

FROST & SULLIVAN

SANDSIV

2022 PRODUCT LEADER

*EUROPEAN VOICE OF CUSTOMER
ANALYTICS INDUSTRY*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. SANDSIV excels in many of the criteria in the voice of customer analytics space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

Offers a Reliable, High-Quality Product to Match Customer Needs and Disrupt the VoC Industry

Founded in 2010 and headquartered in Zurich, Switzerland, SANDSIV is a voice of the customer (VoC) and customer experience management (CXM) solutions company with four offices across the United Kingdom, Spain, and Switzerland. The company offers sandsiv+, a fully integrated, end-to-end enterprise-grade platform that captures and analyzes data to drive business growth.

Frost & Sullivan’s own research shows that security concerns and providing an omnichannel customer experience remain companies’ top challenges. sandsiv+ nicely addresses these challenges through its enterprise-grade product, standing out among similar mid-sized competitors. The product deploys cutting-edge technology - such as deep machine learning and natural language processing (NLP) - to capture structured and unstructured feedback across channels and provide comprehensive and insightful reports and data visualizations. It also positions SANDSIV as an agile and reliable solutions provider that listens to customers and creates solutions accordingly. The ISO 27001-compliant solution is easily deployable on any local or on-site private or public cloud. The company does not require clients to share cloud services or databases, enabling tighter security. It also develops backup, restore, and disaster recovery policies according to the customer’s needs, especially for large organizations.

SANDSIV serves clients in various verticals, including financial services, automotive, utilities, energy, telecommunications, and transportation. sandsiv+ is scalable due to its modular architecture. The

maintenance or upgrades are also quite affordable for companies with limited budgets. The company uses a flexible pricing model based on customer needs, with contracts running for 36 months minimum. Following the 'more for less' strategy allows the company to offer more value for smaller budgets, become the market's price leader, and strengthen SANDSIV's position as a customer-centric company.

Provides an Easy-to-use Solution for the Complex VoC Industry

Lack of skills among employees and workforce training requirements are ongoing challenges that companies in every industry face. SANDSIV alleviates this problem through sandsiv+, a simple-to-use solution that enables customers to maximize its product's capabilities. When businesses decide on a VoC solution, they want it to be able to handle complex data and offer smooth data analytics and visualization capabilities. SANDSIV ensures easy-to-read and visually appealing reports with qualitative and in-depth insights via sandsiv+. The product covers 250+ languages and dialects, adding to its uniqueness. Frost & Sullivan applauds SANDSIV's foresight in designing a tool fit for self-service. The company also offers a comprehensive training and onboarding program that empowers users to manage and customize all of the features without constant vendor assistance. Additionally, SANDSIV's cloud architectures enable remote deployment and configuration quickly and easily anywhere in the world.

Shows Customer-centricity and a Forward-looking Position

SANDSIV re-engineered its solutions' architecture before the pandemic to deliver on the cloud and in the geographical node of the customer's choice within 20 minutes. Unlike other competitors that offer multi-tenant clouds, the company provides a single-tenant cloud architecture, providing security and personalization. This is why SANDSIV registered excellent financial growth in the fourth quarter of 2020, outperforming competitors.

The company works hard to position itself as an innovation leader with customer-centricity at heart. Having developed one of the most precise deep learning-powered engines for topic detection and sentiment analysis, the vendor focuses on

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**- Ankita Singh,
Senior Industry Analyst**

transformers, a new NLP model generation that allows high translation precision. This layered analytics provision interacts with CRM and marketing automation, making it SANDSIV's competitive advantage. It also concentrates on offering a no-code platform that provides customers with sophisticated analytics that requires little training to use and customize.

“Frost & Sullivan’s research shows that security concerns, providing an omnichannel customer experience, skills shortage, and training requirements all remain companies’ top challenges. sandsiv+ addresses all of these challenges, standing out among competitors and positioning the company as an agile solutions provider that listens to customers and creates solutions accordingly.”

**- Ankita Singh,
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Another crucial aspect that demonstrates SANDSIV’s customer-centricity is its efforts toward improving the customer ownership experience. The company understands that businesses need a strong customer experience strategy to complement a good tool to make a difference. Therefore, SANDSIV’s customer success team spends four to five months understanding, explaining, and advising each customer on its products, an impressive period of time in the industry. Notably, the company has an internal VoC program in which the customer success and sales teams discuss all requests and backlog priorities. Frost & Sullivan commends SANDSIV for delivering on customer requests within 15 days (on average).

SANDSIV’s goal is not to simply increase its customer volume but also to enhance overall satisfaction, a unique aim for a mid-sized company, creating huge growth potential.

Conclusion

Frost & Sullivan concludes that SANDSIV’s agility and farsighted vision truly demonstrate its focus on delivering customer value by shifting its technology architecture. The company is well positioned as a product leader in the European market with its cutting-edge deep machine learning and NLP technologies.

With its strong overall performance, SANDSIV earns the 2022 Frost & Sullivan Product Leadership Award in the voice of customer analytics industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

