

ENTERPRISE FEEDBACK MANAGEMENT ANNUAL POLL

This barometer survey is dedicated to the Enterprise feedback management (solutions which utilize centralized systems to collect, manage and distribute customer feedback throughout an organization).

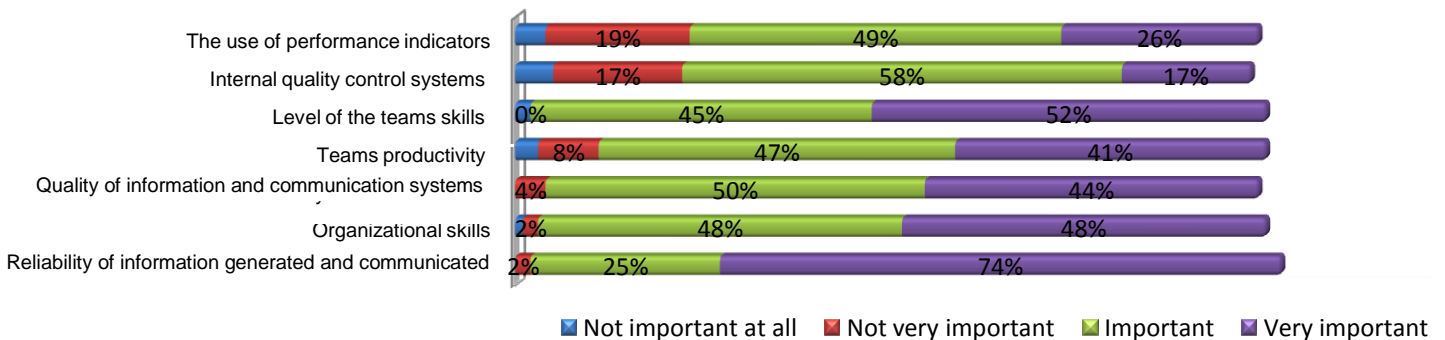
Conducted by Marketor and sponsored by Grimmersoft, this survey aimed to draw the current EFM French market and its evolutions.

A 15 minutes on-line survey was conducted among 22728 people from all economic sectors. Respondents are representative as they mainly belong to marketing department (32%), IT department (29%), human resources and training department (21%). Various company sizes are represented (31% more than 500 employees, 19% from 100 to 500 employees, 50% from 20 to 100 employees and 24% minus than 20 employees).

The major conclusions of the 2008 EFM poll are the followings:

Feedback is the keystone of the collective performance

> The main factor that contributes to the company's performance is the reliability of the information produced and communicated throughout the organization.

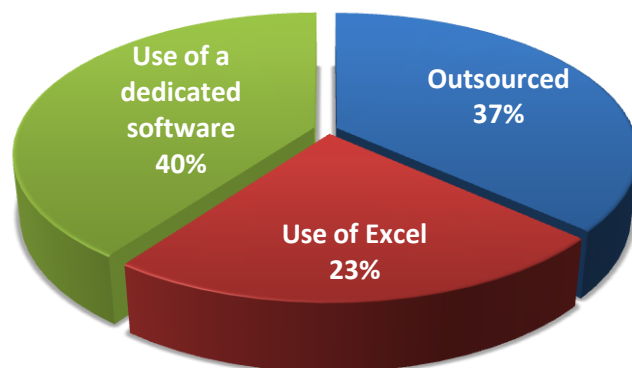


The market is looking for new feedback management solutions

> One respondent out of 4 planned to implement new feedback solutions within 6 months.

Collecting tools and data analysis

> Departments within an organization need to listen, learn and react to the needs of their markets, partners, clients, employees... Whereas 23% choose Microsoft Excel for data collection and analysis, 40% prefer solutions dedicated to their particular business.



> Despite the majority declares being satisfied with their tools, 48 % recognize that the main weakness is lack of the integration with the information system, most typically with CRM systems but also with HRIS systems and generic web portals.

> In such a context, departments within an organization cannot collaborate on feedback initiatives, sharing results and gaining insights that enable companies to look at customers "holistically" and to better respond to customer needs.

EFM: awareness and usefulness

> 76 % of the respondents reckon that the EFM concept is useful

> Nevertheless only 5 % know the “Enterprise Feedback Management” denomination.

> MAIN EXPECTED BENEFITS :

61 % of interviewees assess that implementing such a solution would higher the performance

57 % think that it would allow performing a better rationalization.

Other assets are spontaneously mentioned such as “higher data quality” and “better visibility and activity control”

> MAIN CHALLENGE FOR EFM :

40% think that the main difficulty implementing an EFM platform is to find a solution complying with each specific need of all departments “such as marketing, human resources, quality...”

39% assess that the integration with the company’s IT system is the major obstacle to overcome

Other brakes are spontaneously mention “change reluctance” and “complexity of such solution”

Even if the market is still immature, the need of EFM system is clearly identified.

Gartner estimates that at least 10 % of current feedback technology deployments involve EFM tools, with another 35 % of enterprises considering the adoption of an EFM system in the near future.

