

Voice of the Customer and Customer Success Applications

IDC's *Voice of the Customer and Customer Success Applications* CIS service keeps product, sales, marketing, and strategic planning professionals informed of trends, leading and emerging vendors, and new market opportunities whether public cloud, dedicated private cloud, or on premises. In addition to competitive intelligence, this service provides case study and survey insight within the user community. The blend of supply- and demand-side perspectives will help voice of the customer (VoC) and customer success (CS) solutions providers make informed decisions to address customer needs and market opportunities.

MARKETS AND SUBJECTS ANALYZED

- VoC and CS market analysis
- VoC and CS applications
- VoC and CS data gathering techniques and trends
- VoC and CS analytical technologies, methodologies, and trends
- Investment priorities for VoC and CS programs
- Organizational and operational considerations of VoC and CS programs
- VoC and CS program maturity perspectives
- VoC and CS cloud (private and dedicated private) and on-premises application models

CORE RESEARCH

- Voice of the Customer and Customer Success Applications Forecast and Analysis
- Technologies Utilized in VoC and CS Data Gathering
- Technologies Utilized in VoC and CS Data Analysis
- Workforce Optimization in VoC and CS
- Use of VoC and CS in Customer Experience End-User Study
- Competitive Analysis of VoC and CS Leaders

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Voice of the Customer and Customer Success Applications](#).

KEY QUESTIONS ANSWERED

For sellers:

- What is the market trajectory and long-term outlook given current global instabilities?
- Where is the market for VoC and CS technologies and services headed in terms of transitions from on-premises to hybrid cloud solutions?
- What are the fundamental components of VoC and CS programs?
- What delivery models for VoC and CS applications are end-user organizations adopting?
- What is the market size and five-year forecast for VoC and CS applications, and who are the major players?
- Where are the best opportunities for implementing VoC and CS within a CX environment?

- What technologies are VoC and CS applications using to improve analytics of structured and unstructured data?

For buyers:

- What are the trends in VoC and CS data gathering and analytics?
- How are companies making use of VoC and CS data, and what are the results?
- What are the KPIs being used to track results of VoC and CS programs?
- What are the operational and organization considerations for VoC and CS programs and their trends?
- What investments are being made by companies in VoC and CS, and what are the trends?
- How do VoC and CS fit into corporate strategic plans?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the voice of the customer and customer success markets, including:

7Adobe, Alchemer, Alida, Amplitude, ChurnZero, ClientSuccess, Concentrix, Contentsquare, CustomerGauge, Emplifi, Forsta, Freshworks, Gainsight, Genesys, Hubspot, InMoment, Khoros, Medallia, Momentive Global, NICE, Planhat, Oracle, Qualtrics,

QuestionPro, Reputation, Salesforce, SAP, Service Management Group, SmartKarrot, Sprinklr, SproutSocial, SurveySparrow, Totango, Typeform, Verint, Vitally, and Wonderflow.