

Customer Insights & Feedback

Market Drivers and Barriers, Key Industry Players,
Market Sizing and Forecasts, and Case Studies

The technologies that enable CX, such as customer relationship management (CRM), customer data and analytics, personalization & optimization, contact center solutions, and employee experience (EX) solutions, are all integral to companies aspiring to build strong CX programs. However, it is the use of customer insights & feedback technologies that provides the ignition for all these solutions. These tools provide the direct link between not only customer and company, but also employee. The flow of customer information, both directly asked for and gathered through indirect sources, is critical to the success of CX.

Customer insights & feedback has long evolved past simple surveys and outreach. There has been an explosion in customer data type and channel options and this segment has responded by offering a wide range of comprehensive solutions to support not just engaging and easy to set up data collection, but also sophisticated data analytics, insight generation, relevant dashboards, and tools to enable those insights to turn into action. At times, this is at odds with the widely varying levels of CX maturity in the industry, with some companies lacking the operational processes or company-wide culture to take their CX program to the next level. Consumer sentiment toward feedback is likewise evolving with high expectations placed upon companies to provide timely and empathic responses. Customers want the opportunity to be heard and acknowledged, but on their own terms and via their own channel choice. They also want action taken quickly and in a focused, personalized manner.

This Dash Research report focuses on the customer insights & feedback software platforms, applications, and services that are offered to help companies achieve excellent CX. These solutions are an integral part of a customer's experience and, if done correctly, will be a positive engagement, resulting in less churn, deeper loyalty, and the potential for customers to turn into promoters. From a company viewpoint, successful deployments can boost CX metrics, which are often then linked to an improved return on investment (ROI). Further, these technologies help companies prioritize and focus on the actions that will cause the greatest positive effect and identify other internal points of friction that affect EX.



Key Market Forecasts

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Industries

- Telecommunications
- Healthcare
- Financial Services & Insurance
- Retail/eTail
- Government/Public Sector
- Manufacturing & Industrial
- Media & Entertainment
- Business Services
- Travel & Hospitality
- Consumer Products
- Others

Case Studies

- Product Madness
- T-Mobile
- Co-op
- Fifth Third Bank
- L'Oreal Paris
- Blacks Outdoor Retail Group

Solution Chain

- Tool, technology, and format decision
- Capture and collect
- Analysis and insights
- Communication and reporting
- Taking action and closing the loop

Geographies

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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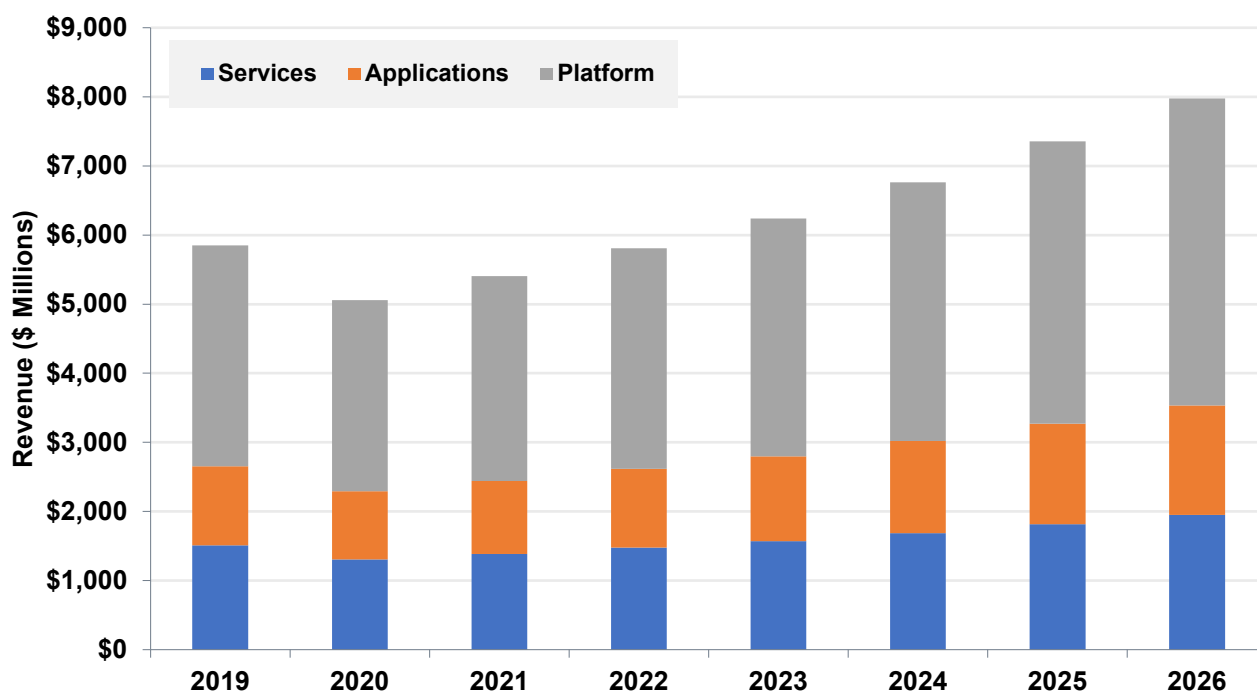
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Customer Insights & Feedback Software and Services Revenue by Product Offering, World Markets: 2019-2026



Source: Dash Research

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Key Questions Addressed

- How are companies using customer insights & feedback to support their CX efforts?
- What are the key drivers of customers insights & feedback adoption?
- What barriers exist that may hinder the adoption of customer insights & feedback solutions?
- What technologies are leveraged in customer insights & feedback solutions?
- How is customer insights & feedback tied to EX?
- What are some of the benefits and use cases for customer insights & feedback solutions?

Who Needs This Report?

- CX practitioners
- C-suite and strategy directors
- Loyalty managers
- Artificial intelligence (AI) and machine learning (ML) technology providers
- Customer feedback technology providers
- Data and analytics providers
- Investor community

Report Details

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