Growth through differentiation with Wonderflow

A unified intelligent analytics platform for product development, go-to-market planning & VoC

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Product managers have used customer feedback management systems for decades to try and understand consumer brand perceptions and overall experiences. Various rating systems and measurements have been used, such as CSAT or NPS. Although useful for tracking trends, they reveal little about the underlying feelings and motivations to buy or recommend a particular product or brand. They also fail to provide a comparative analysis to determine how a company's products stack up against competitors or which product and experience attributes deliver a competitive advantage or disadvantage.

Many major consumer brands invest $millions in product development without knowing which attributes will appeal to different consumer segments or how culture influences attitudes. Attempts to identify consumer nuances country-by-country often involve expensive and time-consuming third-party research, meaning delays in product enhancements, slow delivery of localized marketing campaigns, and missed revenue opportunities.

These companies need a continuous stream of research and analysis synthesized from multiple sources, such as online reviews, social media, and customer feedback that product teams can easily understand, leading to prompt action.

In this report, CX-Create examines Wonderflow's unified analytical platform and why it should be considered essential for any consumer products company keen on differentiating and winning in its target markets.

Key observations

- Most customer feedback management systems are cumbersome and require research expertise to master. This presents a significant barrier preventing effective voice of the customer (VoC) insights adoption across different company departments.
- Wonderflow's heritage in AI, analytics, and UX provides the foundation for its success
- Wonderflow is an advanced unified consumer analytics platform providing actionable recommendations to improve or adapt products to appeal to consumers in different markets
- Wonderflow expands its portfolio of AI capabilities, increasing its value to customers
- A new round of VC investment and board support promise accelerated success

CX-Create's viewpoint

Customer experience has risen to the top of business priorities in recent years, but the contribution of products is often overlooked.

Most voice-of-the-customer (VoC) programs supported by customer feedback management systems (CFM) focus on the customer's buying experience, which yields little value to product teams trying to differentiate their products in their target markets. While CFM vendors have striven for more extensive use of their platforms within each customer organization, they are often held back by their complexity, making them harder to master without expensive handholding.

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There are several reasons (see solution overview) why Wonderflow is different and enjoying significant success in B2C organizations. It springs from the vendor's heritage combining advanced AI and analytics with a user experience (UX) designed for businesspeople, not researchers or data scientists. The platform provides practical value to product development and marketing teams that make it easy to identify critical attributes impacting consumer perceptions and go-to-market positioning guidance.

Since first assessing Wonderflow in July 2019, the company has added to its AI capabilities generating deeper insights and enhanced guidance for developers and product marketers.

Why Wonderflow qualifies as essential CX-tech

Solution overview - a unified platform optimized for product development and product marketing

Wonderflow provides a unified consumer analytics platform that can ingest qualitative feedback data from any source, synthesize it and identify critical attributes that shape customer perceptions about the product. The findings are presented in a clear and concise format through the Wonderboard dashboard.

Unsolicited and solicited feedback data can be ingested from any source, and analyzed in one place

- **Public feedback** – online reviews from 200+ global channels such as e-commerce, app stores, review sites, social media. Available out of the box in Wonderflow Feedback data lake.
- **Private Feedback** (internal) – support center feedback from call center chats and emails.
- **Solicited feedback** – from surveys, or even imported CSAT and NPS results from CFM platforms used within the organization, such as Medallia, Qualtrics, or SurveyMonkey, for example

Reports are generated, providing views designed explicitly for different stakeholders. The Wonderboard dashboard highlights the key findings, and product managers or marketers can drill down to examine results at a very granular level of detail as required. By having easy access to recommended actions, product teams and their sponsors can agree on development priorities for investment with a high degree of confidence. They can measure the impact of any changes to product ratings and reviews and track progress towards their revenue and performance goals.

Company info
Background

Wonderflow was founded in 2014 by three experts whose combined skills in AI, applications development, and user experience design (UX) gave them a firm foundation for success. The founders were:

- Riccardo Osti, now CEO, with AI expertise
- Giovanni Gaglione, CTO with a background in applications development
- Michele Ruini, VP of product and the UX expert responsible for making the platform so intuitive for businesspeople

Clients who became frustrated with the complexity and demand for analyst skills to extract value for their businesses have welcomed the combination of expertise and simplicity from Wonderflow. Many well-known CFM platforms have grown through acquisition and added AI capabilities at a late stage in developing their platforms, often through acquisition and integration. By contrast, Wonderflow started on the front foot with AI, and the UX was purposely designed for anyone to use without the need for analyst or data science skills. This results in the broad adoption of Wonderflow once its value has been proven.

Early wins for Wonderflow include major consumer brands such as Philips, which uses the platform extensively across a wide range of electronic products to identify improvement areas and track KPIs that reveal its competitive position in key markets. The board sets the targets, and Wonderlflow is used extensively helping product teams and marketers improve product ratings and differentiation against competitive offerings.   Between 2017 and 2020, Philips improved the range of products, achieving a Star Rating exceeding its board's targets.

Wonderflow's development team resides in Trento, Italy, and the vendor's European headquarters are in Amsterdam, The Netherlands.

Current position

The platform view:

Top brands attracted to Wonderflow
Wonderflow is having considerable success in automotive (Pirelli), consumer electronics (DeLonghi Group, Philips, and Samsung), logistics (DHL), consumer packaged goods (Colgate-Palmolive, Lavazza), and pharmaceuticals (GSK).

Wonderflow expands its portfolio of AI capabilities, increasing its value to customers
While continuously improving the user experience, Wonderflow has enhanced its machine learning and NLP, AI capabilities providing:

1. **Descriptive analysis** – analyzing customer reviews and comments to identify desired features, monitor churn rates from VoC initiatives and CX metrics, including customer effort scores (CES), CSAT, and NPS.
2. **Predictive analysis** – to predict the business impact as CSAT, NPS, CES metrics fluctuate. The accuracy increases as more sources are ingested, including competitive data, external market factors, data ingested from other CFM platforms.
3. **Prescriptive analysis** – automatically finds outliers that warrant a deep dive to understand deviations and underlying issues such as a reduction in CSAT in France or slower than anticipated growth in Germany or the US.
4. **NLP query support** – product marketers can interrogate Wonderflow using natural language and ask questions like, 'how should we launch this product in Spain?'
5. **Image analysis** – to identify counterfeit products on online commerce platforms, or to trigger product recommendations including size or color based on photo images sent by the consumer – enhancing and speeding up the buying experience.
6. **Sector analysis and reports** – by constantly analyzing key sectors, Wonderflow provides benchmarking reports valued by senior executives and encourages the adoption of Wonderflow by new prospects.

Security and compliance are part of the platform's design
Security and privacy compliance are essential concerns with any platform. As Healthcare is one of the markets Wonderflow serves, there has been considerable focus on security. The development of the platform follows OWASP security guidelines and is certified with ISO 27001:13.

The business view:
The last round of VC investment and mentoring support boosts Wonderflow
In 2021 Wonderflow closed a €20 million investment round led by Klass Capital and P101 SGR to strengthen its leadership in Natural Language Processing and Narrative Insights. The investment will be used to grow the teams in Europe and North America and offer increasingly strong support to enterprise customers.

Meanwhile, the leadership team has been significantly strengthened by three appointments:

- November 2020 - Riccardo Monti, Managing Director at BCG advisory board.
- February 2021 – Jan Bennink company board member.

- October 2021 - Corinna Passaro, Head of Partnerships and Alliances, and former CCO and head of innovation & transformation at Carrefour Italia. Wonderflow's partnership strategy is to build closer strategic ties with consulting firms to help customers embed VoC more strategically and extensively within their organizations. It is also expanding partnerships with firms that specialize in specific line-of-business challenges and where the joint customer has a narrower business challenge to solve.

Riccardo Monti has been a core member of the Industrial Goods practice at The Boston Consulting Group and joined BCG in 1990. Since July 1, 2021, he is Senior Advisor and Senior Partner Emeritus of BCG. He has deep expertise in the energy, industrial goods, and automotive sectors and a wide range of relationships across industries and geographies

Jan Bennink brings extensive executive management to the Wonderflow board, experience gained at senior management levels at Danone, Numico, Douwe Egberts, and Sara Lee. He has also served as a board member for Coca-Cola European Partners, Kraft, Boots, and the Advisory Board of ABN AMRO.

The appointment provides strategic support and increased involvement with the management of Wonderflow to develop its product offering and go-to-market strategy further.

Leading customers join the advisory board
Several customers have also strengthened the advisory board, which will provide valuable input to development priorities for the Wonderflow decision intelligence platform.

Future outlook

Holistic analysis dramatically enhances the sensing capabilities of a business
Organizations need acute sensing mechanisms to sense, respond, adapt, and innovate continuously. The Wonderflow platform is designed for that, increasing its value to businesses.

Wonderflow's positioning as the central analytical hub for continuous consumer feedback – provides more accurate and wide-ranging VoC support spanning the entire value chain. The design goal is to make decision intelligence accessible from a single click of the mouse.

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Global expansion and further platform development
We can expect Bennink to influence the expansion of Wonderflow beyond its current EMEA region.

Monti's insight into industrial goods suggests that Wonderflow now has eyes on the B2B market opportunity. Its holistic approach, AI capabilities, and intuitive UX will be a welcome alternative to some of the existing and more complex CFM offerings. Wonderflow may also benefit from the growing trend among many industrial companies that are developing direct-to-consumer capabilities.

New VoC KPIs to help businesses track progress towards their goals
In addition to the common KPIs like CSAT, Net Easy, and NPS, Wonderflow is developing a set of qualitative CX KPIs to help customers track progress and improve the customer experience throughout all interaction journeys and across all channels. Other innovative KPIs include the average rate of complaints by customer and a product league table to encourage product teams to continuously improve their products and the customer experience.

Establish the Wonderflow kitemark
The company aims to establish its product validating kitemark and is working on a 'certified by Wonderflow' project. This will also identify champion performers in different categories, such as ease of use and a consumer-centric champion based on evidence of acting on VoC feedback. This initiative will boost awareness of the importance of VoC for product improvements within customer organizations and enhance Wonderflow's reputation.

Sharing industry expertise
Wonderflow recognizes the importance of industry exemplars and plans to create industry newsletters. The first one will be focused on consumer electronics and provides a platform for practitioners to share their stories and how success was achieved.

About Wonderflow
Table 1: Fact sheet

Solution name	Wonderflow	Solution category	Unified consumer feedback analytics platform
Key industries	Consumer goods, Mobility, Healthcare, Logistics, HR, Insurance, Financial Services	Geographies	EMEA, NA
Deployment model	SaaS + advisory services	Licensing basis	Subscription
Size of organizations served	Large and medium	Go-to-market model	Direct
URL	https://www.wonderflow.ai/	HQ	Amsterdam, The Netherlands

Appendix

About CX-Create

Jeremy Cox founded CX-Create Limited in January 2021, a former principal analyst at Omdia (formerly Ovum) focused on customer engagement strategies and platforms.

He is recognized by major CX vendors, clients, and former colleagues as a leading thinker in customer experience and engagement. Formative experiences in the 1990s at IBM convinced him of the critical importance of understanding the business world from the outside-in. These insights were put to practical use in his former roles as a principal CRM consultant at KPMG Consulting and as an independent consultant supporting public and private sector organizations.

CX-Create's mission is to help enterprises and the vendors that serve them remain relevant. The company's primary focus is to track and understand the constantly evolving customer experience world and share those insights with clients.

Essential CX-tech series

As part of its remit to identify what it takes to remain relevant to an enterprise's customers, CX-Create provides research notes highlighting the capabilities of relevant technologies, like Wonderflow, that play a vital role.

Further reading

New value disciplines must be mastered for the digital age

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