

The Extraordinary Value of Aberdeen's Research

How Aberdeen Strategy & Research Helped
a Customer Engagement Company Establish
Thought Leadership and Top Market Positioning

VERINT.



THE SITUATION

Validation in the market by a respected analyst is a powerful asset for a B2B company. Analysts also welcome fruitful dialog with brands to produce well-informed, in-depth research. The years-long partnership between New York-based Verint® Systems (Verint) and Aberdeen Strategy and Research (Aberdeen) is characterized by exactly that kind of synergy.

With 40+ offices worldwide, Verint specializes in customer experience (CX), helping the world's biggest brands build enduring customer relationships. Verint's automation and AI-based solutions are designed to help increase the productivity of existing resources and enable organizations to deliver consistently differentiated customer experiences – without having to add headcount. A priority of Verint is to strengthen and grow its partner network to provide customers with flexibility and options.

The marketing focus for Verint is simple and straightforward. They want to solidify their reputation as The Customer Engagement Company™, with a broad suite of capabilities to help clients end-to-end across the customer journey in every part of the enterprise. As one of the few analyst firms that has extensive knowledge in the area of CX and the back-office, Aberdeen can provide a respected, authoritative, fact-based validation of Verint's business model and practices.

Verint commissioned their first Aberdeen Knowledge Brief in 2017. According to Nicole Nevulis, Global Senior Director, Go-to-Market Strategy, Back-Office Workforce Engagement, Verint, and Mary Lou Joseph, Director, Content Marketing, Verint, the main focus of the relationship is generating research-driven pieces on back-office trends and survey findings that highlight the business value of back-office operations to delivering CX. The organizations have collaborated on a number of think pieces and have further extended the engagement with content and lead generation activities, webinars, and Verint Engage event participation by Aberdeen's Principal Analyst.



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“Our partnership with Aberdeen has been very valuable because there’s no industry organization for back-office. There’s no other place that anyone can go to get research on back-office operations.”

~ Mary Lou Joseph, Director, Content Marketing, Verint

THE CHALLENGE

Considering how vital it is to any organization, the “back office” isn’t covered much as an industry. “We struggled to find that authoritative voice in the market, that SME who could validate our findings on what the back office needs,” explains Mary Lou. “There are no associations or publications focused on back-office operations, and no widely recognized SMEs. There certainly wasn’t a research ecosystem that covered CX and the back office.”

Aberdeen looks at CX holistically and includes examination of how back-office operations can drive successful customer outcomes. Verint and Aberdeen started working together to extend the surveys on CC/CX to include questions around back-office operations. This generated independent research to support Verint’s claims on the impact the back-office has on CC/CX, and the importance of modernizing the back office.

THE ABERDEEN STRATEGY & RESEARCH SOLUTION

“People look at Aberdeen for the broader appeal of their research to third-party decision-makers because it’s more neutral, it’s less biased,” said Nicole in expressing the strategic importance of Aberdeen’s offerings to Verint.

Progressing from participating in CC/CX research, Aberdeen’s Knowledge Briefs fit Verint’s requirement exactly. These are information-packed documents which are compact and affordable, with a quicker turnaround time than longer pieces, such as white papers. They also serve to authoritatively state the voice of the customer to the market.

The collaboration has also extended to hosting webinars together, generating videos and blogs, and developing multiple research reports. Omer Minkara, Vice President, Principal Analyst at Aberdeen, has also presented at Verint’s flagship Engage industry event platform.

Here is just a sample of what the collaboration between these two companies has created, with one report generating over 400 leads during a demand generation campaign:

Aberdeen analyst presentations in person and virtually at Verint Engage:

2018: The Back Office: An Industry in Transition (co-presented with Mary Lou Joseph)

2019: Interview video at Engage

2021: The Scandalous Nature of the Back Office (co-presented with Nicole Nevulis)

Mini-videos and blogs around work from home:

2020: How to Help New, Virtual Back-Office Employees Thrive

2020: How to Manage a New, Virtual Workforce in the Back-Office

Webinars:

2017: Aberdeen Group Webcast: Next-Generation Back Office: Satisfy Customers and Drive Operational Efficiency

2018: New Research Results: The Back Office Can Make or Break Customer Engagement

2019: Want to Reduce Operations Costs While Increasing CSAT? Modernize Your Back Office (co-presented with Nicole Nevulis)

Commissioned Reports:

2017: The Business Value of a Next-Generation Back Office

2017: The Road to Success: How to Become a Best-in-Class Back-Office Organization

2019: Essentials to Modernize Your Back Office

2021: Back-Office Agility is Pivotal for Differentiated Customer Experiences



Nicole and Mary Lou are excited about how Verint can continue to use Aberdeen's research as trusted, third-party validation of Verint's approach to taking on the challenges of back-office CX, and how Aberdeen's reputation will help Verint to reach a larger audience of businesses interested in back-office automation.



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“The synergy between both Verint and Aberdeen is akin to the snowball effect. Our collective IQ creates even more value for us and our consumers.”

~ Nicole Nevulis, Global Senior Director, Go-to-Market Strategy, Back-Office Workforce Engagement, Verint

THE RESULTS

“Our salespeople have really appreciated our collaborations, saying they were exactly what they were looking for,” affirmed Mary Lou Joseph. “It’s a matter of trust, it’s the credibility of Aberdeen, the credibility of research that’s backing up the analysis, that’s been so valuable to us.”

She stated that, “The Aberdeen assets are invaluable to us because they provide that third-party validation, that helps us immeasurably with both thought leadership and brand awareness.”

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“I’d encourage anyone looking for independent research to speak with Aberdeen.”

~ Mary Lou Joseph, Director, Content Marketing, Verint



Aberdeen Strategy & Research, a division of Spiceworks Ziff Davis, with over three decades of experience in independent, credible market research, helps illuminate market realities and inform business strategies. Our fact-based, unbiased, and outcome-centric research approach provides insights on technology, customer management, and business operations, to inspire critical thinking and ignite data-driven business actions.

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