on the report, CustomerGauge’s Reporting and Analytics, as well as Professional Services tools have are listed as having a **Level 3** capability.

*“This is an exciting milestone for CustomerGauge, and we believe our recognition by Gartner in this guide stems from our relentless commitment to innovation, agile execution, and a visionary roadmap to deliver profitable growth to customers in a constantly changing market.”* - Adam Dorrell, CEO and Co-Founder of CustomerGauge

If you’re a Gartner client, you can [read](#) what Gartner has to say about CustomerGauge’s VoC solution, as well as examine the vendors capabilities.

\*Gartner, “Market Guide for Voice-of-the-Customer Solutions,” Jim Davies, Ed Thompson, 6 November 2018.

### **About Gartner Research**

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

---

## ABOUT CUSTOMERGAUGE

CustomerGauge is a software-as-a-service platform that helps clients improve retention, using Customer Success and Net Promoter® methodologies. The system automatically measures, analyses feedback and has close-loop tools to grow sales by retaining customers better. Results are published and analyzed in real-time, using a highly customizable and flexible reporting tool, which is scalable from small/medium companies up to global enterprises.

Founders Adam Dorrell (CEO) and Camilla Scholten (COO) launched the company in 2008. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pac business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW. CustomerGauge was recently recognized for its growth in the Deloitte Fast50 companies listing for 2015.

\*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

**CustomerGauge**

CustomerGaugenewsroom