
Forrester Advisory On Selecting Customer Feedback Management Vendors

Introduction

Forrester will guide the selection of customer feedback management (CFM) vendors — vendors that support enterprisewide voice of the customer (VoC) efforts through the key VoC activities of listen, interpret, act, and monitor — to ensure you meet the business and technology requirements for your VoC program infrastructure. Through an interactive facilitated session, Forrester will use its unique understanding of CFM vendors to help you begin developing a shortlist of criteria for prioritizing and selecting technology provider(s).

Leverage Forrester's understanding of CFM vendors to:

1. Understand the current vendor landscape.
2. Determine the key criteria for evaluating these vendors.
3. Prioritize your organization's requirements.
4. Guide your shortlist and then evaluate and select the vendor(s).

Session Approach

Forrester's vendor selection analyst advisory includes three core steps:

- › **Lead a preparation call.** Forrester will lead one 30-minute meeting via teleconference to define session objectives, gain further understanding of your current direction and organization, and finalize the agenda.
- › **Prepare the content.** Forrester will aggregate existing research, data, and analyst expertise to develop a tailored facilitated session.
- › **Conduct the session.** Forrester will lead an onsite session that includes presentations, facilitated discussions, and group exercises.

Typical Session Agenda

9:00-9:30 a.m.	Setting the stage. The day will begin with Forrester and your CX team co-presenting the objectives of the initiative and the agenda for the day; you will introduce all the stakeholders and communicate the end-state vision of your VoC program infrastructure.
9:30-10:30 a.m.	Vendor overview. Forrester will provide an overview of the CFM vendor market and recent developments in that market.
10:30-10:45 a.m.	BREAK
10:45-11:45 a.m.	Key selection criteria. Forrester will provide an overview of key selection criteria that you should use to evaluate a vendor and its offering and to mitigate risks. We group these criteria into three core categories: 1) product; 2) strategy; and 3) market presence.
11:45 a.m.-12:30 p.m.	Current-state exercise. Through a facilitated discussion and exercise, Forrester will help your CX team work with the stakeholders in the room to identify the key business and technical priorities that should drive your selection of a CFM vendor.
12:30-1:00 p.m.	LUNCH
1:00-2:30 p.m.	Evaluation criteria prioritization. Empowered with both key selection criteria and an established current-state perspective, Forrester will help you prioritize and weigh the evaluation criteria to use when shortlisting or beginning a vendor selection process.
2:30-2:45 p.m.	BREAK
2:45-3:15 p.m.	Shortlist or evaluation overview. Using the prioritized evaluation criteria, Forrester will provide direction on the recommended vendors you should evaluate further and offer key considerations to incorporate.
3:15-4:00 p.m.	CFM implementation overview. Forrester will share learnings on the type of work streams needed for the successful implementation of a CFM solution.
4:00-4:30 p.m.	Wrap-up and next steps