

Why Dovetail?




The AI-native customer intelligence platform built for enterprise impact

Enterprises choose Dovetail because it is purpose-built to deliver customer intelligence at scale, driving faster, evidence-based decisions—securely and continuously.



How Dovetail stands apart

Capability	 Dovetail	Horizontal tools <small>(e.g. LLMs, search platforms)</small>	Legacy solutions
Customer intelligence at scale	Engineered for nuance, context, and longitudinal analysis	Surface-level summaries, lacks domain depth	Manual tagging, slow to scale
Always-on voice of customer	Continuous feedback from surveys, calls, interviews, and support tickets	Requires manual data ingestion or prompting	Data silos, snapshot-based
AI-native by design	Built from the ground up to harness AI for customer intelligence workflows	Add-on AI features, limited contextual grounding	No or minimal AI capabilities
Actionable outputs	Charts, evidence docs, summaries for execs and all teams	Unstructured results, not decision-ready	Hard to share, static deliverables
Team-wide collaboration	Intelligence accessible across functions for faster alignment	Limited visibility, disconnected experiences	Knowledge trapped in files or folders
Enterprise readiness	SSO/SAML, user roles, audit logs, and integrations	Often lacks enterprise controls or governance	May support SSO, but lacks usability

Made for customer-driven leaders

Whether you lead a product discovery team, oversee customer experience strategy, or guide an innovation function.

Dovetail helps you:

- Detect trends before they escalate
- Make voice of customer accessible to the whole organization
- Back decisions with customer evidence
- Ensure data security and privacy at scale
- Reduce time-to-decision and time-to-action

Built for enterprise

Proven results at scale

Dovetail isn't just a better tool—it delivers measurable enterprise impact:

236% ROI*

<6-month payback period*

(*Source: Forrester's The Total Economic Impact™ of Dovetail)

Security and compliance built in

Enterprise customer intelligence demands the highest levels of data protection, compliance, and control. Dovetail is built to meet these needs at scale.

Certified standards:

SOC 2 Type II, ISO 27001, ISO 42001, GDPR, HIPAA, CCPA

PII redaction:

Automatically removes sensitive personal data across notes and uploads

Data retention policies:

Set and automate retention periods to align with internal and regulatory standards

Enterprise SSO/SAML support:

Centralized authentication for secure access management

Granular access controls:

Role-based permissions, workspace-level governance, and audit logs



“Channels has helped us uncover important themes for improvement in customer feedback without going through tens of hours of manual analysis.”



Rody Van Vianen,
PressReader

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