

New report from Forrester lists PossibleNOW in specialty customer insights (CI) services provider category

In the September 2014 Forrester Research, Inc. report entitled “Customer Insights Services Landscape 2014,” Analyst Fatemeh Khatibloo concludes:

- As the marketing/IT relationship strengthens, CI must re-justify its vendor relationships
- New channels offer new ways to engage... if you have the right service provider
- Better personalization and targeting opportunities also create new privacy demands
- You still need a multitude of vendors, but choose wisely

Featured as a specialty customer insights services provider, PossibleNOW is positioned as among vendors who offer a wide range of very specific customer insights service.

Different Kinds of Customer Insights Services Providers Meet Different Needs

Provider type	What they do	Representative firms
Specialty customer insights (CI) services providers	<p>These firms offer a wide range of very specific customer insights service.</p> <p>For example, this category includes:</p> <ul style="list-style-type: none"> • Loyalty service providers that build, manage, and maintain customer loyalty programs. • Preference management vendors that design and host universal profiles (frequently consumer-facing). • Analytics firms that design and build advanced analytics models. 	<p>Aimia, Brierley+Partners, Dovetail, dunnhumby, Fulcrum Analytics, Mu Sigma, PossibleNOW</p>

114922 Source: Forrester Research, Inc.

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