Allison Smith is an analyst serving Customer Insights Professionals. Her research focuses on the applications of using social media data for the enterprise, the process of identifying actionable insight from online conversation, and the technology and service vendors that make managing social media data possible.

Prior to her role as an analyst, Allison spent one year as a researcher focused on social listening, and two years as a research associate supporting Forrester's Customer Insights research team. She contributed to published reports on topics including acquisition and retention analytics, loyalty programs, customer engagement agencies, and social intelligence.

PREVIOUS WORK EXPERIENCE
Before joining Forrester, Allison served as a consumer research analyst at a boutique market research firm specializing in tween, teen, and young adult demographics.

EDUCATION
Allison holds a B.A. in art history from Vassar College.

RESEARCH COVERAGE
Brand Monitoring, Customer Intelligence, Listening Platforms, Marketing & Strategy, Social Intelligence, Social Media

ALLISON SMITH'S RESEARCH

REPORT: You Are Missing Social Content
June 9, 2015 | Allison Smith
Adding technology to the already crowded social tools landscape that most organizations nurture is a big decision. But for some brands and industries, the increasingly visual nature of the socia...

REPORT: Evaluate And Evolve Social Intelligence
May 29, 2015 | Allison Smith
Over the past seven years, Forrester has outlined why firms must monitor social media. But although most companies understand the importance of tracking conversations happening online, few find ... 

REPORT: Brief: Predictive Social Analytics Is On The Horizon
April 21, 2015 | Allison Smith
Most of the analytics that social listening platforms provide are retrospective and explanatory — any listening platform on the market can provide data about spikes in volume or analysis o...

REPORT: Implement Effective Social Listening Capabilities In China
April 17, 2015 | Gene Cao, Allison Smith
Regardless of what region they work in, customer insights (CI) professionals must know their customers. But many CI practices in China — a huge and important market with unique characteris...

REPORT: Listening Platforms Satisfy Users For Now
March 20, 2015 | Allison Smith
Forrester's "The Forrester Wave™: Enterprise Listening Platforms, Q1 2014" report revealed that listening platform customers are satisfied with vendors' basic trend tracking and competitiv...