



Claire Murphy

Manager, Peer Review Programs at a tech vendor with 5,001-10,000 employees

Customer voices have powered richer reviews and continuously supported our advocacy work

Highlights

I highly value PeerSpot for its exceptional partner service and in-depth, interview-style reviews, providing invaluable customer feedback, marketing content, and sales quotes. Automated review refresh campaigns would be a beneficial enhancement.

What is our primary use case?

“We use [PeerSpot](#) to collect customer and partner reviews. We really want to give our customers and partners a voice in sharing their experience, providing feedback, and publicly sharing their praise for our organization. [PeerSpot](#) is an amazing partner in allowing us to get in-depth reviews that we can then use in peer papers or different marketing materials. We also use it extensively for gathering quotes so that our sales and field teams can use those quotes directly from customers and the different use cases they leverage in order to sell better and have customer proof. With the evolving use of AI tools and LLMs, we need to have a direct line of continuous customer feedback so that those organizations or those

sites can then pull that information live. PeerSpot does a great job with that both in SEO and GEO, which is excellent for us as an organization..”

What is most valuable?

“One of the things that has been really great with PeerSpot is their event support. We actually decided to have them on-site last year, and the support that we received from them was absolutely amazing. We didn't necessarily have this in our scope right off the bat, but after chatting with the team, we wanted to test things out, and we received some really great videos that we'll be using for marketing collateral, different content, different campaigns, and demand generation initiatives, which will add to the value. This was a first-time use, but we are excited to continue to partner with them on that side and continue to see the value.

“In my experience, the best tool is their AI tool, Samantha, which I am using currently. I love this because as a peer or as a program manager, my number one concern is what the experience looks like for our customers and partners or anybody who is coming to PeerSpot to leave a review for us. It's super easy to use and having an opportunity to use their own voice, share it in an easy capacity that then can be relayed back to them is really important for us. We want full transparency and a very positive customer experience, which as somebody who is in advocacy is always our number one priority. That is one of my favorite tools.

“The other feature I would highlight is the services side of things. PeerSpot is an absolutely amazing partner to work with. Since we partnered or I took over the program, our CSM and account manager have been going above and beyond to ensure that it's a smooth experience for us, we are expanding our use cases, and they are really adding value as partners in this. That is something invaluable when it comes to partnering with peer review sites, as sometimes they can be a little finicky, and with approval rates and everything else, it's really important that we have good communication with our vendors. PeerSpot provides exactly that..”

For how long have I used the solution?

“I have been using PeerSpot personally since July, so about six months, but my organization has used it for much longer than that..”

What other advice do I have?

“On a regular basis, I am updating our quotes library. Even just this week, I was able to add an additional 20 quotes to our internal library, which our sales folks or anybody who is externally facing can self-service, and that was just this week. The number of quotes that we're getting from PeerSpot is absolutely amazing, and we only use named reviews for those ones, but if we wanted to use anonymized ones as well, the number would be exponentially larger, which is great.

“I am not 100% sure on the increase or how many of our customers or people who are leaving reviews are using it. That is something I would like to know more about, but in terms of being able to give our members or communities options when it comes to how they would like to present these reviews and interviews is the really big value that we see here, especially with the ever-evolving changes to technology and how AI plays into it. This gives us a really great opportunity to continue to be innovative or at least give them a very positive and simple experience.

“We are super excited for the roadmap sessions that have been presented to us. PeerSpot works really in tandem with us to ask for feedback, talk about what types of reports and different features on the back end that would be useful. As of right now, they are pretty comprehensive, which is great, but we're always looking for more information on page views, how much traffic is being driven, and different things like that. Of course, moving forward, different AI reporting capabilities and LLMs would be helpful. We're overall super excited for what's to come and the way that PeerSpot listens to us as a customer and how they take that feedback into consideration when working on the future of PeerSpot. It's evident they are not

staying stagnant. They are continuing to evolve with the industry and the different use cases.

“The positive impact that we have seen from PeerSpot is the length of our reviews. We historically have had different review sites that don't necessarily provide the amount of detail that we get from PeerSpot. I think it's because of the approach and the way that you collect peer reviews. It really is that true interview style, which gives customers an opportunity to speak their truth and provide even more in-depth reviews. When it comes down to it, written reviews are great, but nothing translates better than the actual voice of the customer or the prospect or the partner that showcases the value that they're seeing. The comfortability in making it easy for them to continue to expand on their answers and provide real insights is where the value really comes out, and in comparison to other review sites, PeerSpot's length is really phenomenal and something that we value.

“Because we're still fairly new to PeerSpot or I am new to owning the PeerSpot program, we have not seen quantifiable ROI yet, but that is definitely something that we're looking into for the future.

“I would recommend taking a look at your personas. When it comes to who you are targeting, it's really important to give them different options and ways to engage with you. One of the reasons we love PeerSpot so much is the fact that it meets the customer where they are. If they prefer to do a video review or prefer to do a voice recorded review or interview, it really is up to them and the journey that they would like to take. I've worked with different organizations where some personas are much more inclined to give those details and provide more options or more information, whereas some organizations or personas are not as inclined. So think about who your target audience is and how they would benefit from an interview-style review as opposed to the shorter form written reviews that other review sites take into consideration. PeerSpot really takes that load off of our customers and partners and gives them the opportunity to share their insights in a much easier way, which is really great. Think about that and think about the business outcomes that you're looking to achieve, whether it's volume or in-depth reviews. If you go with PeerSpot, you're really looking for those details, the opportunity to have quotes, and just more general information coming from your customers, which is always great. I would rate my experience with PeerSpot highly based on their

exceptional service, innovative features, and commitment to customer success..”



PeerSpot

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[Download PeerSpot Buyer's Guide](#)

About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

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- Specific information to help you choose the best vendor for your needs

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Visit PeerSpot: www.peerspot.com

PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944