

Gartner
peerinsights™

Customer FIRST

Program Guide for Technology Providers

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Gartner
peer insights™

Customer FIRST

Commit to a common goal. Build trust

Overview

The Gartner Peer Insights Customer First Program involves an organizational commitment to valuing all customer feedback in exchange for an exclusive Customer First badge and readership insights.

“

“We are committed to the program. It shows we are committed to listening to customers and value all feedback.”

- Marketing Manager

“We would do this even without the analytics! The intrinsic value of this program is enough for us to participate in”

- Analyst Relations

”

What's in it for you

1. Earn a Customer First badge

Showcase the badge on your Peer Insights profile and leverage it in your marketing to reiterate your commitment to valuing all customer feedback.

Display this badge across your marketing channels



How does this badge work for you?

- Shows reviewers you are open to any and all feedback
- Competitive differentiation in the market
- Ensure end-user trust that reviews represent the true voice of customers

The badge will be showcased with your listings on Gartner Peer Insights.

A screenshot of the Gartner Peer Insights website showing a vendor profile for IBM. The page is titled "Vendor Reviews" and features a "Customer FIRST" badge. The overall rating is 4.2 stars based on 401 reviews. The page includes a "Ratings Overview" section with a bar chart showing the distribution of ratings: 5 Star (45%), 4 Star (39%), 3 Star (12%), 2 Star (2%), and 1 Star (1%). There is also a "Customer Experience" section with a bar chart showing scores for Evaluation & Contracting (4.2), Integration & Deployment (4.2), Service & Support (4.1), and Product Capabilities (4.4). A "72% Would Recommend" badge is visible in the top right of the ratings section. The page also has navigation tabs for Overview, Reviews, Ratings, and Alternatives, and buttons for Compare, Write a Review, and Download PDF.

What's in it for you

Readership Analytics

Get exclusive access to real-time data on how prospective buyers view your products and markets.

Readers interest trend over time

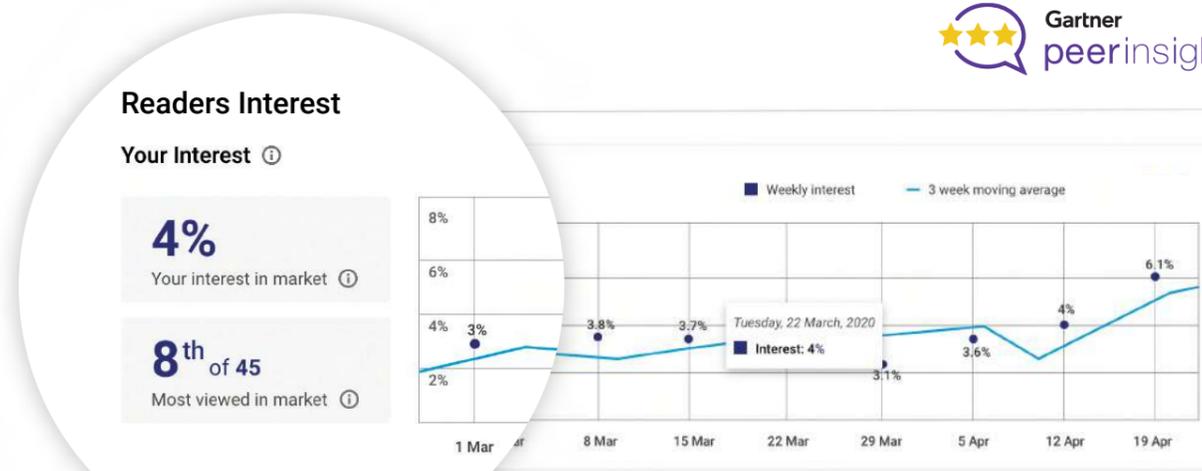
Fine-tune your prospect target strategy by understanding segments viewing your and other products.

Positioning and market benchmarking

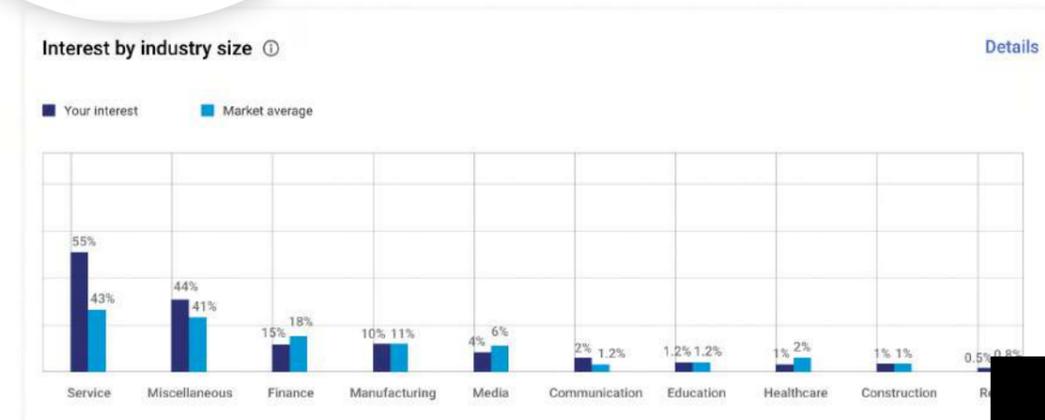
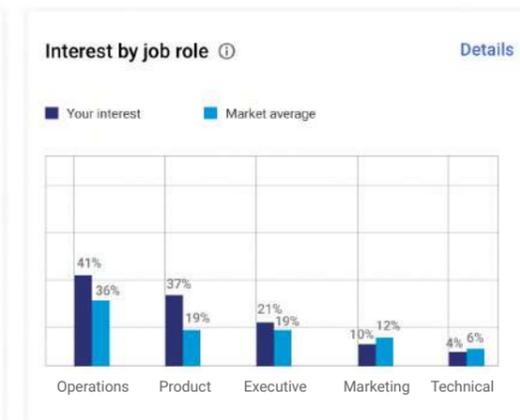
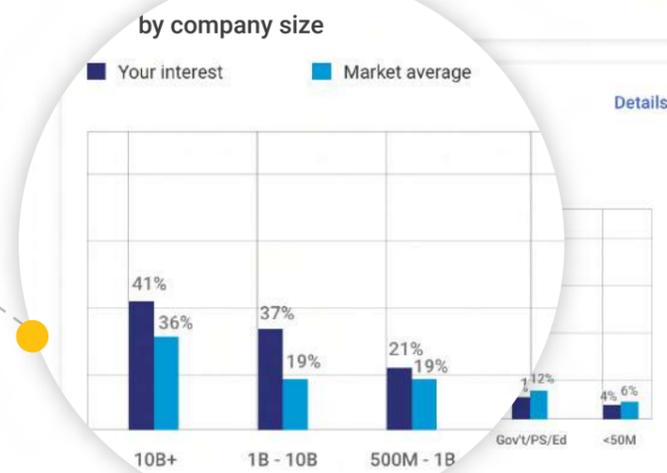
Understand your positioning through market benchmarking and reach your prospects before your competitors do.

Understand demographics of your prospects

Discover users viewing your profile. Drill down into countries and demographics to focus on targeted segments.



Readers Demographics



“ Overall, I like the concept, but I love the analytics. We would use this to hone in on personas, and refine our marketing strategy.
 -Director Product Marketing ”

Get started!

Steps for participating in the program (checklists, tips and best practices for each step follow)



1. Host Widget

Generate a [custom widget](#) on the Technology Provider Tools portal and host on your website (Multiple styles and sizes available).

[Learn more](#)



2. Submit Agreement Form

Submit your [agreement form](#) with proof of widget hosted.

[Learn more](#)



3. Solicit 25 reviews in a market

Solicit 25 reviews in a market from your sourcing efforts (via [review-sourcing links](#)) in the last 12 months

[Learn more](#)

Best practices for success →



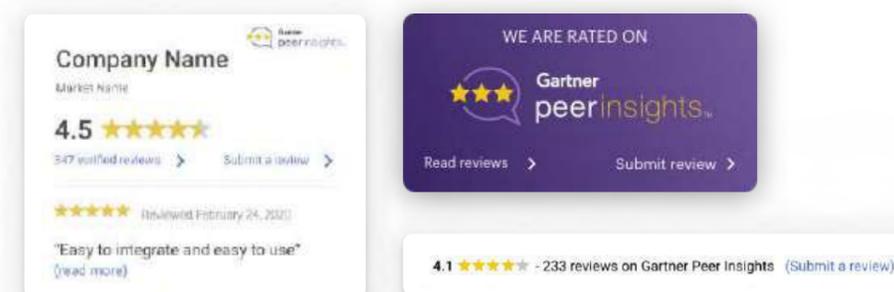


Host Widget

- ✓ Include widget on your public-facing website, easily accessible to users in 1 or 2 clicks from your homepage.
- ✓ Create a review-sourcing widget on the [Technology Provider Tools](#) portal and hand over the code with instructions to your developer.
- ✓ Get the generated code integrated via your developers. Share [widget developer guide](#) with your team for instructions on how to integrate.

Tips to keep in mind

- Widget hosted on a web page that requires login or is not publicly accessible does not meet program requirements
- Add “submit a review” option by creating a [review-sourcing link](#)
- You can customise the widgets or create your own to match with your website style. [Learn more](#)



[View live widget examples](#) →

1 Host Widget

2 Submit Agreement Form

3 Solicit 25 reviews in a market



1 Host Widget

2 **Submit your Agreement Form**

3 Solicit 25 reviews in a market



Submit your Agreement Form

Complete and submit the [agreement form](#) in just 5 to 10 minutes. Our team will reach out to you to confirm your participation within 1-2 business days.

You will need to submit proof of widget within the form.

Tips to keep in mind

- Only a senior level decision maker (CMO/CEO/VP etc.) can sign the agreement form for this program
- Select “All Markets” or specific markets based on your organization’s interest
- One person per market is able to access the Readership Analytics
- The Engagement Program is voluntary; you can update markets or remove your organization from the program at any time.

[Best practices](#) for integrating sourcing strategies

Join the program now!

Submit form

1 Host Widget

2 Submit your Agreement Form

3 **Solicit 25 reviews in a market**



Solicit 25 reviews in a market

- ✓ Select a [review-sourcing strategy](#) to implement.
- ✓ Reach out to customers with a review-sourcing link

[Readership Analytics](#) data is automatically unlocked and you get a badge once you have 25 reviews in a market sourced (past 12 months)

Tip to keep in mind

- Only the reviews submitted from sourcing links created on [Technology providers Tools portal](#) will be eligible

[Best practices](#) for sourcing reviews

Best practices for success



Align your organization



Integrate sourcing strategy



Success stories



Live widgets currently in use





Align your organization

Buy-in from executive leadership (CMO/CEO/VP etc.) is key. Make sure to explain the Gartner Peer Insights Engagement Program as it will help ensure proper resource alignment and prioritization.

What can you do?

Determine who should be involved internally, and ensure they support the program.

- Share an overview of the Engagement Program.
- Evaluate how the program aligns with your goals/mission around customer feedback.
- Discuss the benefits of Readership Analytics.
- Propose next steps to officially join the program.

Tips to keep in mind

- Involve your program managers; they will help position the program and clarify next steps
- Clearly articulate how the spirit of the program aligns with your internal goals/mission for customer feedback
- Make sure you identify the senior-level decision maker (CMO/CEO/VP etc.) who can sign the Agreement Form for the program.
- Identify development teams to host widget and customer teams to run programmatic sourcing activities





Integrate sourcing strategy

Select a review-sourcing strategy and include a [review-sourcing link](#) within the messaging to customers.

What can you do?

Choose and implement at least one of these programmatic sourcing strategies to ask your customers for a review:

- Email an invitation to all customers as part of your NPS survey (typically twice per year).
- Integrate with your events strategy (user conferences, industry events, digital events).
- Include a link in customer communications (customer portal, blog posts, monthly newsletters).
- Integrate with the customer onboarding process (email an invitation to review a solution after each deployment).
- Include in the support ticket resolution workflow as part of a follow-up ticket resolution survey.
- Include an invitation to write a review in the email signature of all customer-facing associates.
- Other (please specify).

Tips to keep in mind

- Create a sourcing link on your [Technology provider Tools Portal](#)
- Make sure to reach out to all your customers and not just the best ones
- Consider implementing multiple strategies to maximize your customer base



Success stories

Discover how other technology providers are driving value with participation in the Engagement Program

1

To stand out in an extremely competitive and saturated security market, this organization needed to maintain a high volume of reviews, and reassure prospective customers that the company's reviews reflected the exact experience they would have, without any filters.

Approach

1. Organizational alignment

- CMO brought the Engagement Program to the CSO and CEO to ensure commitment to representative reviews across the business.

2. Widget placement

- Listed Customers' Choice badge and scrolling Widget on homepage
- Placed a medium-sized widget in the middle of the company's product page, with customer quotes.

3. Programmatic Sourcing Strategy:

- Asks customers to write a review at all customer events and webinars.
- Includes a pop-up asking for a review after a user logs in to the customer portal a certain number of times.
- Includes a link to read and write reviews in all customer-facing associates' email signatures.

Result

The organization plans to **leverage the market benchmarking data** within the Readership Analytics to get better insights into its market presence vs. competitors.

Leaders also plan to leverage the interest data and ranking in the market in **monthly company wide sales updates, to motivate sales teams.**

Success stories

Discover how other technology providers are driving value with participation in the Engagement Program

2

This organization’s 2020 customer success mission was to harness customer feedback in public forums to stay connected with how their customers feel, specifically in the areas of post-implementation and support. The Engagement Program aligned with the company’s commitment to listening to its customers, and growing from their feedback.

Approach

1. Organizational alignment

- Customer marketing manager introduced the Engagement Program in a joint call with the Gartner Peer Insights Program Manager, the CMO, and the VP Customer Success.

2. Widget placement

- Listed rating and link to read reviews on a homepage carousel.
- Placed widget in the middle of the Customer Stories page.

3. Programmatic Sourcing Strategy:

- All customer success managers (CSMs) include the ask for a review during the third call, and include a link to write the review in the follow-up email.
- Include the ask for a review in the monthly newsletter sent to all users, rotating the incentive and placement based on time of year.

Result

By committing to integrating the ask for a review into the CSMs’ talk tracks, this organization saw an increase in the number of published reviews.

Leaders leveraged the data in the reviews to adjust their support strategy, and used feedback from the reviews to create questions to ask during post-implementation to ensure customer satisfaction.

The organization plans to leverage its Readership Analytics data to better **understand who their audience is on public review sites**, and solicit reviews from customers similar to those who are reading their reviews. The company’s end goal is to ensure that prospective customers can see many reviews from people just like them.

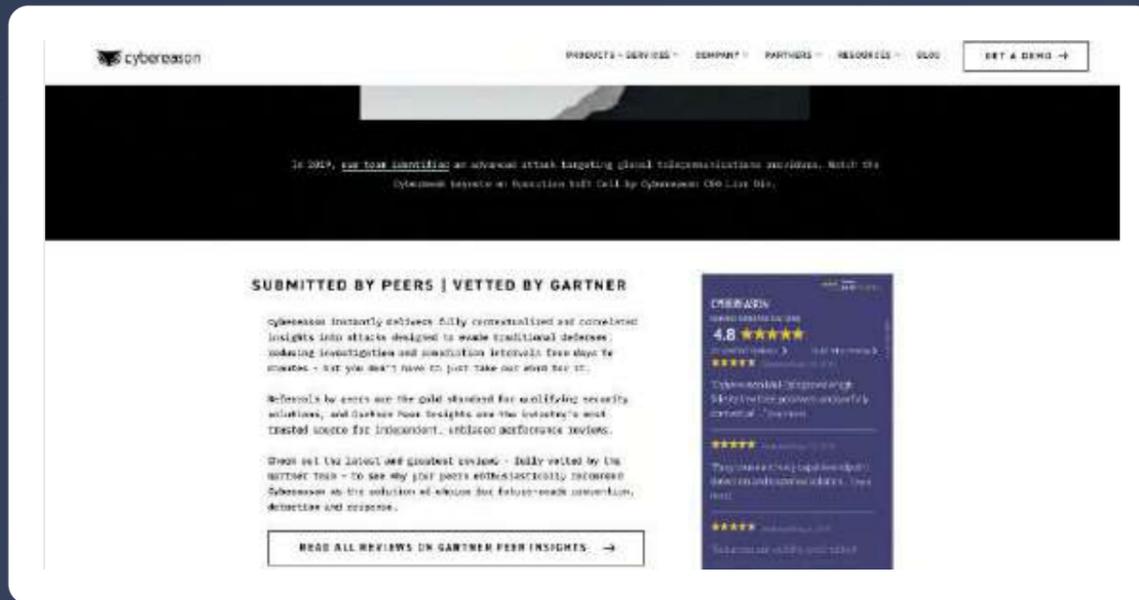
Live widgets currently in use

Explore how other technology providers are integrating the review-sourcing widget on their public-facing websites.



Cybereason

Implemented a large scrolling widget on homepage



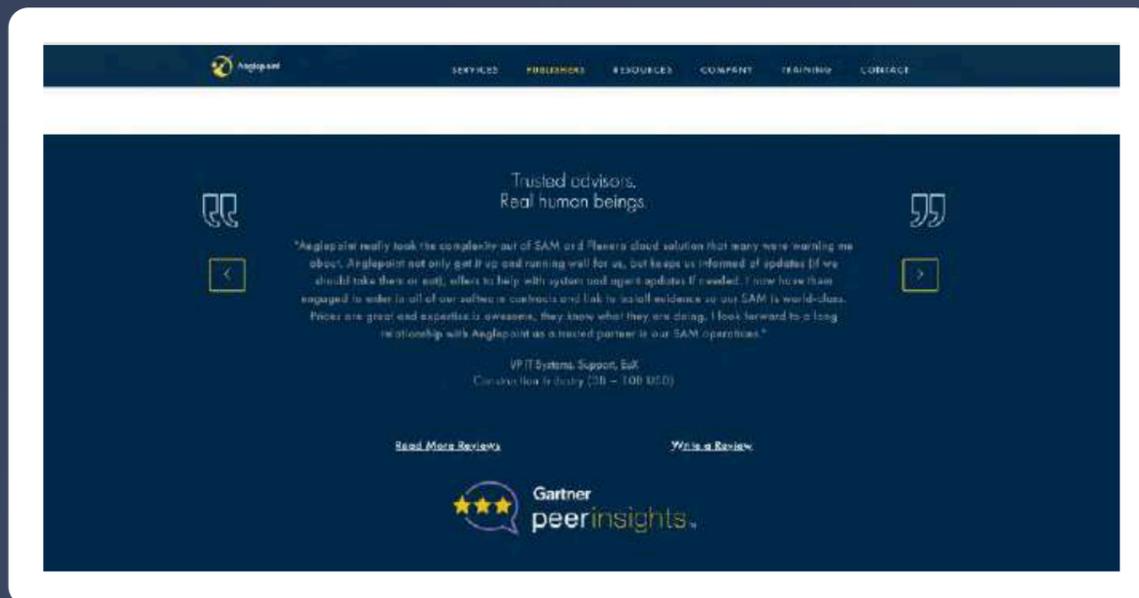
Data.world

Implemented medium-sized widget prominently on customer stories page



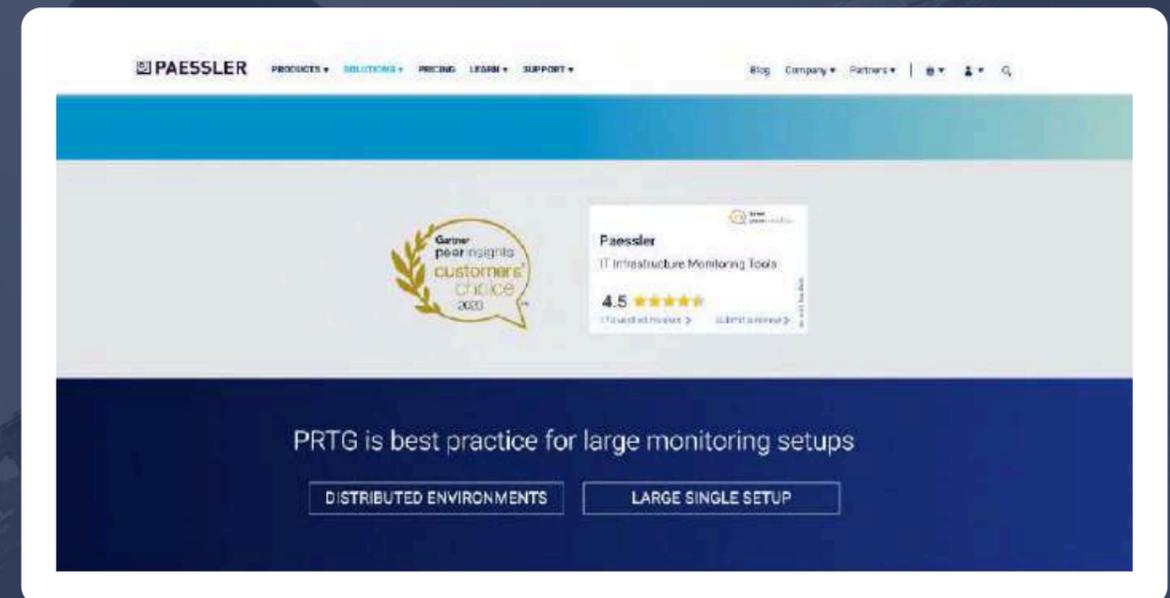
Anglepoint

Created their own custom marketing widget



Paessler

Integrated their widget with Customers' Choice badge on homepage



Resources

Overview of Programs:

[Engagement Program Overview](#)

[Readership Analytics Overview](#)

[Engagement Program Blog Post](#)

Widget Resources:

[Generate your Custom Widget](#)

[Widget Guide for Developers](#)

Programmatic Sourcing Strategies:

[Link to Generate Review Sourcing Links](#)

[Templates for Review Outreach](#)

[Fund Your Own Gift Cards](#)

[Gartner Peer Insights Plus Content Incentive](#)

Engagement Program Agreement Form:

[Submit Form](#)

Need help?

If you have any questions, or are unable to access the Agreement Form, reach out to your program manager or email us at PeerInsightsVendorSuccess@gartner.com