

Large Enterprise Computer Software Company

Introduction

This case study of a large enterprise computer software company is based on a July 2020 survey of GetFeedback customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We use GetFeedback to survey our candidates (both those we don’t hire and those we do) as well as our internal Hiring Managers about their experience working with our recruiting team. We’ve been able to programmatically gather feedback in a streamlined way to implement initiative related to both recruiter & hiring manager enablement/training sessions to improve the work they all do. ”

Challenges

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

- Challenges faced before implementing GetFeedback:
 - A lack of an understanding of customers
 - A need for an automated/programmatic way to send out surveys
- Top business challenges GetFeedback has helped them to address:
 - Driving action across the organization to improve business results
 - Connecting feedback to individual customer profiles

Use Case

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

- How they are using GetFeedback:
 - Lead/Customer data enrichment
 - Support experience

Results

The surveyed company 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
 - makes feedback actionable: agree
- With GetFeedback, they can now can take action on customer feedback in weeks vs. months.
- Improvements to the following metrics since leveraging GetFeedback:
 - CSAT (Customer Satisfaction): notable improvement
 - nPS (Net Promoter Score): notable improvement
 - response rates: notable improvement

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Large Enterprise

Industry:
Computer Software

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:

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[!\[\]\(206536f97fdb267876a3a10ea42b0254_img.jpg\) GetFeedback](#)