

Customer Service Software Decision Makers

| TARGET:

Customer Service
Software DMs

| MARKET:

US, UK

| METHODOLOGY:

45-Minute Telephone/ Web IDIs

SPECS:

Ages 21-55

Mix of genders

Must be currently employed

Mix of roles (e.g. head of customer service, head of customer experience, head of IT), industries, and business models (e.g. B2B, B2C)

Decision Making:

- Must either own the responsibility or share the responsibility for software purchasing decisions for their company

Technology Requirements:

- All must use or be familiar with IT software for customer service or CRM software
- Competitive set: Zendesk, Salesforce, Oracle, Freshdesk, Kustomer, ServiceNow, Intercom, Hubspot, or another software

Company Size Requirements:

Terminate if company has less than 25 employees

Phase 1:

- Larger enterprise companies (3,000+ employees)

Phase 2:

- High-growth, venture-backed start-ups (approximately 25-249 employees)
- Mid-size companies (250-999 employees)
- Smaller enterprise companies (1,000-2,999 employees)

SAMPLE PROFILES:

- Head of Trading at London Capital Group
- Director of Infrastructure at Colart
- Managing Director at Piksel Group
- IT Director at J&J