# Sharing the Voice of the Customer

## To Build Awareness—and Expand Customer Community

Infer, Inc. delivers proven AI applications that help businesses win more customers. It leverages proven data science to rapidly model the untapped data sitting in enterprises, along with thousands of signals from the web. Infer has the largest customer base in its category, and more 5-star ratings than any other predictive vendor on G2 Crowd.

Infer, Inc. joined G2 Crowd to expand its customer reach and its capability to share the voice of the customer. It sought to encourage broader participation in the customer community to gather in-depth feedback, both positive and negative. Insights are shared widely within Infer to improve the customer experience and drive product innovation.

## THE CHALLENGE – Expanding and Sharing Customer Feedback

Infer could hear the "voice of the customer," especially when it came to receiving positive comments directly. Its challenge, however, was two-fold. First, it was collecting and aggregating customer comments manually; the process was tedious for its team, and the resulting content was not sharable. Second, because the reviews it collected tended to be very positive, Infer wanted to make sure that there was a balanced approach to gathering feedback. Most important was having a genuine representation of the customer voice.

In addition, Infer wanted to take its customer engagement to the next level as it built awareness and acceptance for its innovative AI and predictive analytics platform. Infer has the largest B2B predictive sales and marketing customer base and considers its customer community a key differentiator. In collecting customer feedback, both positive comments and constructive criticism, Infer emphasizes credibility.

Recognizing that its targeted customer base was already active on the G2 Crowd platform, the company made the decision to partner with G2 Crowd.

**REVIEWS BY YEAR**

40

1

2014          2015          2016          2017
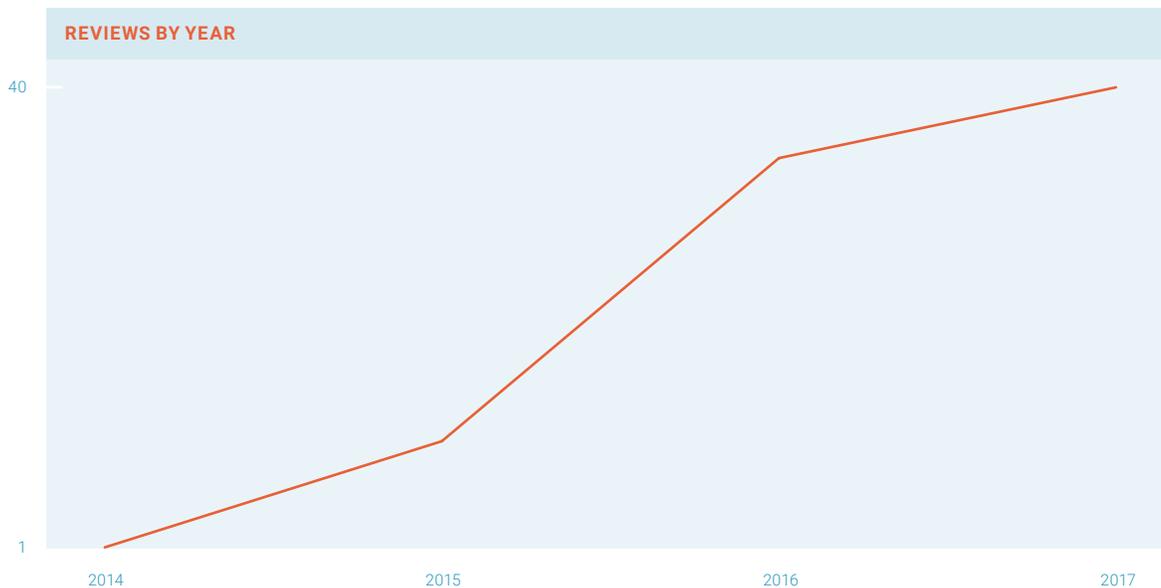
Partnering with G2 Crowd results in steep increase in reviews for Infer products and solutions

"G2 Crowd quickly has become one of the key water coolers, or perhaps cafes, for Infer's thriving customer community to gather and share their stories leveraging AI and predictive analytics in their business. The clean and user-friendly layout of the review site makes it easy for individuals to leave valuable feedback and share instantly across their social networks."

Sean Zinsmeister, VP of Product Marketing, Infer, Inc.

## RESULTS – A Growing Community of Authenticated Reviews

By expanding its outreach through G2 Crowd's platform of authenticated user reviews, Infer tapped a growing source of credible feedback and engaged in more conversations with current and potential customers.

The Infer product team works closely with customer success (CS) and account management to build its growing G2 Crowd community. When a customer reaches a certain point in its lifecycle, Infer's CS engages them for product feedback.

## The Action Plan: Driving Product Strategy

Customer feedback has helped validate Infer's overall product strategy, including the importance of making AI more understandable to the end user. When Infer helped pioneer predictive B2B sales and marketing, it encountered little friction over adoption of "black box" models. However, they anticipated the time would come when the end user would challenge this approach. This is why it has expanded its product portfolio to include innovation dedicated to sales intelligence.

As Infer shares all reviews with its product team, the customer community remains a major driving force for its product development roadmap. This feedback helps foster greater innovation through learning, creating, and iterating.