

Social listening



Software that aggregates and analyses social media discussion on a specific topic (*keyword*) or brand.

News & magazines



Press coverage focussed on a particular topic, industry, brand or product.

Online communities



Virtual communities of consumers that are established for the purpose of on-demand market research and insights.

Surveys



Research and feedback surveys that include open ended qualitative responses.

Forums



Online message boards in which people engage in conversations about a particular topic, their experiences, related issues and more.

Reviews



Customer reviews submitted to public review sites or through review collection software.

Marketing assets



Any form of marketing collateral with text (*or spoken language that can be transcribed*) that can be analysed.

Qualitative research data



Transcripts and open ended responses from any kind of market or product research activities including focus groups and in-depth interviews.

Social listening

- Audience.ai
- Awario
- Brandwatch
- Clarabridge
- Digimind
- Falcon.io
- Hootsuite
- Keyhole
- Linkfluence
- Medallia
- Meltwater
- Parse.ly
- Pulsar
- Rival IQ
- Salesforce Social Studio
- Socialbakers
- Sprinklr
- Sproutsocial
- Synthesio
- Talkwalker
- TrackReddit

News & magazines

- BBC
- Bloomberg
- BuzzFeed
- CNN
- Daily Mail
- Financial Times
- Forbes

Online communities

- 20|20
- QualBoard
- communities247
- Digsite
- Fuel Cycle
- Incling
- Recollective
- Rival Technologies
- Toluna
- Vision Critical

Surveys

- Checkbox
- Confront
- FocusVision
- Google Forms
- KeySurvey
- Netigate
- SurveyPlanet
- Survicate
- OnePoint Global
- Qualtrics
- SoGoSurvey
- Survey Monkey
- SurveyGizmo
- SurveyLab
- Typeform
- Zoho Survey

Forums

- College Confidential
- FlyerTalk
- JoyFreak
- MakeupAlley
- Money Saving Expert
- Mumsnet
- Over50sForum
- Pistonheads
- Quora
- Reddit
- StudentRoom
- TripAdvisor
- Forums
- Yahoo! Answers

Reviews

- Amazon
- Bazaarvoice
- BestProducts
- Capterra
- CNET
- Consumer Reports
- Consumer Search
- eKomi
- Feefo
- Good Housekeeping
- KiyOh
- PCMag
- Power Reviews
- Reevo
- Reziev
- TestFreaks
- TripAdvisor
- TrustPilot
- TrustSpot
- Wirecutter

Marketing assets

- Advertisements
- Blog posts
- Press releases
- Promotional materials
- Web copy

Qualitative research data

- Focus groups
- In depth interviews
- User testing
- Video diaries

CRM



Sales and marketing management systems that are full of valuable language data that often includes emails, call transcripts, notes on customer files and details of support interactions.

Customer support



Any system that is used to support customers. Common examples include help desk tools, call centre technology, chatbots and live chat.

Reviews



Customer reviews submitted to public review sites or through review collection software. In addition to being a source of feedback about a product or service, they can also contain key insights on customer service.

Feedback surveys



Responses from leads and customers about their experience with any aspect of your business – from the product itself to the team that is selling it. NPS and CSAT survey tools, 'voice of the customer' platforms and traditional surveys are all great sources.

Sales resources



Any resource designed to support the sales process – comprising both internal process documents and external lead facing collateral.

CRM

- Copper
- Freshsales
- HubSpot
- Insightly
- Keap
- Maximizer CRM
- Microsoft Dynamics 365
- Netsuite CRM
- Oracle on Demand CRM
- Pipedrive
- Salesforce Sales Cloud
- SalesSeek
- SAP CRM
- SugarCRM
- WorkWise
- Zoho CRM

Customer support

- Bold360
- Comm100
- Drift
- Freshdesk
- Happyfox
- HubSpot Service Hub
- Intercom
- Jira Service Desk
- Kayako
- LiveAgent
- LivePerson
- Olark
- Purechat
- PureConnect
- Salesforce Service Cloud
- Snap Engage
- Talkdesk
- TeamSupport
- Twilio
- ZenDesk
- Zoho Desk

Reviews

- Amazon
- Bazaarvoice
- BestProducts
- Capterra
- CNET
- Consumer Reports
- Consumer Search
- eKomi
- Feefo
- Good Housekeeping
- KiyOh
- PCMag
- Power Reviews
- Reevo
- Reziev
- TestFreaks
- TripAdvisor
- TrustPilot
- TrustSpot
- Wirecutter

Feedback surveys

- AskNicely
- Callexa
- Client Heartbeat
- CustomerSure
- Delighted
- FocusVision
- GetFeedback
- Google Forms
- Hotjar
- Inmoment
- Lumoa
- Medallia
- MySurveyLab
- Netigate
- OpinionLab
- Promoter.io
- Pulse Insights
- Qualaroo
- Qualtrics
- ResponseTek
- Responster
- Retently
- Survey Monkey
- SurveyGizmo
- SurveyMonkey
- Survicate
- Textline
- Typeform
- Usabilla
- VirtuaTell
- Wootric

Sales resources

- Case studies
- Cold call scripts
- Competitor comparisons
- Emails
- Demo transcripts (Zoom, Bluejeans)
- Elevator pitches
- Sell sheets

People and performance management tools



Human resource management platforms that may contain qualitative data from performance reviews, 360 feedback and more.

Employee surveys



Employer and workspace satisfaction surveys undertaken as part of culture management initiatives and 'Top Employer' competitions.

Employer reviews



Public reviews by employees and candidates on job boards and dedicated employer review sites.

HR documents



Any HR document used for recruitment, performance assessment or employee engagement.

Internal chat



Internal chat and communication tools used to support collaboration between employees and departments.

Company intranet



Centralised hubs for sharing resources and collaborating across a business. They support group and one-to-one communication and allow employees to comment on content.

People and performance management tools

- 7Geese
- Appraisd
- AssessTEAM
- Bamboo HR
- bob
- Culture Amp
- Engagedly
- Glint
- I Done This
- Impraise
- Leapsome
- Motivosity
- PeopleFluent
- PerformanceHub by Cogendo
- PerformYard
- PiiQ by Cornerstone
- Qandle
- Reflektive
- Reviewsnap
- Synergita
- Workday
- Zoho People

Employee surveys

- 15Five
- 6Q
- Connecteam
- Culture Amp
- Energage
- Hive
- Inpulse
- Intuo
- Lattice
- Officevibe
- Peakon
- People Element
- Qualtrics
- QuestionPro
- RoundPegg
- Smart Survey
- Subcurrent
- Survey Monkey
- TinyPulse
- Weekdone

Employer reviews

- Careerbliss
- Comparably
- Fairygodboss
- GlassDoor
- Great Place to Work
- Indeed
- InHerSight
- Kununu
- Rate My Placement
- Ratemyemployer
- The Job Crowd
- Vault
- WorkAdvisor

HR documents

- 360 feedback
- Careers web page
- Employee newsletter
- Exit interviews
- Resumes
- Job descriptions
- New hire feedback
- Performance reviews
- Recruitment ads

Internal chat

- Email
- Flock
- Mattermost
- Microsoft Teams
- Rocket Chat
- Salesforce Chatter
- Samepage
- Skype
- Slack
- WhatsApp
- Yammer
- Zoho Cliq

Company intranet

- Beekeeper
- Communifire
- Confluence
- Igloo
- Interact
- Jostle
- MyHub
- SnapComms
- Staffbase
- ThoughtFarmer
- Unily