

Positive Media Australia

Introduction

This case study of PositiveMedia Australia is based on a July 2020 survey of GetFeedback customers by TechValidate, a 3rd-party research service.



“GetFeedback is the leading customer experience solution for Salesforce.”

“Get Feedback gives real time NPS score for our sales team and constantly measures the customer experience at different stages in the sales pipeline. It was a game changer in managing our customer experience from a -43 to a +73 NPS in a 6 month period. It gave me the ability to make key changes and discover our advocates more effectively.”

Challenges

The business challenges that led the profiled organization to evaluate and ultimately select GetFeedback:

- Challenges faced before implementing GetFeedback:
 - An inability to collect feedback across multiple channels (email, chat, SMS etc.)
- Top business challenges GetFeedback has helped them to address:
 - Proving ROI of investing in customer experience

Use Case

The key features and functionalities of GetFeedback that the surveyed organization uses:

- How they are using GetFeedback:
 - Sales experience
 - Customer health
 - Product experience
- Got up and running with GetFeedback in under a week.

Results

The surveyed organization achieved the following results with GetFeedback:

- Level of agreement with the following about GetFeedback:
 - delivers the fastest time to value in the market: strongly agree
 - is easy to use: strongly agree
 - seamlessly integrates with Salesforce: neither agree nor disagree
 - makes feedback actionable: strongly agree
- With GetFeedback, they can now take action on customer feedback in days vs. months.
- Improvements to the following metrics since leveraging GetFeedback:
 - NPS (Net Promoter Score): notable improvement
 - CSAT (Customer Satisfaction): notable improvement
 - CES (Customer Effort Score): notable improvement
 - nPS (Net Promoter Score): significant improvement
 - response rates: improvement

Organization Profile

Organization:
PositiveMedia Australia

Industry:
Non-profit

About GetFeedback

SurveyMonkey is an online survey development cloud-based software as a service company. SurveyMonkey solutions make it fast and simple for organizations to collect feedback and share insights, so they can provide better experiences for their customers, employees, prospects, and communities.

Learn More:

[↗ Momentive](#)

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