Users Reveal Top Four Customer Service Management (CSM) Vendors for User Satisfaction Through SoftwareReviews

CSM software users name Kayako, LiveChat, Teamwork Desk and Zendesk Support as the Emotional Footprint Award winners.

TORONTO (PRWEB) October 24, 2019 -- SoftwareReviews announces its 2019 Customer Service Management Emotional Footprint Award winners, as determined by software users, who feel that four CSM vendors have provided them with exceptional customer service. According to users’ answers to questions focused on satisfaction, which have been crafted by seasoned IT industry analysts at Info-Tech Research Group, the CSM vendor champions are:

- Kayako
- LiveChat
- Teamwork Desk
- Zendesk Support

Results of the software-user survey reveals that the most satisfying CSM vendors did well with their customers because they focused on delivering extras without charging for them, while maintaining the kind of product that users can count on. Customers said they value CSM vendors consistently demonstrating a high degree of respect and integrity in all of their service and conflict-resolution interactions.

Software users said that in their experience Kayako is number one in including product enhancements at no charge, with 100% of users giving a positive review. Ninety-four percent of software users were happy with the integrity demonstrated by LiveChat, in a tie for top score for showing great character throughout conflict resolution. Software users said that Teamwork Desk is number one in providing them with reliable service, and Zendesk is number one in making them feel respected, each with a 94% score in positive reviews.

About the Emotional Footprint Diamond and Emotional Footprint Awards

The Emotional Footprint Diamond illustrates the customer experience with software vendors, showing a complex relationship spanning procurement, implementation, service and support. The Net Emotional Footprint of a vendor is a result of aggregated emotional response ratings in the areas of service, negotiation, product impact, conflict resolution, and strategy and innovation, creating a powerful indicator of overall user feeling toward the vendor and its product from the software users’ point of view. The data published in the Emotional Footprint Diamond is collected from real end users through authentic software review surveys and meticulously verified for veracity. The survey uses standard net promoter scoring (positive percentage minus negative percentage) to arrive at the Net Emotional Footprint score. These skillfully crafted survey questions are informed by two decades of IT research and advisory.

Vendors with top user scores receive the Emotional Footprint Award. The Emotional Footprint Awards, an initiative proudly founded in 100% user-review data, is free of traditional components such as market presence and analyst opinion, which are opaque in nature and may be influenced by vendor pressure, financial or otherwise.

About SoftwareReviews
SoftwareReviews is a division of Info-Tech Research Group, a world-class IT research and consulting firm established in 1997. Backed by two decades of IT research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships.

By collecting real data from IT and business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

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