

Q&A for Gartner Peer Insights January 2020 Vendor Webinar

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Customers' Choice

General

What is Customers' Choice?

- In markets where there is enough data, Gartner Peer Insights recognizes the vendors that are the most highly rated by their customers through the [Customers' Choice](#) distinction.

How do I access the Roadmap of markets for Customers' Choice?

- The Customers' Choice Roadmap for upcoming markets can be found within the Resources tab of the [Technology Provider Tools](#) and downloaded [here](#).

Is the Customers' Choice given for a product or for a vendor?

- The Customers' Choice distinction is given to up to seven vendors in qualifying mature Markets and given at the Vendor level. You can view the full eligibility criteria within the [Methodology](#).

Do you do Customers' Choice for Market Guide markets?

- All markets on Gartner Peer Insights align to Gartner Magic Quadrants or Market Guides. Customers' Choice will only be announced in markets where there is enough reviews data.

What is the cadence for Customers' Choice announcements for a market moving forward? Is it tied to the Magic Quadrant publish?

- Customers' Choice distinctions are announced on an annual basis, 4 months after the corresponding research document (Magic Quadrant or Market Guide) is published. For example, for Magic Quadrant publications in January 2020, the Customers' Choice

announcement will be in May 2020. To see when specific markets will be eligible please see our [Roadmap](#).

In markets where no vendor has reached 50 reviews, will you still do Customers' Choice?

- Customers' Choice market eligibility is based on the available reviews data within each market from the past 12 months. In some cases, a market will run for Customers' Choice but no vendors will reach the minimum criteria. In this case, no vendors would receive Customers' Choice.

Is there a Customers' Choice in the "Others" category?

- No, at this time, "Others" categories are not eligible for Customers' Choice.

My market is not on the Roadmap - Does this mean there will be no Customers' Choice/Voice of the Customer?

- Market inclusion for Customers' Choice is based on market maturity. If a market collects enough reviews it will be added to our Customers' Choice [Roadmap](#) which is updated regularly. We encourage you to check the Customers' Choice [Roadmap](#) to see if your market is currently being considered.

If a Magic Quadrant is changed to a Market Guide, will there still be a Customers' Choice?

- We announce Customers' Choice in both Magic Quadrant and Market Guide markets on Gartner Peer Insights where there is enough reviews data.

If a Magic Quadrant/Market Guide retires, will there still be a Customers' Choice for that market on Peer Insights?

- Because we follow the lead of Gartner research, if a Magic Quadrant or Market Guide retires, we will not publish a corresponding Voice of the Customer Report or run a Customers' Choice for that market.

Methodology Specific

Is there a limit to the number of vendors included in the Customers' Choice designation?

- Up to 7 vendors can receive the Customers' Choice distinction in a market. If there are more than 7 vendors that meet the core criteria, the Product Adoption Review Coverage (PARC) score will act as a tiebreaker. In rare cases where there is a tie in the PARC score, additional distinctions will be awarded to the vendors tied on PARC score. You can view the full eligibility criteria within the [Methodology](#).

Do all the reviews posted on Gartner Peer Insights count towards Customers' Choice?

- No, there is a specific criteria for a review to be eligible towards Customers' Choice consideration. Only reviews submitted and published during the 12 month eligibility period (retrospective from sourcing deadline) are considered in the analysis for Customers' Choice distinction. Additionally, reviews from end-user companies <\$50M in annual revenue will not be eligible, and reviews for legacy products will not be eligible. Please see our [Methodology](#) for full eligibility criteria.

Why do you exclude reviews from less than \$50M for Customers' Choice?

- Gartner Peer Insights was developed with the global enterprise customer in mind. We define enterprise customers whose company sizes are greater than \$50M USD in annual revenue.

How is Product Adoption Review Coverage (PARC) leveraged in this Methodology update?

- In markets where more than seven vendors meet and/or exceed the criteria for Customers' Choice, only the seven vendors with the highest Product Adoption Review Coverage (PARC) score within the eligibility period will be named as a "Customers' Choice" designee. Please see our [Methodology](#) for a full break-out of how PARC is determined.

Market average - How is this determined? Will it change during the sourcing period? Does it include reviews submitted from less than \$50M?

- The market mean is set at the start of the sourcing period and does not change during the 2 month sourcing, it is a fixed goal. The mean rating for a particular market is defined using reviews in a specified 12 months period (retrospective from the start of sourcing) and excludes reviews of less than \$50M and is only determined from vendors that have at least 10 reviews in that period. Please see our [Methodology](#) for full eligibility criteria.

What is sufficient "Review Diversity" for Customers' Choice?

- The 'Review Diversity' requirement for Customers' Choice asks that each category of reviewer Organization Size, Industry, and Deployment Region have at least 20% or 25 reviews outside of the 'Primary' count.

Who defines my primary company size or industry?

- The primary company size, industry or region is defined by whichever industry, company size or region you have most reviews in. For example, if you have 20 of 30 reviews in Healthcare, Healthcare would be classified as the primary industry.

Do reviews submitted for Legacy products count towards Customers' Choice eligibility?

- No, reviews for Legacy products (no longer being sold by the vendor) are not considered in the analysis for this distinction. Please see our [Methodology](#) for full eligibility criteria and [Community Guidelines](#) for definition of Legacy.

Will we be able to see if we are in the "top 7" prior to the Customers' Choice sourcing period closing?

- Yes, in the standings page within the [Technology Provider Tool](#) we will highlight if you meet the eligibility criteria, and if you are in the "top 7".

Why do you use Product Adoption Review Coverage (PARC) as the tie-breaker instead of most reviews, highest rating, etc.?

- Gartner Peer Insights was developed with the global enterprise customer in mind. As such, vendors that are named a Customers' Choice demonstrate not only high ratings, but review coverage across industry verticals, company sizes and deployment regions. The PARC is used as the tie-breaker as it is a mathematical equation which highlights diversity in reviews coverage. You can learn how PARC is calculated within the [Methodology](#).

Will reviews that are updated by the reviewer count towards Customers' Choice?

- Yes, if a reviewer updates a review that was previously submitted outside of the Customers' Choice eligibility timeframe, it will count as submitted within the Customers' Choice timeframe and your overall eligibility count.

Do any reviews not qualify for Customers' Choice?

- Only reviews submitted and published during the 12 month eligibility period (retrospective from sourcing deadline) are considered in the analysis for Customers' Choice distinction. Additionally, reviews from end-user companies <\$50M in annual revenue will not be eligible, and reviews for legacy products will not be eligible. Please see our [Methodology](#) for full eligibility criteria.

When will I be able to see how close I am to achieving Customers' Choice in a specific market?

- We will activate your Customers' Choice eligibility information within the [Technology Provider Tools](#) approximately 8 weeks prior to the market closing for Customers' Choice review submission. Reviews submitted before this page activates, and within your defined 12 month look-back period, will still count towards eligibility. Similarly, you can visit the Reviews tab within the Technology Provider Tool and filter appropriately to get a rough idea of how close you are to achieving Customers' Choice prior to the detailed page going live.

Is the criteria for Customers' Choice the same for market to market?

- The Methodology is the same for each market in Customers' Choice.

Marketing Customers' Choice

Can all people see the Customers' Choice designees in a market?

- Yes, because Gartner Peer Insights is open to the public, anyone can see the Customers' Choice designees within each market via the market view on Gartner Peer Insights. You can also view all markets we have announced Customers' Choice in one place [here](#).

Will there be any changes to the Customers' Choice landing pages?

- There are no planned changes to the landing pages at this time. You can view all markets we have announced Customers' Choice [here](#).

What if I fall short of 50 reviews?

- 50 reviews from reviewers within the eligibility criteria is required to qualify for the Customers' Choice designation. If you do not meet the 50 review requirement, you will not qualify for Customers' Choice. Please see our [Methodology](#) for full eligibility criteria.

Is there any differentiation between vendors for Customers' Choice? Ex. the #1 vendor and the #7 vendor?

- No, the Customers' Choice designation is a class-based approach that highlights up to 7 vendors in a market. They are not ranked when included in the designation.

Will we be able to see the average rating and total number of reviews that each vendor landed after a Customers' Choice closes?

- The Gartner Peer Insights team keeps this information confidential until the Customers' Choice is finalized. This information is included within the Voice of Customer research document when published following the Customers' Choice announcement.

Can we leverage the Customers' Choice in our external marketing for free?

- Yes. Please ensure that any marketing material complies with the [Gartner Quote Policy](#) (Section 2.9c and Section 3.7) and is approved by Quote.Requests@gartner.com prior to going live. In order to help streamline, please see our [Customers' Choice Marketing Resources](#) which includes templates and ideas to promote your Customers' Choice designation.

How does Gartner Peer Insights ensure that there is fair representation of smaller vendors stacked against the bigger players who may have more reviews?

- Gartner Peer Insights was developed with the global enterprise customer in mind. As such, vendors that are named a Customers' Choice demonstrate not only volume of reviews and high ratings, but review coverage across industry verticals, company sizes and deployment regions.

Voice of the Customer

What is the Voice of the Customer?

- The Voice of the Customer is a Gartner research document that synthesizes Gartner Peer Insights' content in a specific market for the previous year. This peer perspective along with the individual detailed reviews are complementary to expert research and was developed as an additional resource for end-users in their buying process.

Is there a minimum criteria required in order to publish a Voice of the Customer document for a market?

- We will only publish a Voice of the Customer document in markets where there is a certain level of market maturity (representing vendors and number of reviews) on the Peer Insights platform, and more than 4 vendors represented within the Voice of the Customer document. Only vendors with more than 10 reviews published within the 12 month submission eligibility period (as defined by the Customers' Choice criteria for that market) are included in the Voice of the Customer research document.

Does everyone who has access to Gartner Peer Insights also have access to the Voice of the Customer?

- No, the Voice of the Customer is a Gartner research document, similar to the Magic Quadrant or Market Guide, where only those who have access to Gartner research have access to the Voice of the Customer report. Vendors have the ability to purchase the document as part of our reprint program, to then use for content marketing and lead generation.

Will vendors still be displayed alphabetically on the Voice of the Customer document?

- Yes, vendors listed on the Customers' Choice landing page and vendors listed within the first graphic of the Voice of the Customer document are displayed alphabetically.

What is the cadence for the Voice of the Customer document for a market moving forward?

- Voice of the Customer documents are scheduled to publish annually subject to their corresponding Magic Quadrant/Market Guide, 4 months after the corresponding research document (Magic Quadrant or Market Guide) is published. For example, for Magic Quadrant publications in January 2020, the Voice of the Customer will be

published in May 2020. To see when specific markets will publish please see our [Roadmap](#).

How is the Magic Quadrant related to the Voice of the Customer document?

- Gartner Peer Insights represents the views of end users, while Magic Quadrants represents the expert analyst view of the market and the vendors vision & ability to execute. Interviews have shown that end-users understand the distinction and view differences as compelling as opposed to contradictory.

How do I access the Voice of the Customer report as a vendor?

- You can access this document as you would any other Gartner research document.

Can only 7 vendors be included in the Voice of the Customer document?

- In mature markets, up to 25 vendors with more than 10 reviews during the one-year submission eligibility period are included in the Voice of the Customer research document.

Can we leverage the Voice of the Customer in our external marketing for free?

- The Gartner Peer Insights 'Voice of the Customer' document is able to be licensed as part of the Gartner reprint program to support your sales enablement, lead generation, and content marketing strategies. This Peer Insights research document reprint follows the same policies and pricing guidelines as any other research note reprints (e.g., Magic Quadrant, Critical Capabilities). Existing Reprints clients may use an existing document "slot" for Voice of the Customer. Please contact your account executive for more details.

Cadence

Will the Customers' Choice and Voice of the Customer be published at the same time?

- Customers' Choice distinctions are announced after an audit is completed on the market to ensure the integrity of the information. The Voice of the Customer research document is published following the Customers' Choice announcement. Before a Voice of the Customer is published, vendors included in the document will receive a courtesy preview approximately 1 week prior to it going live on Gartner.com.

When does the 4 month cadence start? Can you give me an example of how this will work?

- The 4 month cadence will start after the corresponding Magic Quadrant/Market Guide is published. Magic Quadrant/Market Guide publication month is considered as "month 0." For example, if the Magic Quadrant is published in January 2020, the Customers' Choice is scheduled to be announced in May 2020.

Where can I find a calendar of when my market will come for Customers' Choice/Voice of the Customer?

- The Customers' Choice and Voice of the Customer Roadmap for upcoming markets can be found within the Resources tab of the [Technology Provider Tools](#) and downloaded [here](#).

Will you narrow Customers' Choice and Voice of the Customer to a product level rather than a vendor level?

- No, not at this time.

Gartner Peer Insights + Gartner Research

What is the connection between the Magic Quadrant and Gartner Peer Insights?

- The Magic Quadrant is our forward looking expert analysis of a market and the vendors who provide products or services in that market. Gartner Peer Insights is a backward looking view of customers' experiences for vendors included in markets in which they provide products or services.

How is the Magic Quadrant Reference Survey (MQRS) process tied to Gartner Peer Insights?

- Magic Quadrant references have the option to opt-in and allow their responses for the Magic Quadrant reference surveys be included and published live on Gartner Peer Insights.

Do Magic Quadrant references actually take the Gartner Peer Insights survey?

- Magic Quadrant references complete the reference survey on the Gartner Peer Insights Platform, not the live Gartner Peer Insights website itself. If a reference opts-in to have their survey included and published live on Gartner Peer Insights, then we include the survey as a review on Gartner Peer Insights. These reviews are published in a rolling fashion around the time the Magic Quadrant is published. Please ensure that Magic Quadrant references take the necessary steps outlined by your Magic Quadrant team to complete the Magic Quadrant reference process. Reviews submitted to the Gartner Peer Insights website are not recognized as part of the official Magic Quadrant reference process.

How does Gartner Peer Insights decide which "Peer Lessons Learned" documents to write?

- This document is published for the markets which are actively covered by Gartner, and where there is sufficient number of high quality reviews submitted with relevant questions answered (min 100 reviews within the last 12 months).

Markets

Is there a list of all of the categories that are covered on Gartner Peer Insights?

- Yes, please visit our [Open Markets](#) to see which categories Gartner Peer Insights covers today.

How do you decide when to add a new category to Gartner Peer Insights?

- Market categories on Gartner Peer Insights are directly aligned to Gartner research. New market categories are added when a new Magic Quadrant or Market Guide is published at the discretion of the Gartner Peer Insights team.

Do you consolidate reviews if my 1 product is represented across multiple markets?

- Reviews submitted in different markets for the same product do not share across markets. The reviewer has the ability to select the market for which the review was intended. The review will be published only under the selected market.

How do we get notified when we're added to a new market?

- Email notifications will begin to roll-out to vendor contacts where changes and additions are made to their existing Gartner Peer Insights solution/market representation. You can see which markets you are available for review within your [Technology Provider Tools](#).

What is the “Others” category?

- If there are products or services that do not meet the minimum criteria to be included in a Gartner Peer Insights market, then we may align these products to one of the 13 broad market “Other” categories subject to the condition that the vendor meets Gartner Peer Insights criteria for serving mid to large-size enterprise customers. Please see our [Community Guidelines](#) for additional information.

What benefit is there for a vendor to be included in the “Other” category?

- Products that are listed for review within the “Others” category are open for your customers to contribute reviews similar to any other product listed on Gartner Peer Insights. You are still able to access the Technology Providers Tool, and leverage these reviews in sales conversations and for your marketing materials. Because “Others” categories include products that are not directly comparable in terms of capabilities, we do not offer the “Alternatives” or “Comparison” tools for these products. Similarly, we do not offer a Market view page for any “others” category.

Moderation Process

Does a customer need to log in via LinkedIn to submit a review?

- No, reviewers have the option to create a User Profile manually using their corporate email address or via LinkedIn.

To submit a review, do users need to be Gartner clients?

- Reviewers do not need to be Gartner clients to submit a Peer Insights review.

How do you confirm that a reviewer is an actual customer of ours?

- Reviews go through a strict validation and moderation process in an effort to ensure they are authentic. For more information about our moderation process visit our [Moderation FAQ's](#).

Why are reviews published to Gartner Peer Insights anonymous?

- To ensure the highest quality of unfiltered information reviewers remain anonymous. We do provide the role, size of the organization, and industry the reviewer comes from to provide context to the review.

Can you source more than 1 review from 1 enterprise customer?

- You may source more than one review from an organization for as many users you have at the customer organization.

Can reviews be submitted in other languages?

- At this time, Gartner Peer Insights is supported in English only. All reviews must be submitted in English to be published.

Technology Provider Tools

How do I access the Technology Provider Tools?

- The [Technology Provider Tools](#) can be accessed by clicking on the “Vendors” tab on the top right of any page on Gartner Peer Insights and logging in. You can request access to your organization's Technology Provider Tools here as well.

Do I need to be a client to get access to the Technology Provider Tools?

- No, you do not need to be a Gartner client or Gartner seatholder to gain access to your organization's [Technology Provider Tools](#).

Can a vendor respond to a review on the site?

- Yes, please go to the Reviews tab within the [Technology Provider Tools](#) and find the review you would like to respond to. When you click the “Reply to Review” button, you will be prompted with next steps. Our team will review the response, and post it live to the review itself so all end-users of Gartner Peer Insights will be able to see the response that is posted. Our team will then reach out to the customer letting them know that you posted a reply to the review. It is then the reviewers own prerogative if they would like to reach out to you, update their review, etc.

What are “review sourcing links”?

- Within the [Technology Provider Tools](#) you have the ability to generate custom review sourcing URLs/landing pages that are unique to your organization and products available for review on Gartner Peer Insights. You also will get custom reporting for each link to track conversions.

Can we delete links that we no longer use in the Technology Provider Tools?

- At this time review sourcing links cannot be deleted. The review sourcing links generated provide historical context for your team, month over month and year over year. You now have the ability to edit the links, change timeline for gift cards to be offered, and disable links on command.

Can I receive an export of all of our reviews data?

- No, at this time the Gartner Peer Insights team does not provide exports of reviews data.

Can I be notified when a new review is published? Can we set up alerts for newly published reviews?

- As of now, we do not have a notification/alert feature for newly published reviews. We frequently take recommendations into consideration and if added, all vendors will be notified of updates.

Rejected Reviews

I see some reviews have been rejected in my Technology Provider Tools - Why did this happen?

- Reviews and Ratings are rigorously assessed and moderated. This process includes verification of the reviewer's identity, assessment of whether a conflict of interest exists, and moderation of content. If a review does not meet these standards it will be rejected. After a review is approved/rejected, the reviewer is notified via email about the decision along with the next steps (in case of rejection). For more information about our moderation process visit our [Moderation FAQ's](#).

Can I receive an export of all rejected reviews data?

- No, at this time Gartner Peer Insights does not offer this information. Vendors are able to see the total number of rejected reviews and the reason associated within the Technology Provider Tools.

Is there a way to see which customers reviews got rejected?

- No, Gartner Peer Insights reviewers submit reviews with trust that their identity will remain anonymous and confidential throughout the process. As such, we cannot share the identity of rejected reviews.

Can we see the rejection reasons by market?

- At this time, you can see the total number of rejected reviews by product/market within the Dashboard export in the Technology Provider Tools. Campaign links also give you the ability to track the total number of rejected reviews for each campaign link. Within the Reviews Funnel, there is also a capability to filter by market, which will allow you to see specific rejection reasons by market.

Gift Cards

What is Gartner's incentive policy for offering gifts in exchange for reviews?

- The full [incentive policy](#) is outlined within our [Technology Provider FAQs](#). Please ensure that if you do offer a thank you gift, that your incentive is of nominal value and aligns with your company's and your customers' policies on accepting gifts. For most individuals and companies, nominal incentives must be less than \$25.

Do you offer incentives for us to leverage?

- In order to assist Vendors in their sourcing efforts, Gartner will directly incentivize reviewers coming from vendor sourcing campaigns with a \$25 gift card for the vendor's first 50 approved reviews. Vendors can create review sourcing campaigns and can opt-in to distribute Gartner-funded incentives (either a \$25 Visa gift card or donation to charity) to reviewers directly through the Campaigns tab of their [Technology Provider Tools](#) portal. When your customers submit a review from this link, the first 50 approved reviews will receive steps to redeem their gift via email and their User Profile.

Are all vendors given the same number of gift cards?

- Gift cards are offered at the organization level, not on the market level. Unused gift cards do not rollover into the following year. This policy is subject to change as per Gartner's discretion

What can we do if our gift cards are exhausted, can we offer our own?

- Unfortunately the Gartner Peer Insights team cannot administer gift cards outside of the 50 we provide. If you were to offer your own incentive, it would need to be administered and funded by you. Typically we see vendors asking their customers to send them a screenshot of the review submission confirmation. This way, someone from your team can then send the thank you gifts appropriately.

Will you be phasing out Gartner-funded gift cards in 2020?

- Monetary incentives are currently available, but we are anticipating moving away from this in 2020. We do not have a tentative date for the transition. You will be notified accordingly.

Other

How do I know who my dedicated Program Manager is?

- Each Vendor is aligned to a Gartner Peer Insights Program Manager who will work with your organization directly to make full use of the Gartner Peer Insights program and support you wherever needed. If you do not know who your aligned Program Manager is, please reach out to PeerInsightsVendorSuccess@gartner.com

What are some best practices to get my customers to submit reviews?

- Your aligned Program Manager will work with you directly to determine the best methods for you to reach out to your customer base for feedback on Gartner Peer Insights that align most closely with your goals.

What does Gartner do to gather new reviews?

- Gartner Peer Insights continuously reaches out to individuals through a variety of channels for new review submissions. This includes (and is not limited to) exposure and links to Gartner Peer Insights within Gartner research, organic review submission from SEO, integration with our research process, review presence at Gartner events, vendor agnostic email campaigns, prior reviewers, and our review referral program.

How do you structure your referral program? Are there any best practices that we could apply?

- We currently offer a \$5 gift card for first time referrals – The referral would receive a \$10 gift card for their approved review. We cap the number of referrals for any 1 referrer at 10 for the calendar year. For more information, please reach out to your aligned Program Manager.

How is Gartner Peer Insights related to Gartner Digital Markets? Will you share reviews across these sites?

- Gartner Digital Markets is made up of the Gartner-owned review platforms Capterra, Software Advice, and GetApp. While the Gartner Digital Markets focuses on serving the SMB buyer, Gartner Peer Insights focuses on the enterprise technology buyer. At this time, the reviews are not shared across Gartner Peer Insights and Gartner Digital Markets sites.

How do you determine your readership breakout if anyone can access Gartner Peer Insights reviews?

- Any Gartner Peer Insights readership demographic data comes from those individuals who have registered to read more on the site.

Do I need to go through the Quote Request team to use Gartner Peer Insights reviews in marketing?

- Yes, before any marketing materials go-live, they must be submitted for approval to our Quote Requests team at Quote.Requests@gartner.com. Please see our [Copyright and Quote Policy](#) for specific usage and examples.

As a service provider, am I allowed to download the reviews on my organization's offerings and share it with my clients and prospects(PDF or link) to upload to my company's website?

- PDF versions of the reviews are available both on our public-facing website and within the vendor portal. Any review content shared via external marketing must receive compliance approval from our Quote Requests team. You can find more information on promoting your rating and reviews here: [Marketing Tools for Vendors](#)

Can a rep from Gartner attend our customer event in order to help us gather reviews from our customers?

- While we cannot be on site at your event, we can connect with you prior to share best practices as well as provide support during the event. For your convenience we have created an [Events Guide](#) outlining what to do prior, during, and post event.

Do reviews age out?

- Any review that is published to Gartner Peer Insights is made available on the site. For Customers' Choice and Voice of the Customer, we will only consider reviews from a 12 month look-back period. Anyone reading Gartner Peer Insights reviews can also access a dynamic 12 month filter on the site for additional context.