



*SANDSIV Recognized for*

# 2021

**Product Leadership**

European Voice of the  
Customer Solution Industry

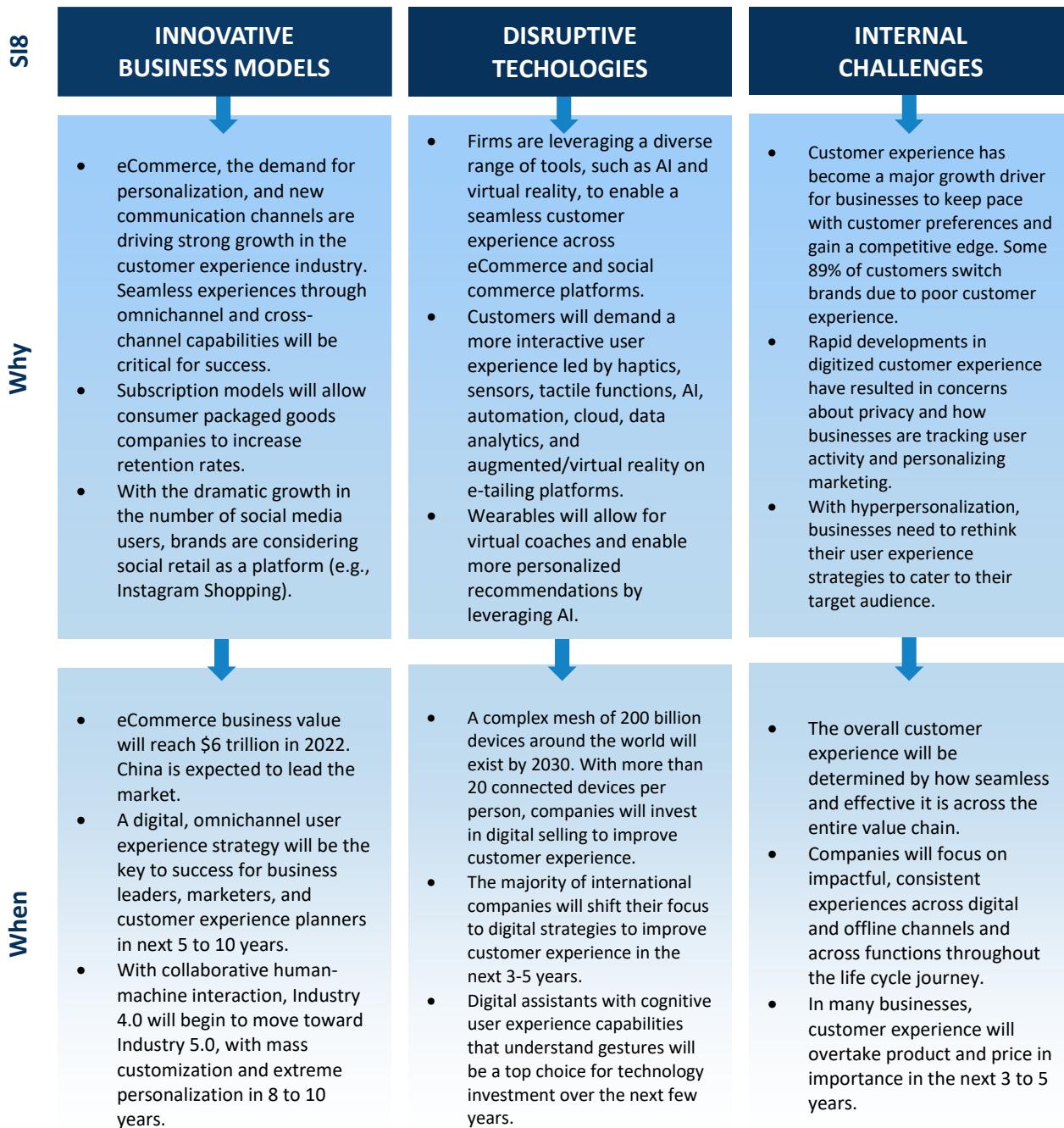
*Excellence in Best Practices*

**sandsiv+**

customer intelligence made in switzerland

## Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of SANDSIV is a reflection of how well it is performing against the backdrop of these imperatives.



## 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 European VoC solution 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

### **SANDSIV: A Leading Company Disrupting the VoC Space**

SANDSIV is a voice of the customer (VoC) and customer experience management (CXM) solution provider. SANDSIV's core product, *sandsiv+*, is an enterprise-grade, end-to-end, and fully integrated platform that allows businesses to capture and analyze a customer's needs, manage and visualize internal and external client data, and respond to relevant insights in real time. This solution is designed to enhance the customer experience (CX) and optimize business processes. SANDSIV uses cutting-edge technology, including deep machine learning and natural language processing (NLP), to capture the direct, indirect, and inferred VoC and to follow and analyze customer journeys across multiple channels.

Headquartered in Zurich, Switzerland, SANDSIV serves innovative companies across various verticals, including financial services, automotive, utilities, energy, telecommunication, and transportation. Founded in 2010, SANDSIV has become a top-notch global CX provider, with customers in Europe, Africa, and Asia; offices in Germany, Switzerland, Ukraine, and the United Kingdom; and world-class partners and over 50 employees.

### ***Powerful AI Engine for Topic Detection and Sentiment Analysis***

Businesses are looking for precise VoC solutions that generate reliable and actionable insights; however, the complexity and ambiguous nature of human language, such as nuances and accents, make obtaining and processing customers' conversational data difficult.

SANDSIV has overcome these challenges by developing a state-of-the-art, deep learning-powered engine that is one of the most powerful in the industry. Founded and managed by AI specialists, SANDSIV has become one of the most innovative leaders in this field. To understand problems, the company's solution uses an advanced deep learning engine for topic detection and sentiment analysis. In other words, by using sandriv+, businesses have the capacity to learn how their customers feel about a product, service, or brand and what is causing those feelings. In contrast to most competitors,

SANDSIV does not only apply simple keyword search functionality but uses complex AI to understand the hidden meaning behind customers' interactions and to allow self-learning processes that increase the platform's efficiency. sandriv+ advances customers' business intelligence to a completely new level, providing customers with a view on what is happening behind the scenes and delivering exceptional value to end-user organizations.

*"By using sandriv+, businesses have the capacity to learn how their customers feel about a product, service, or brand and what is causing those feelings. In contrast to most competitors, SANDSIV does not only apply simple keyword search functionality but uses complex AI to understand the hidden meaning behind customers' interactions and to allow self-learning processes that increase the platform's efficiency. sandriv+ advances customers' business intelligence to a completely new level, providing customers with a view on what is happening behind the scenes and delivering exceptional value to end-user organizations."*

- Federico Teveles, Research Analyst

shows that SANDSIV continues to emphasize research technologies to expand its capabilities and grow. SANDSIV is one of the few vendors in the industry currently focusing on transformers, which is a new NLP model generation that enables extreme translation precision. Integrating these state-of-the-art NLP models into sandriv+ will allow speech-to-text translation functionality to work to near perfection, and integrating transformers will complement other recent product enhancements around deep machine learning, NLP, and text analytics.

### ***Customer-centric Product Design for Customer-centric Organizations***

SANDSIV sustains its success by strongly committing to a customer-centric product design. sandriv+'s modular architecture increases the platform's agility and enables customers to use the functional modules they need so they can adapt the solution to their context. Frost & Sullivan research indicates that SANDSIV's native, flexible product portfolio is a key differentiator in the VoC market, enabling SANDSIV to adapt to businesses of any size, maturity, and industry. sandriv+ can be applied in many use cases, such as managing customer touchpoints, monitoring and managing the digital journey and physical CX, retaining customers, and increasing sales. In addition, the company offers a modular pricing model and a comprehensive set of deployment options (e.g., private cloud, public cloud, and on-premise) that reinforce its customer-centric philosophy.

*"SANDSIV sustains its success through its strong commitment to a customer-centric product design. sandsiv+'s modular architecture increases the agility of the platform and enables customers to use the functional modules they need so they can adapt the solution to their context. Frost & Sullivan research indicates that SANDSIV's native, flexible product portfolio is a key differentiator in the VoC market, enabling SANDSIV to adapt to businesses of any size, maturity, and industry."*

*- Federico Teveles, Research Analyst*

their choice. Moreover, SANDSIV provides organizations with the capacity to obtain deep, complex insights about their interactions with customers, leading to better decision making, an enhanced CX, and higher brand equity.

### ***Easy-to-use Solution for a Complex Industry***

VoC solutions must handle complex and multifaceted data sets; therefore, SANDSIV has created an easy-to-use solution that allows customers to maximize the capabilities of its technology. Through a simple online training module, customers can rapidly deploy, customize, and manage the platform on their own, without vendor assistance. SANDSIV has rapidly adapted to the current all-remote environment transformation by enabling the quick, simple, and full remote deployment and configuration of its solution. In only a few hours, sandsiv+ can be up and running anywhere in the world.

Data analytics and visualization capabilities are key competitive factors when assessing a VoC solution; therefore, SANDSIV offers easy-to-read and visually attractive reports and graphs. sandsiv+ is distinguished by the quality and breadth of its insights and its simplicity and outstanding visuals and graphs, which facilitate customers' decision making and CX enhancement. Covering over 250 languages and dialects, sandsiv+ is an exceptional product because it strikes an admirable balance between complexity and simplicity and can support businesses of any size, geographical location, and vertical.

## **Conclusion**

Today's businesses need a VoC and CXM platform that can provide a superior CX by using the customer perspective as a driver for internal improvement. With a focus on technology innovation, product design, and human capital, SANDSIV is well positioned as a product leader in the European market. SANDSIV offers a superior solution that is powered by cutting-edge AI, with advanced analytics and visualization capabilities and a comprehensive range of functionalities that allow businesses to capture VoC across multiple channels, improve customer services, and differentiate from competitors. Remaining true to its value proposition will enable SANDSIV to become a benchmark in the global industry.

With its strong overall performance, SANDSIV earns Frost & Sullivan's 2021 Product Leadership Award in the European VoC solution industry.

Another competitive differentiator of sandsiv+ is the wide array of actionable insights it can provide to customers. sandsiv+ is an advanced platform that captures different types of VoC and customer opinions from multiple channels, including voice, digital, chatbot and web surveys, and mobile applications. The platform can perform an array of analytical functionalities, such as sentiment analysis, predictive analytics, and marketing automation, while providing user organizations with the ability to capture VoC through the channels of

## 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 on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

### **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 six 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)**

