

QuestBack Included in Analyst Firm's Evaluation of Peer-to-Peer Customer Community Software

In 2015 Firm Expects SaaS in the CRM industry to approach \$6.4 billion in total software revenue

Bridgeport, CT and Oslo, Norway – February 15, 2012 – QuestBack, a global leader in enterprise feedback management (EFM), today announced that Gartner, Inc. has included the company in a research report¹ evaluating six global vendors in the peer-to-peer customer community marketplace. QuestBack was also included as a Niche Player in Gartner's 2011 Magic Quadrant for Social CRM².

Recognized as Europe's foremost supplier of feedback management software, QuestBack is focused on expanding globally and recently opened its North American headquarters. In a move to help clients improve overall business insight through social media channels, QuestBack recently acquired social CRM provider Globalpark and launched QuestBack Social Connect, helping organizations better engage, understand and activate fans and followers.

According to Gartner's report, "The critical capabilities of peer-to-peer customer communities allow customer service and support to be provided by customers, rather than an organization's customer service representatives (CSRs). This allows for networking among the customer base, creating communities of experts and advocates to be leveraged for further customer service, marketing, sales and e-commerce initiatives."

"Over the next year, QuestBack anticipates a dramatic shift in corporate interest around engaging social communities effectively. Building a strong community where customers can engage and share experiences not only with each other, but also directly with brands, is where the true business value in social media lies," said Ivar Kroghrud, QuestBack CEO. "As social CRM becomes an integral part of how companies interact with customers, we are honored to be included in this research as well as recognized by Gartner as a Niche Player in the social CRM space."

About the Magic Quadrant

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose

About QuestBack

QuestBack Group is Europe's leading Enterprise Feedback Management and one of the world's Top 5 vendors. QuestBack provides online survey solutions, panel solutions and social CRM solutions - web-based services for relationship development through the collection, analysis, and follow-up of business critical information. QuestBack's clients achieve better financial performance through increasing the satisfaction and loyalty among their customers and employees. QuestBack was founded in 2000 and has achieved double-digit growth ever since. The Company is headquartered in Oslo, Norway with subsidiaries in seven countries and offices in a total of 17 countries, and serves over 5,000 customers across all sectors and industries, including Volvo, Ernst & Young, Coca-Cola, Microsoft and Bosch.

¹ Gartner Inc. "Critical Capabilities for Peer-to-Peer Customer Community Software," Jenny Sussin, Michael Maoz, Adam Sarner, 30 January, 2012

² Gartner, Inc. "Gartner Magic Quadrant for Social CRM, 2011," Adam Sarner et al., 25 July, 2011

Media Contact:

Cassie Smith

LEWIS PR

Phone: 617-226-8840

Email: QuestBack@lewispr.com