

## Media Alert

### Wonderflow is named a Hot Vendor by Aragon Research

*Vendors selected for the “Hot Vendor” report are noteworthy, visionary, and innovative*

**Amsterdam, 24 June 2019** – [Wonderflow](#), the Dutch specialist in analysing customer feedback data, has been named Hot Vendor in the category of Document Analytics by [Aragon Research](#)<sup>1</sup>. Wonderflow is the only European company amongst the Hot Vendors. This was announced by the United States-based research firm on June 19<sup>th</sup>, 2019.

#### **Emerging, innovative and disruptive**

Annually, Aragon Research, an independent technology research and consultancy firm located in Silicon Valley, selects a limited number of Hot Vendors. Hot Vendors have to meet three criteria. Firstly, they should be *emerging*; meaning they are up and coming and not yet known to the general public. Secondly, the Hot Vendors should be *innovative*, and lastly, *disruptive*, meaning that they introduce new strategies and have the potential to redefine the market.

#### **Turning feedback into decisions**

Wonderflow turns large quantities of customer feedback data from different sources and in diverse feedback formats into manageable customer insights, thereby enabling its clients to make smarter and faster business decisions.

Wonderflow enables organisations to extract feedback from written comments, star ratings and Net Promotor Scores. This allows them to collect and analyse customer feedback using Artificial Intelligence in a dashboard called the Wonderboard. Using this dashboard, clients of Wonderflow – multinationals in industries like CPG, logistics, retail and consumer technology – can see the users’ feedback regarding their products or services into incredible detail.

#### **Becoming genuinely customer-centric**

Riccardo Osti, CEO and founder of Wonderflow: “As the only European company amongst the Hot Vendors, we feel honoured to have been listed. We are very pleased to be recognised in Document Analytics by a major player like Aragon Research. This is a unique chance for Wonderflow to spread its vision and help even more clients in making their customer feedback comprehensible and actionable and becoming genuinely customer-centric that way.”

“Today, in the era of content overload, the imperative for enterprises is to automate their content processes. Emerging providers in the document analytics market are enabling organisations to do this intelligently and get accurate customer and employee insights,” said Jim Lundy, CEO and Lead Analyst at Aragon Research.

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<sup>1</sup> Aragon Research. “Hot Vendors in Document Analytics” by Jim Lundy and Samra Anees, June 2019.

"Aragon Research named Wonderflow a Hot Vendor because its easy-to-deploy document analytics platform supports multinational clients with strong artificial intelligence-based capabilities and all-in-one solutions for collecting, analysing, and reporting insights derived from a wide variety of customer feedback sources."

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