CRM Tooling Across Competition

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Feedback drives continuous improvement

Customer focused leadership

Empower the front line

CUSTOMER CENTRICITY

Understanding our customers

Designing the experience

Metrics that matter
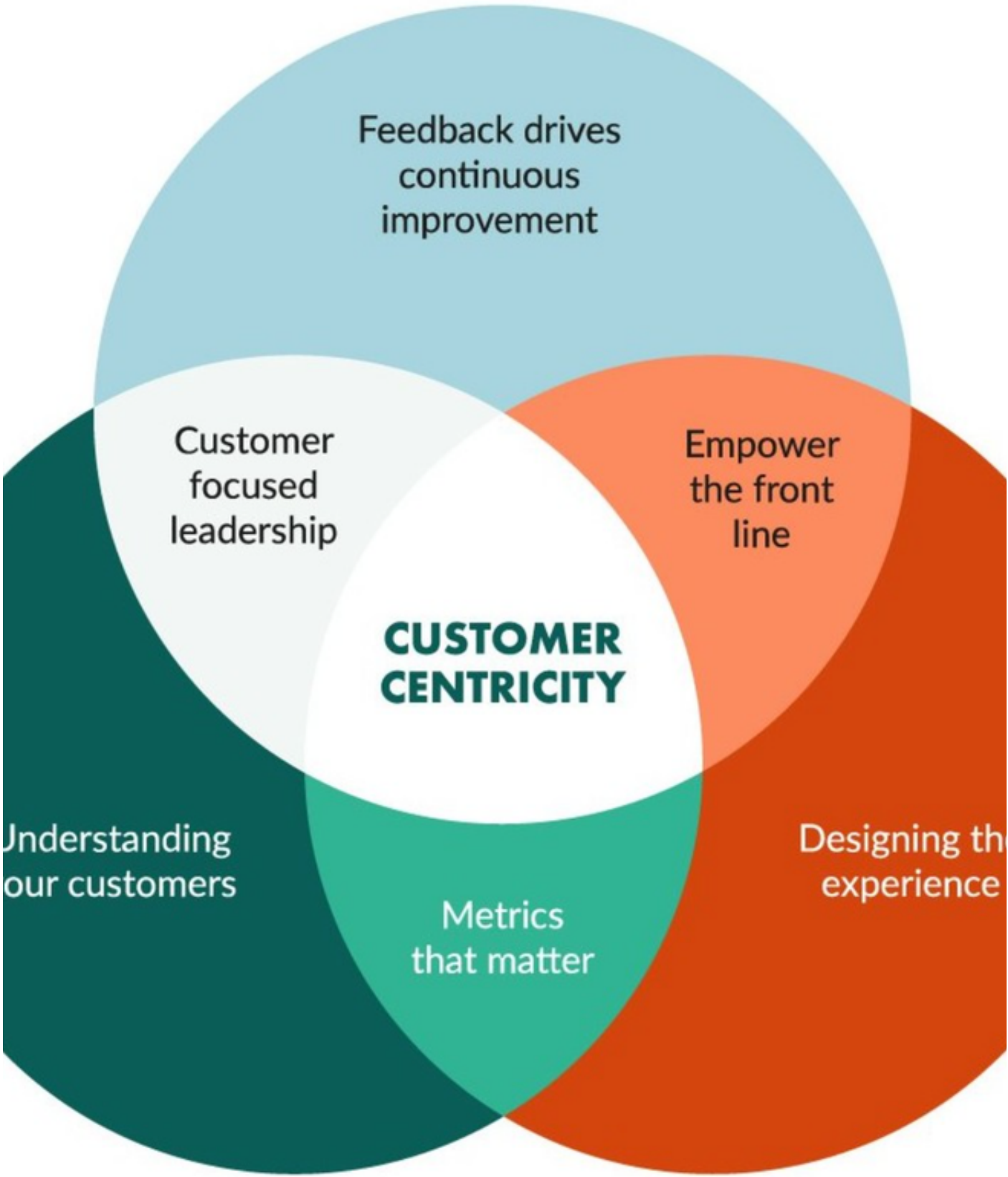
CRM/CS				Thomson		Walters

Tooling	Vertex	Avalara	Sovos	Reuters	TaxJar	Kluwer
Salesforce	X	X	X			
Dialogtech	X	X				
Adobe DTM		X				
Facebook		X				
Dun & Bradstreet		X				
Oracle		X				
6 Sense Insight		X				
The Trade Desk		X				
Qualtrics		X				
Twitter		X				
LiveRamp		X				
Marketo			X		X	
SalesLoft	X		X			
Drift			X		X	
AppDynamics				X		
HotJar				X		
Google Analytics	X				X	X
Google Tag Manager	X				X	X

Talla					X	
Segment					X	
CrazyEgg	X					
Rumiview	X					
New Relic	X					