



Brandwatch

# Brandwatch/ Voice of the Customer

## 2012 Customer Survey Results

**Brandwatch** | [contact@brandwatch.com](mailto:contact@brandwatch.com) | [www.brandwatch.com](http://www.brandwatch.com)

**Tel:** UK +44 (0)1273 234 290 | US +1 212 229 2240 | Germany +49 (0)711 912 441 59

# Brandwatch/ Voice of the Customer

At Brandwatch, we take pride in understanding what matters most to our customers and the business goals they are trying to achieve. Doing so helps us not only deliver smarter analytics and monitoring solutions, but also continually exceed customer and market expectations.

To that end, each year we invite our clients to participate in our annual customer survey. Our hope is to capture their voice and feedback on their overall experience with Brandwatch, and measure our success in serving them well.

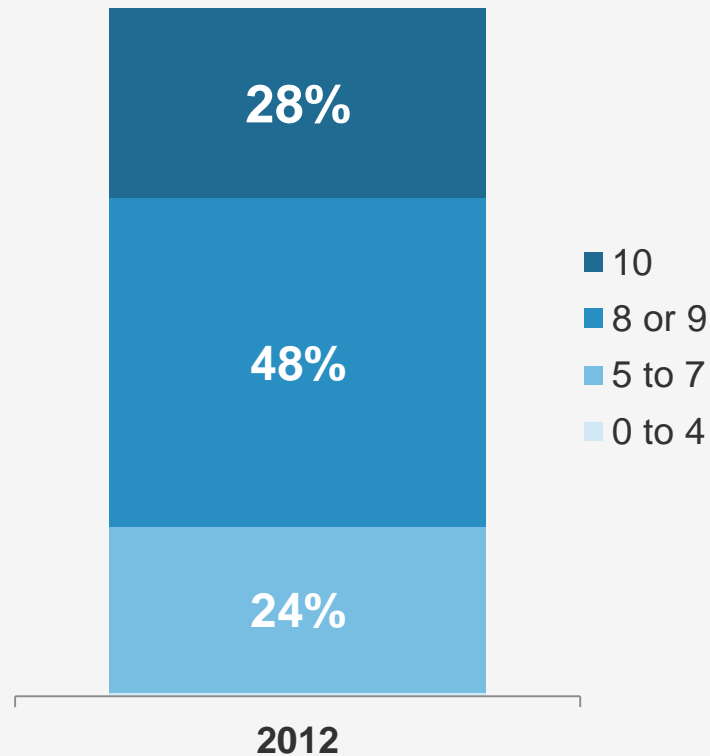
This past year, we had a great response – more than double the number of customers submitted responses compared to 2011 – and we found some revealing insights.

Some of the highlights we're most excited to share:

- **28%** of customers scored us 10/10, indicating that they are **extremely likely to recommend us**
- Our average **recommendation score** was **8.3/10** - less than 1% of customers scored us less than 5/10
- Brandwatch's **ease of use** scored an average of **4.3/5**
- **Our dashboards** ranked as one of the **most-loved features**
- Customers rated our **support** **4.1/5**


# 28% of customers rated Brandwatch 10/10

Indicating that they were 'extremely likely' to recommend us



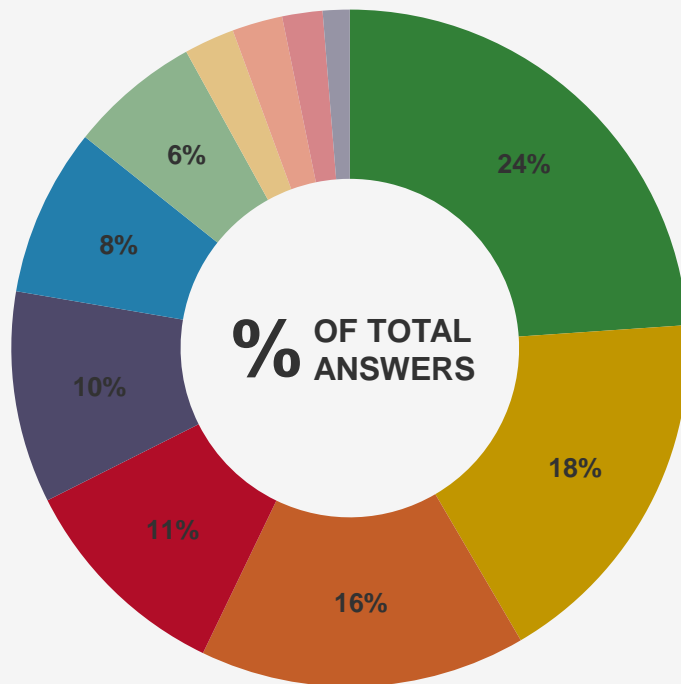
Scoring from 0 (not at all likely) to 10 (extremely likely) to recommend

“ The level of partnership & communication between our two organizations is priceless. ”

 **Leading Global Bank**  
(NDA, SORRY!)

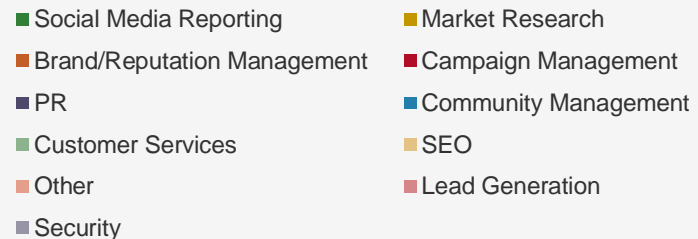
- Our average customer recommendation score was 8.3/10.
- Less than 1% of our customers scored us less than 5.

## The top uses of Brandwatch, according to our clients, are:



- Social media reporting
- Market research
- Brand/reputation management

However, clients use Brandwatch's social analytics and monitoring to manage many business activities, from PR and Community Management, to SEO and Security.



# Which Brandwatch features can our customers not live without?

The top 10 Brandwatch features of Brandwatch, as voted by our customers, are:

1.	Dashboards
2.	Queries
3.	Sentiment analysis
4.	Topics analysis
5.	Categorisation features
6.	Tagging features
7.	The user interface
8.	Real-time data
9.	Technical support
10.	Exporting capabilities

“The fact that Brandwatch is great for language segmentation.”



**Tristan Walker**  
BETCLIC

“The ability to get a lot of data, from a lot of sources, almost instantly.”



**Luke Hay**  
NO PORK PIES

# Customers scored our features 4 out of 5\*; Dashboards and charting were rated particularly highly

Creating dashboards

4.2/5

Charting

4.1/5

Insights (topics, top sites,  
authors)

4.0/5

Categorisation and tagging

4.0/5

“Charting functions – useful for delivering reports to non-Brandwatch users as they get a good visual overview without being bogged down in technicalities.”

 **Annisa Muchtar**  
BBC WORLDWIDE

*Scoring from 1 (low) to 5 (highest)*

- \* With the exception of sentiment, which scored 3/5. No sentiment analysis can ever be 100% accurate, but we work hard to make it as good as possible, including changing to a better rules-based system last year, as well as regular audits and improvements.

# Ease of the Brandwatch user interface topped the rankings

4.3/5

*Scoring from 1 (low) to 5 (highest)*

“ Think the layout is pretty intuitive - more so than many other tools I've used. ”



**Larry Kraut**

SYNDICATE MEDIA GROUP

“ The system is very easy for me to navigate around and re-use the data. ”



**Chloe George**

AXA WEALTH

- We expect this score to continue to rise as we make ongoing improvements, in response to user feedback, to our user interface and the backend of the system, making it ever more quick and easy to use.

# Customers continue to value our commitment to service & support

Account management

4.2/5

Customer support

4.1/5

“Our account manager is awesome, couldn't ask for a better contact. ”



**James Booth**  
ARENA MEDIA


- 
- Support includes tech support, account management and training.
  - Our new support portal and expanding our customer service teams means that our customer support keeps getting better and better.



# The Voice of the Customer: 'I couldn't live without...'

Well, we couldn't keep all these lovely comments to ourselves...


"The ability to create and manage dashboards with ease, making bespoke insights easier to find, removing duplication of menial tasks"

 **James Booth**  
ARENA MEDIA

"I really like the dashboard, it's very flexible!"

 **Sonya Rogers**  
HARRIS INTERACTIVE

"Quality, ease of access and depth of exported data from the tool."

 **Sam Thompson**  
WEBLIQUID

"Categories and being able to build charts which illustrate the share of conversation/voice for a keyword competitor against competitor."

 **Claire Hunter-Smith**  
BLOOM AGENCY

# Thank you!

Thank you to all of our clients who participated in our annual customer survey, conducted in December 2012.

Brandwatch is one of the world's leading providers of social media monitoring and analysis. We work with clients across a wide range of industries and with different needs to help them utilize the power of social media monitoring.

**Interested in joining the ranks of the most satisfied social analytics customers out there?**

**Contact us today** to learn first-hand how we can help you exceed your social analysis needs to the same high level of satisfaction as the 600+ leading brands and agencies who count themselves as our customers – [brandwatch.com/demo](http://brandwatch.com/demo)

---

## The survey

We invited all non white-label clients to voluntarily complete our survey asking a range of questions, including how likely they would be to recommend Brandwatch on a scale of 0 to 10, what they could not live without (free text response) and how they rate a variety of Brandwatch features, from 1 to 5, where 5 is highest.

# Contact

**Email** /contact@brandwatch.com

**Web** /http://www.brandwatch.com

**Twitter** /@brandwatch

**Telephone** /

**UK:** +44 (0)1273 234 290

**US:** +1 212 229 2240

**Germany:** +49 (0)711 912 441 59

## Document Limitation

The information given in this document has been checked for accuracy and completeness however Brandwatch shall not be liable for any errors or omissions.

Brandwatch is a trading name of Runtime Collective Limited. Registered in England & Wales: 3898053  
4th Floor, International House, Queens Road, Brighton, BN1 3XE, United Kingdom