

User Satisfaction Ratings

Data is scoped to the Experience Management category. All reviews were collected as of August 17, 2023

| | InMoment | Medallia | qualtrics ^{XM} | Forsta |
|--|---|------------------------------|-------------------------------|-------------|
| | InMoment Experience Improvement (XI) Platform | Medallia Customer Experience | Qualtrics Customer Experience | Forsta |
| Rating | ★★★★☆ (314) | ★★★★☆ (103) | ★★★★☆ (523) | ★★★★☆ (329) |
| Has the product been a good partner in doing business? | 93% | 84% | 85% | 84% |
| Feedback Collection | 91% | 90% | 88% | 83% |
| Online Reviews | 98% | 98% | 87% | 88% |
| Segmentation | 94% | 86% | 89% | 90% |
| Real-Time Analysis | 91% | 88% | 85% | 85% |
| Real-Time Action | 89% | 87% | 87% | 83% |
| Ease of Setup | 88% | 71% | 76% | 83% |
| Ease of Admin | 90% | 77% | 79% | 79% |
| Ease of Use | 93% | 87% | 85% | 83% |
| Quality of Support | 90% | 85% | 85% | 81% |

(User Satisfaction Ratings continues on next page)

User Satisfaction Ratings (continued)



InMoment Experience Improvement (XI) Platform

Medallia Customer Experience

Qualtrics Customer Experience

Forsta

Avg. ROI (months)

| Category | InMoment | Medallia | Qualtrics | Forsta |
|------------------------|------------------|------------------|------------------|------------------|
| 6 months or less | 56% | 13% | 8% | 15% |
| 7-12 months | 25% | 13% | 23% | 32% |
| 13-24 months | 4% | 38% | 28% | 15% |
| 24-36 months | 4% | 25% | 18% | 15% |
| 37-48 months | 0% | 0% | 1% | 0% |
| 48+ months | 0% | 0% | 5% | 6% |
| Never Got Full Payback | 11% | 13% | 18% | 18% |
| Average | 12 Months | 23 Months | 25 Months | 23 Months |

Avg. Go Live Time (months)

| Category | InMoment | Medallia | Qualtrics | Forsta |
|----------------|-----------------|-----------------|-----------------|-----------------|
| < 1 day | 40% | 4% | 8% | 12% |
| < 1 month | 42% | 0% | 24% | 39% |
| 1-3 months | 12% | 35% | 33% | 16% |
| 3-6 months | 4% | 30% | 22% | 14% |
| 6-12 months | 1% | 22% | 7% | 8% |
| > 12 months | 1% | 4% | 2% | 0% |
| Never | 1% | 4% | 5% | 10% |
| Average | 1 Months | 5 Months | 3 Months | 3 Months |

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