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UserTesting India Accredited As The Best UX in Ecommerce At India E-Commerce Summit

Market leaders in E-commerce Amazon, Cars24, Myntra and Tata Cliq leverage UserTesting to gain deeper customers' insights

SINGAPORE--(BUSINESS WIRE)-- UserTesting (NYSE: USER), a leader in video-based human insight, has been recognised with the '**Best UX in E-commerce**' award at **India E-commerce Summit** in Bengaluru on 22nd September.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220927005237/en/>



Description: UserTesting receiving the award for the best UX in E-commerce from Pradish Gireesan, Director - Partnerships, Scribe Minds and Media at the India Ecommerce summit 2022 held in Bengaluru on Thursday 22nd of September. (Photo credit: GB Kumar, Vice President , APAC)

UserTesting was ranked number one amongst a pool of companies offering UX services to its customers such as: in India, UserTesting assists its wide client roster to quickly see the value of first-party insights and help them to design and deliver innovative digital experiences. This certification affirms the company's vision to help businesses align faster on changing customer needs and prioritize the opportunities that will drive the most value.

Commenting on this, **Kumar GB, Vice President - Asia Pacific, UserTesting** said, *"UserTesting has been consistently working towards powering growth and innovation throughout the APAC region. India is one of the fastest growing countries in this cluster, thereby making it a priority market for the company. We are honored and greatly humbled to receive this award. We will*

continue on our mission to provide end-to end- solutions for our customers' needs to successfully deliver exceptional customer experience.”

Amazon, Cars24, Cliq, Eccentric Engine, HDFC Life, Mahindra Group, Myntra, Razorpay, and Tata Group- Digital are some of key strategic customers that have adopted the UserTesting Platform. Additionally, UserTesting recently partnered with Tbot Techno Systems (Tbot), a global consulting and technology services company. This collaboration is focused on bringing human insight to more organizations across India and Singapore. It offers the companies a new and trusted way to adopt the UserTesting Human Insight Platform with added consulting services from Tbot, including support and training services.

The India E-commerce Summit is concentrated to leverage the expanding e-commerce market in India. The summit explored the Impact of Covid-19 on the pandemic, Customer Experience UX-UI Design, Supply Chain Management, Understanding of Varied Consumer Profiles and more.

About UserTesting

UserTesting (NYSE: USER) has fundamentally changed the way organizations get insights from customers with fast, opt-in feedback and experience capture technology. The UserTesting Human Insight Platform taps into our global network of real people and generates video-based recorded experiences, so anyone in an organization can directly ask questions, hear what users say, see what they mean, and understand what it's actually like to be a customer. Unlike approaches that track user behavior then try to infer what that behavior means, UserTesting reduces guesswork and brings customer experience data to life with human insight. UserTesting has more than 2,500 customers, including more than half of the world's top 100 most valuable brands according to Forbes. UserTesting is headquartered in San Francisco, California. To learn more, visit - www.usertesting.com

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