

# InMoment in the CX Marketplace

Making sense of the customer experience (CX) marketplace and its constant growth can be challenging—but we're here to help! This guide will help you better understand InMoment's unique stance in the vendor landscape.

## THE MARKETPLACE

The customer experience (CX) industry is growing rapidly by approximately 20 percent per year. This staggering growth rate has led to the rise of a host of companies serving the CX space, as well as analyst firms that cover the space. Organisations, vendors, and analysts must work hard to keep up with this ever-changing, evolving market. Organisations are demanding more and better connections to customers, which is driving the rapid adoption of new technologies and experience program practices.

## DON'T GET PIGEONHOLED

Just as an experience program is much more than a single metric, the CX marketplace cannot be characterised by a single report or score. When considering a CX or EX vendor, program owners should look to those with a broad range of capabilities, third-party validation from services and technology, and a leader in the industry. At InMoment, we focus on actually improving experiences so our clients can prove the business value, impact, and ROI of their programs and achieve their desired outcomes.

# Major Industry Reports at a Glance



## FORRESTER NAMES INMOMENT AS A LEADER

*"InMoment is a good fit for organizations looking for a ROI-focused technology and services partner."*

*Forrester CX Wave: The Forrester Wave™ Customer Feedback Management Platforms, the “who’s who” report of customer feedback management.*

*Forrester EX Wave: The Forrester New Wave™: EX Management Platforms For Large Enterprises.*



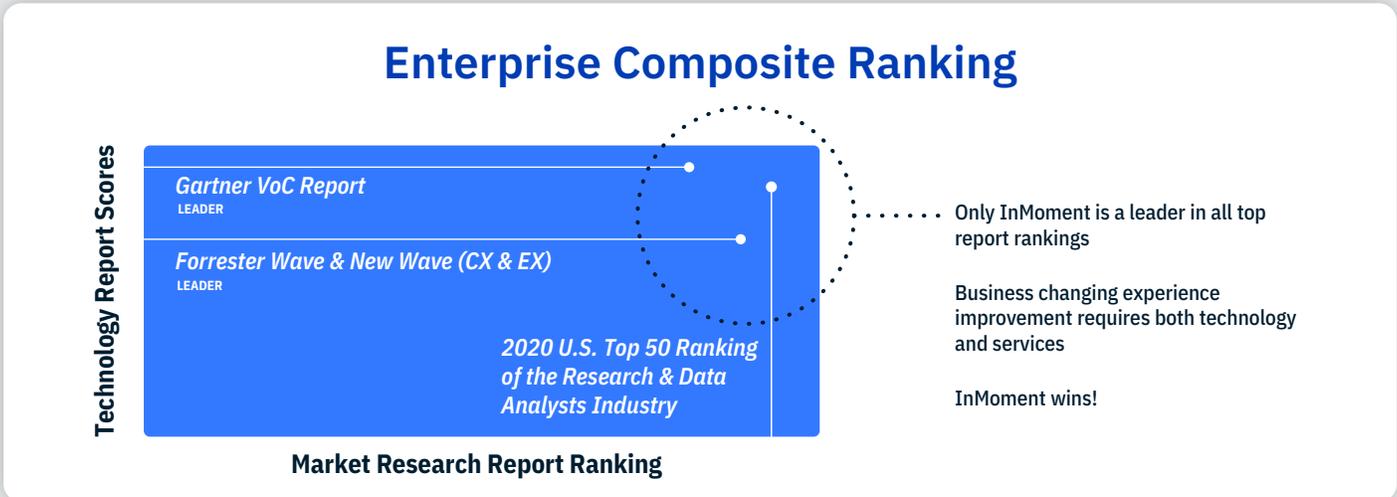
## GARTNER POSITIONS INMOMENT AS A LEADER

*"InMoment has an impressive ability to deliver business value through its consulting-led methods and programs."  
Gartner Magic Quadrant for Voice of the Customer. InMoment named Leader with over 2,000 enterprise customers.*



## 2020 U.S. TOP 50 RANKING OF THE RESEARCH & DATA ANALYSTS INDUSTRY

*Research and Data Analysts Industry, Top 50 Report 2020 (Formerly Greenbook, AMA Gold Top 50) named InMoment in their report at number 17 out of 50. InMoment is the only CX vendor to place on this research and data analyst report and on the Forrester Wave (CX/EX) and Gartner VoC technology reports.*



### TAKEAWAY

Today's brands need best-of-breed offerings in technology and research services. Only InMoment wins the Composite Ranking when it comes to experience program solutions. Additionally, when top reports are combined, only InMoment can claim leadership between the top reports, while competitors only show up on one or two reports.

*InMoment is named as a leading company in technology and services in Forrester CX and EX Waves, Gartner VoC Magic Quadrant, and the Research and Data Analyst Top 50 global top ranking reports. This validates our stance as a unique partner in the experience improvement landscape.*

# Getting Into the Details

FORRESTER

## FORRESTER CUSTOMER FEEDBACK MANAGEMENT PLATFORMS WAVE REPORT, 2021

InMoment received the highest possible score and was named Leader in the Wave report. The Forrester Wave says, “InMoment is a good fit for organisations looking for a ROI-focused technology and services partner.” As mentioned in the report, “reference customers say they selected InMoment for its technology capabilities and value citing the vendor’s pricing as reasonable and transparent. They also praise the vendor’s partnership and focus on delivering outcomes. References appreciate that not everything is “tool driven” instead, the vendor provides strategic guidance, helping them innovate their approach to surveys or embrace new forms of feedback.”

## FORRESTER NEW WAVE™: EX MANAGEMENT PLATFORMS FOR LARGE ENTERPRISES

InMoment: Named Leader in The Forrester New Wave™ EX Management Platforms For Large Enterprises.

InMoment & MaritzCX received differentiated scores in the EX report. The report identified InMoment as having a good fit for the many scenarios where EX programs begin as outgrowths of CX programs, clever AI-driven analysis capabilities for shaping behavior, strong trend analysis capabilities, useful recommendations, considerable flexibility to tailor surveys and the presentation of insights, good social listening integration, advanced data transformation and workflow capabilities, and CX heritage and EX solution maturity. InMoment makes it easy to identify and act on these links between CX and EX, while some of our competitors do not provide detailed analysis or make it simple to understand what actions to take. We use the same data science for both CX and EX, providing clients with a consistent user experience across both programs and the ability to seamlessly switch between the two.

***“The solution has much of what large enterprises are looking for – including advanced data transformation and workflow capabilities.”***

*Forrester EX Management Platforms for Large Enterprises Report, 2020*

### TAKEAWAY

***InMoment was named a Leader in both the CFM Wave and EXM Wave. Only four vendors can say that.***

Forrester identified InMoment as having sophisticated automated analytics capabilities for making sense of the data, a good fit for the many scenarios where EX programs begin as outgrowths of CX programs.

## GARTNER MAGIC QUADRANT FOR VOICE OF THE CUSTOMER REPORT

2020 Magic Quadrant for Voice of the Customer says, “InMoment is a Leader in this Magic Quadrant. In February 2020, it [InMoment] merged with MaritzCX, another U.S.-headquartered VoC software specialist, after both were acquired by private equity firm Madison Dearborn Partners. InMoment began in the retail, travel and hospitality, and automotive sectors; MaritzCX in banking, insurance, automotive and B2B high tech. MaritzCX enhances InMoment with greater scale and professional services resources such as survey design and CX program governance. InMoment’s short-term focus is to complete the creation of a common data architecture and make available to both customer sets a range of functionalities formerly available on either the MaritzCX or InMoment platform. Its Experience Improvement (XI) vision is to work hand in hand with customers to help enhance their CX initiatives overall, and not just run a VoC program.”

Source: Gartner Magic Quadrant for Voice of the Customer, 2020

***“InMoment has an impressive ability to deliver business value through its consulting-led methods and programs.”***

Gartner Magic Quadrant for Voice of the Customer, 2020

**Technology + Expert Services =  
Stronger Experience Improvement Programs**

**Forrester CX and EX WAVE + Gartner VoC +  
Research and Data Analysts Industry Top 50 =  
InMoment**

Only InMoment offers both technology and industry expert services. We are unique and better equipped to enable business impact and experience improvement ROI.

## RESEARCH AND DATA ANALYSTS INDUSTRY TOP 50 REPORT

(FORMERLY GREENBOOK & AMA GOLD TOP 50)

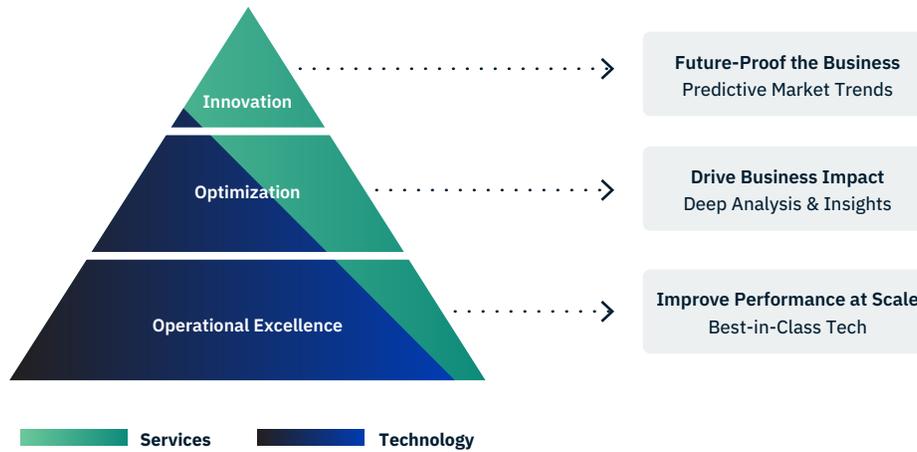
InMoment is the only CX vendor to place on this report and technology-first reports from Gartner and Forrester. Often cast aside by technology-only analyst reports is the massive market research marketplace. The Research and Data Analysts Report (formerly Greenbook & AMA Gold Top 50) has long been the industry standard for annually documenting patterns in the global business of marketing research, and the major players driving its growth.

InMoment is the only CX vendor from the Forrester WAVE report or other tech-based reports to place on the Research and Data Analysts Top 50 Report. This is a global report ranking the top market research firms and their growth. In 2019, InMoment ranked 17th out of 50 global firms. Our expertise globally helped propel our rankings—we have offices in the largest countries around the globe with expert staff who know CX programs, language and cultural barriers, and who have designed and executed the world’s largest programs.

## CX PARTNER OF THE YEAR

InMoment was named 2019’s “CX Partner of the Year” at one of the most prestigious industry advocates in Asia Pacific, the CX Awards. These are the ultimate accolade in CX to benchmark, recognise and celebrate CX excellence and innovation in the Asia-Pacific region. InMoment is the only company to be named a finalist for the CX Partner of the Year three years in a row.

## The Market Demands a Unique Approach



### A BROADER VIEW AND UNIQUE APPROACH

When evaluating the CX marketplace, practitioners should consider a vendor that understands how to future-proof the business, drive business impact, and improve operational performance. **Most vendors only focus on technology or services—InMoment excels by having a unique approach.**

### MOVING BEYOND MEASUREMENT TO IMPROVEMENT

Customer experience has largely stagnated in a measurement, management environment. The days of simply tracking NPS are in the past; today's brands need to be able to understand how to improve different types of experiences, not simply measure and manage them. Metrics are often seen as critical to understanding the success of a brand's experience. The problem is that beyond providing a basic set of measuring devices, they don't provide much—if any—actionable intelligence. They can only tell you where you are and where you've been, not necessarily how or why you got there, or where to go next. Without the support of meaningful analysis, metrics are just

a measuring stick. This is why we've moved to an Experience Improvement (XI) approach to customer experience.

### RAPID GROWTH VALIDATES OUR APPROACH

InMoment has experienced massive growth in the past few years. In fact, our software revenue grew by an industry-leading percentage, and we achieved a greater than 107 percent client retention rate. That's because real-world businesses running programs to improve experiences selected InMoment after careful consideration, analysis, and review.

As mentioned earlier in this paper, the CX marketplace is in fluctuation and analysts, experts, and businesses struggle to widen their view quickly enough to encompass the future direction and movement of the marketplace. InMoment is the only vendor to be ranked in both technology and expert services reports. This combined with our rapid customer growth and retention validates our unique position in the CX landscape as the only company ready to drive modern, high-value Experience Improvement (XI) programs.

## INMOMENT HELPS BRANDS REALISE ROI

...And we do so in a variety of ways from built-in models that show ROI and impact on metrics, predictive analytics that highlight revenue at risk, case management that helps in real-time customer rescue, as well as linkage analysis and advanced analytics that outline strategic intelligence and connections between customer experience and other data to understand the impact of customer and employee experience on business performance.

## IF YOU DON'T KNOW US, ALLOW US TO INTRODUCE OURSELVES

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. At the heart of what we do is connect our clients with what matters most through a unique combination of

data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter.

Our Experience Improvement (not management) approach provides context to feedback at the intersection of value—identifying what's important to customers, employees, and the business. Our expertise enables brands to align their CX and EX programs with business goals, prioritize actions, determine and monitor impact of change, address issues, and celebrate successes—all leading to true Experience Improvement.

Learn more at  
**Australia:** [inmoment.com/en-au/](https://inmoment.com/en-au/)  
**New Zealand:** [inmoment.com/en-nz/](https://inmoment.com/en-nz/)  
**Singapore:** [inmoment.com/en-sg/](https://inmoment.com/en-sg/)

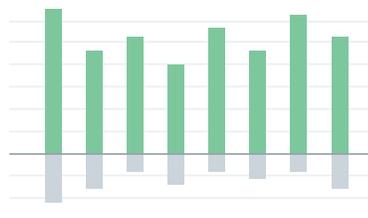
**1500+**  
EMPLOYEES WORLDWIDE

THERE ARE **3000+** BRANDS  
SUPPORTED ACROSS **95** COUNTRIES

**107%** CLIENT RETENTION

SCALABLE  
**1.9 MILLION**  
ACTIVE USERS

**>12 BILLION**  
EXPERIENCES UNDER MANAGEMENT



**74 NPS**

HIGHEST IN THE INDUSTRY FOR  
CUSTOMER SATISFACTION

RECOGNIZED LEADER



### INDUSTRY DOMINANCE

**90%**  
OF THE WORLD'S LEADING  
AUTOMOTIVE

**8/10**  
OF THE LEADING BANKS

**40%**  
OF THE LEADING  
HOSPITALITY COMPANIES

**4/5**  
OF THE TOP INSURERS

### OFFICES IN



AUSTRALIA



SINGAPORE



NEW ZEALAND



CHINA



UNITED STATES



UNITED KINGDOM