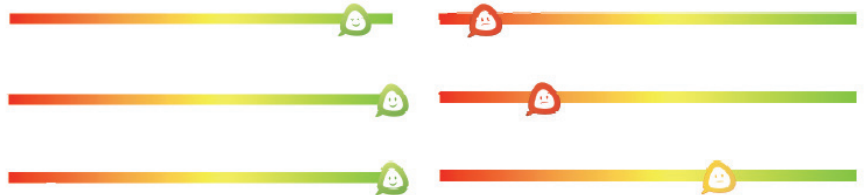# yext

XM Platform Score

34

Yext is a reputation management platform, with limited CX features. They are known for their listings management product, and also offer reviews, pages, and site search. They are not a CX platform, nor do they offer behavioral automation. They have a mix of thousands of customers of every size. They charge per location based on the number of products chosen and offer ROI-based pricing with discounts for larger enterprises.

Experience Management Platform Score
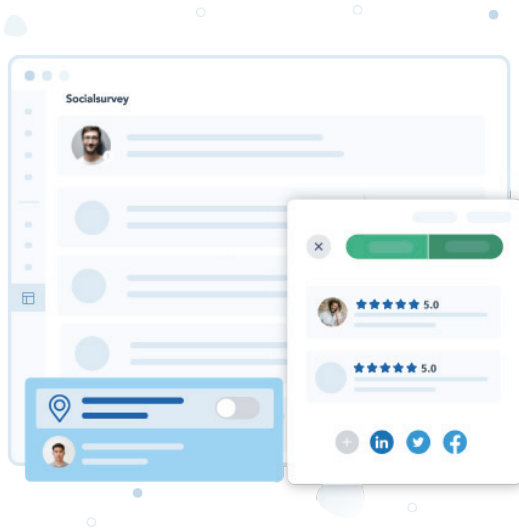### See How Yext Stacks Up

	experience.com	yext
EXPERIENCE MANAGEMENT		
CX BEHAVIOR AND ANALYTICS		
REPUTATION MANAGEMENT		

Yext is not an experience management solution. They focus on online reputation but lack experience features like journeys, customer and employee surveys, and employee measurement to drive behavior in your organization.

experience.com

EXPERIENCE MANAGEMENT

	experience.com	yext
Customer Experience		
Build customized surveys	✅	⊗
Every question type	✅	⊗
Conditional surveys with branching	✅	⊗
Personalized surveys with employee name and photo	✅	⊗
Automated survey delivery via SMS and Email	✅	✅
Widgets and APIs to map and share CX data	✅	⊗
Multiple journey-based survey templates	✅	⊗
Collects feedback at every meaningful moment (Journeys)	✅	⊗
Integrates with your point of sale for complete automation	✅	✅
Automated reminders for incomplete survey	✅	⊗
Unhappy customer resolution workflows	✅	✅
Marketing workflows to share happy sentiment	✅	⊗
Collects interactions from social media sites	✅	⊗
Listens to calls and uses AI to detect sentiment	✅	⊗
Collects data from chat interactions	✅	⊗
Create consolidated reporting from omnichannel data	✅	⊗
Employee Experience		
Collect surveys from your employees	✅	⊗
Recruiting experience survey template	✅	⊗
Exit interview surveys	✅	⊗
Annual employee engagement surveys	✅	⊗
On-demand employee pulse surveys	✅	⊗
Integrates with your HR system (i.e. active directory)	✅	⊗
Tracks and escalates issues to relevant leaders	✅	⊗
APIs to share sentiment on recuiting sites and social media	✅	⊗
Creates 3rd party reviews on Glassdoor and Indeed	✅	⊗
Benchmarks team and department performance	✅	⊗
Product Experience		
Product survey templates	✅	⊗
Shopping integrations to survey based on product purchased	✅	⊗
Integrates with your point of sale / cart software	✅	⊗
Conditional and branching logic	✅	⊗
Workflows to escalate issues to product teams	✅	⊗
Shares happy customer reviews in marketing and social	✅	⊗

CX Consulting

	✅	✅
Partner with CX experts to design your CX program	✅	✅
Integrate with every level of your organization	✅	❌
Map journeys and collect feedback at every meaningful moment	✅	❌
White Glove Onboarding	✅	❌
Perform quarterly and/or annual CX program audits	✅	❌
Request free on-demand reporting	✅	❌

CX BEHAVIOR AND ANALYTICS

Organizational Hierarchy

Full organizational hierarchy within a campaign	✅	✅
Consolidated data and benchmarks at each level	✅	✅
CX, social, and review signals in a single dashboard	✅	❌
Reporting and workflows at each level of the hierarchy	✅	❌

Employee Behavior

Builds a custom employee scorecard to drive optimal behaviors	✅	❌
Real-time employee rankings / reward integration	✅	❌
HR system integrations	✅	❌

Dashboards and Reporting

Comprehensive CX/EX dashboards	✅	❌
Logins and permissions at every level (i.e. User, Team, Location, Region)	✅	❌
Sentiment analysis and reporting	✅	✅
Industry benchmarks	✅	❌
Compliance monitoring on social media	✅	❌

REPUTATION MANAGEMENT

Agency Management

Agency controls (manage unlimited companies in a single dashboard)	✅	❌
Individually customize managed accounts (products, workflows, pricing)	✅	❌

Reviews

Create 3rd party reviews (sites like Google, Facebook, BBB)	✅	✅
Systems integration to survey all customers automatically	✅	✅
Automatic review sharing (Facebook, Twitter, LinkedIn)	✅	❌
Secondary review sharing (multiple sites)	✅	❌

Feature		
Widgets and APIs to map and share reviews on your sites	✅	✅
Pull reviews in from review sites (i.e. Google, Facebook)	✅	✅
Read and reply to 3rd party reviews in-platform	✅	✅
Industry specific review site integrations	✅	✅
Unique URL for every review	✅	⊗
Unhappy customer review escalation workflows	✅	✅
Professional Reputation		
Profile pages for professionals with Reviews	✅	✅
Professional websites on company domains	✅	✅
AI Enabled Chat	✅	⊗
Location Reputation		
Business Listings Management	✅	✅
Professional Practitioner Pages	✅	✅
Voice Search Optimization	✅	✅

*We make every attempt to keep this information accurate. In some cases, a company will have a part of a feature. In this circumstance, we show YES. The listed companies continue to add features and products to their platforms. As they do, we attempt to keep this information up to date. If you see inaccurate data, please report it immediately to lmckinley@socialsurvey.com so we can adjust.

Collect feedback tied to an employee, not just location

Manage business listings and create review profiles

Gamified employee dashboards and scoreboards for ranking and rewards

See our platform in action

Drive intelligent CX feedback campaigns and use that feedback to amplify marketing, boost customer-focused employee behavior, all while building a strong brand reputation.

Schedule a personal demo with us today!

demo@Experience.com | (925) 553-4716

eXperience.com