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MarketTools Is A Leader Among EFM Satisfaction And Loyalty Solutions Vendors

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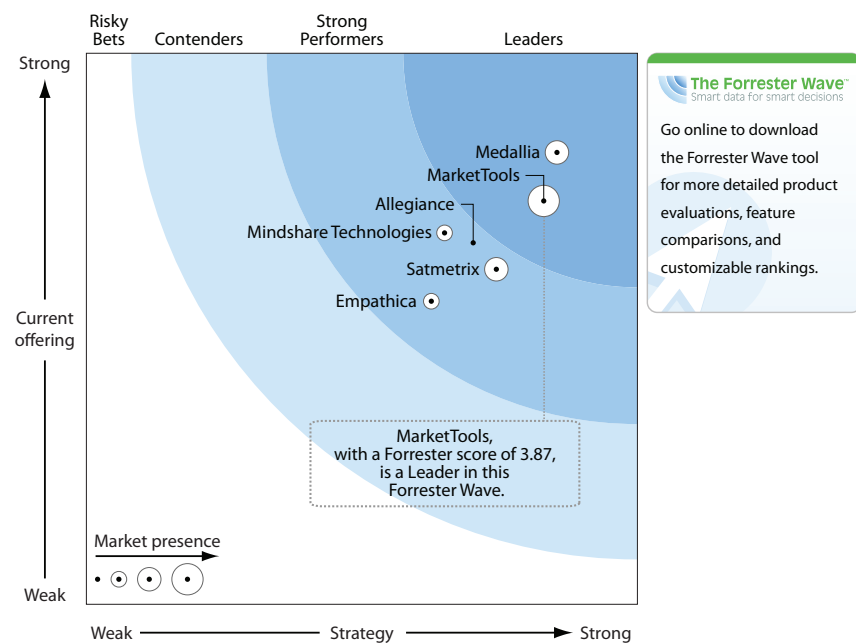
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MARKETTOOLS IS A LEADER AMONG EFM SATISFACTION AND LOYALTY SOLUTIONS VENDORS

With its CustomerSat product, MarketTools also offers comprehensive solutions for VoC leaders within and across departments. The product excels in fundamental areas such as role-based reporting and action management. It also provides more leading-edge capabilities like text analytics and social media feedback through formal partnerships with Clarabridge and Radian6, respectively. MarketTools also offers a broad suite of market research products that it can integrate into the CustomerSat solution such as a robust survey authoring and panel management tools. From a strategic perspective, MarketTools plans to more fully integrate these solutions into CustomerSat, starting with its do-it-yourself survey program, Zoomerang. This will further position the vendor to support clients who want direct control over all aspects of their VoC programs. It will also enable MarketTools to capitalize on its downmarket tools as “land and expand” selling opportunities. Along with its software, MarketTools offers a strong but flexible professional services team for clients needing hands-on help.

Forrester Wave™: EFM Satisfaction And Loyalty Solutions, Q3 2011



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Go online to download the Forrester Wave tool for more detailed product evaluations, feature comparisons, and customizable rankings.

Source: Forrester Research, Inc.

See below for more information on MarketTools' current offering, strategy, and market presence.



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MarketTools Evaluation Overview

CURRENT OFFERING

Background information	Forrester evaluated MarketTools CustomerSat 11.5.1, which was released on May 17, 2011.
Feedback collection	MarketTools can collect solicited feedback through a variety of channels and can collect social data via partnership. It also has strong capabilities in panel and sample management.
Survey programming and management	MarketTools delivers a broad set of survey programming and management tools.
Analytics	MarketTools' offers basic quantitative analysis capabilities and some advanced capabilities. It also offers text analytics through a partnership with Clarabridge.
Reporting	MarketTools provides an extensive array of standard and customizable dashboards and reports delivered several ways.
Integration	MarketTools delivers an easy integration approach with APIs and has also established a packaged application for salesforce.com.
Internationalization	MarketTools supports a number of languages for surveys. However, the EFM platform itself is only available in English.
Action management	MarketTools has a strong set of action alert features and management capabilities and solid customer outreach options.
Support	MarketTools provides support at no additional cost through standard channels.
Professional services	MarketTools provides solid professional services from setup to custom analyses.
Software access and usability	MarketTools is relatively easy to use despite some usability flaws, and it is available in the standard web channel along with some mobile optimized reports.
Competitive benchmarking	MarketTools produces the following benchmark reports: <ul style="list-style-type: none">• Peer benchmark: compares results across clients on an opt-in basis.• Industry benchmarks: compare results from industry studies fielded to ZoomPanel sample segments; industry benchmarks are not repeated on a regular schedule and involve additional cost.
Technology	MarketTools delivers a robust EFM product with high reliability standards.

MarketTools Evaluation Overview

Client satisfaction	Forrester interviewed three reference clients representing the manufacturing, healthcare and life sciences, and financial services industries and spanning VP and manager levels in voice of the customer, customer support, and operations functions. The reference clients highlighted MarketTools' language capabilities, program strategy expertise, and flexible professional services options as strengths. They also highlighted recent reporting and UI improvements within the CustomerSat product. They gave mixed reviews about the setup process, particularly with regard to user training, with the most self-service user reporting the most trouble.
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STRATEGY

Leadership	MarketTools has a compelling vision that capitalizes on its broad product portfolio, and it has a management team that is capable of executing.
Corporate strategy	Forty percent of MarketTools' focus is directly on EFM in the satisfaction and loyalty space. The vendor has a large presence in the US and large international presence for the vendors evaluated.
Product strategy	MarketTools has a solid list of planned enhancements on a clear road map, an R&D budget to execute, and a strong partnership approach.
Client engagement	MarketTools engages customers in the following ways: <ul style="list-style-type: none"> • Quarterly regional customer forums: half-day meetings with customers in person to review the CustomerSat road map. • Customer relationship surveys: delivered twice per year with results viewed by leaders across the company and action planning processes in place. • Customer design partner program: meetings with key customers to gather feedback on product designs, which happen approximately eight times per year depending on development plans. MarketTools design process is well documented and includes several defined points at which client feedback is collected. The vendor also has several client partners that serve as early adopters of new features.
Strength of employee base and training	Employee retention rate is currently 92%. Employee development programs include management skills training, Top Talent executive mentorship programs, sales skills training, consulting best practices knowledge sharing, technology skills training, soft skills training, and attending industry conferences.
Cost	MarketTool's average deal size, which includes the platform price and related services, is \$100,000.

MarketTools Evaluation Overview

MARKET PRESENCE

Customers	Of the vendors evaluated, MarketTools has a large client base with a 96% retention rate. Half of its clients are enterprise-size.
Financials	MarketTools made at least \$50 million in EFM revenue in 2010 and is currently in an extremely healthy financial position with a profitable product.
Employees	Of the evaluated vendors, MarketTools is one of the larger companies based on employee base. A significant amount of headcount is dedicated to professional services and consulting staff.

EXECUTIVE SUMMARY FROM THE FORRESTER WAVE™: EFM SATISFACTION AND LOYALTY SOLUTIONS, Q3 2011

In Forrester's 76-criteria evaluation of enterprise feedback management (EFM) satisfaction and loyalty solutions, we found that Medallia and MarketTools led the pack with comprehensive software solutions and compelling product plans. Satmetrix Systems and Allegiance also demonstrated solid software and services for enterprise customer experience leaders, while fellow Strong Performers Mindshare Technologies and Empathica showed competitive solutions for clients with narrower purviews.