



QuestBack Named Social Analytics & Intelligence Industry Leader

Listen + Act Solution recognized by Hypatia Research Group for turning social analytics into actionable insights

Bridgeport, CT, August 7, 2012 -- [QuestBack](#), a global leader in [enterprise feedback management](#) (EFM) and Social CRM, today announced that Hypatia Research Group ranked the company a top performer among 24 Social Analytics & Intelligence (SA&I) vendors in its 2012 Galaxy™ Vendor Evaluations.

In the report titled "Social Analytics & Intelligence: Converting Contextual to Actionable Insights," Hypatia Research cites QuestBack's solid corporate vision and the power of its solutions to help organizations utilize social channels for decision support and engagement as chief among the reasons for its leadership positioning.

"A solid corporate vision on how existing customers might benefit from state-of-the-art market research, social engagement, social CRM tools and services on a fully-integrated platform resulted in high scores for QuestBack," said the report's author Leslie Ament, Vice President of Research & Senior Analyst at Hypatia Research. "Notable among the capabilities demonstrated is the ability for organizations to bring customers out of Twitter postings into structured feedback patterns via survey links in order to qualify, identify, or route issues requiring resolution or response. It is this rules-based business process workflow functionality that empowers organizations to utilize their social channels for decision support and engagement for value creation."

"To be named a leader in the social analytics and intelligence space by a respected firm like Hypatia Research validates what our customers tell us every day -- that QuestBack understands their needs and helps them by delivering a holistic social engagement solution," said Ivar Kroghrud, CEO, QuestBack. "We've always believed that the strength of our solutions distinguish us from the competition and this recognition by Hypatia only underscores our conviction to continue to innovate for our customers."

Hypatia Research's 2012 Galaxy Vendor Evaluation Report assessed two dozen leading SA&I vendors currently in the market. Software vendors were scored via weighted modeling utilizing 12 data-driven dimensional criteria coupled with software product demonstrations and more than 500 end-user customer interviews and product demonstrations. The research study is 50 pages, contains 21 figures and several business case justification examples. QuestBack was the only EFM vendor included in the report.

To download the full report, please visit: [<LINK TO REG PAGE ON QUESTBACK.COM>](#)



Learn more about QuestBack's Listen + Act solution here: <http://www1.questback.com/news/release/item/2012/07/listen-act.html>.

About QuestBack

QuestBack is a global leader in [enterprise feedback management](#), customer experience management, Social CRM, and [market research solutions](#). The company's SaaS-based [feedback and dialogue solutions](#) enable organizations to gain actionable insights and build stronger relationships with customers and employees. [More than 4,000 global customers](#) – including Volvo, Ernst & Young, Coca-Cola, Microsoft and Bosch – rely on QuestBack to increase customer and employee satisfaction through real-time feedback. Founded in 2000, QuestBack is headquartered in Oslo, Norway and privately held with 19 offices worldwide.

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About Hypatia Research

Hypatia Research Group www.HypatiaResearch.com delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and apply customer intelligence to enhance performance and to accelerate growth. Coverage areas include: CRM, Business Intelligence, Customer Analytics, Social Media, Marketing Automation, Database Marketing, and Information and Customer Data Integration and Quality. Since 2001, clients have relied on us for industry insight, expertise and independent market research for guidance in assessing various technology and service options. Hypatia of Alexandria (circa. 370-415 AD), was the first woman to make substantial contributions to the development of astronomy, mathematics, and philosophy.

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