



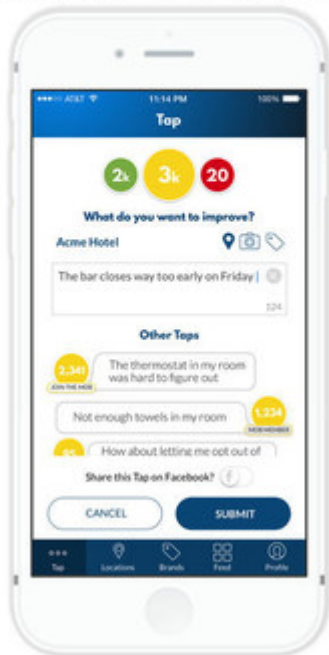
## Forrester Launches Tap

September 28, 2017

**App empowers consumers to share how brands can improve experiences; enables brands with real-time actionable insights**

CAMBRIDGE, Mass., Sept. 28, 2017 /PRNewswire/ -- Research and advisory firm Forrester today announced the launch of [Tap](#), an app that provides a quick and simple way for consumers to suggest how brands can improve their customer experience. Brands can respond to Tappers, providing an avenue to build relationships with current and future brand advocates – and operationalize suggested experience improvements.

**Create a Tap on your experience  
at a location or for a brand**



With Tap, consumers simply tap green, yellow or red for a brand or specific brand location to start the improvement process. They can either compose a Tap – a 140-character comment meant to highlight a great customer experience or improve a less desirable one – or browse previous comments to UpTap existing feedback that resonates with them. Users can join a Mob, a group of people with like-minded Taps to amplify their voice.

"Tap is designed to improve the world by harnessing the wisdom of the crowd in real-time – to commend excellent experiences or pinpoint suggestions on how brands can improve," said George Colony, CEO of Forrester. "Tap helps you make the best decisions about where you should go and what you should buy. You can also easily discover what your friends love and how they're working to improve their favorite brands."

Today, brands are competing for customers experience-by-experience. To win the race for experience, it is crucial that companies can adjust and improve their experiences in real-time. Brands can gain access to improvement data that can be fed into their existing operational systems or surfaced with the Tap Platform. While companies have access to all Taps associated with the brands, Taps that align with key customer experience drivers can be flagged for prioritization. This alleviates analysis paralysis by focusing on the Taps, and subsequent suggested improvements, that will have the greatest return on investment for brands.

### Availability

Tap is free and available for download on the [Apple App Store](#) and [Google Play](#).

### Resources

Please visit [tap.forrester.com](http://tap.forrester.com) for more information.

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in primary research with more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through

proprietary research, data, strategic consulting services, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

**Contacts:**

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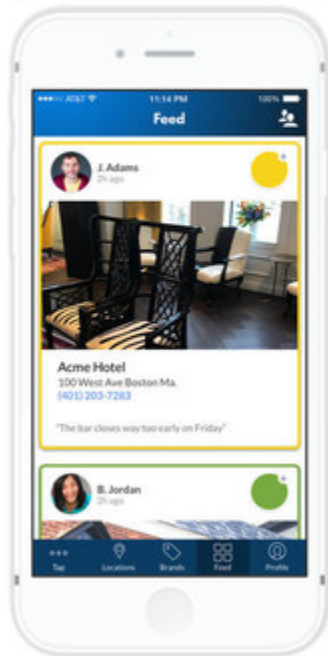
Jennifer Isabella

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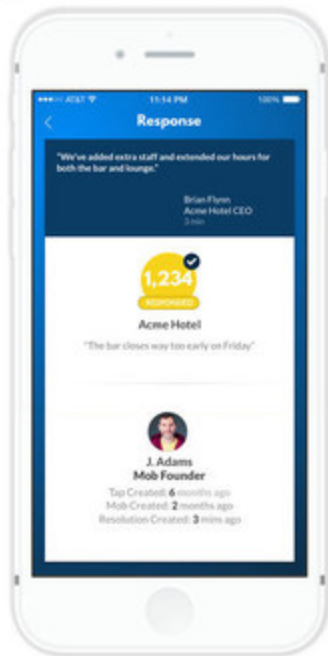
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