GETFEEDBACK CASE STUDY

B Cellars Vineyards And Winery

Introduction

This case study of B Cellars Vineyards and Winery 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."
>
> "We are able to act in near real-time to customer feedback, giving us another touchpoint with our customers. It has led to increased sales with happy customers and has allowed us to save unsatisfied customers."

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
  - Difficulty taking action on feedback
  - Connecting feedback data and customer data
- 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
  - Sales experience
  - Product experience
- Got up and running with GetFeedback in under 3 months.

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: agree
  - is easy to use: strongly agree
  - seamlessly integrates with Salesforce: strongly agree
  - makes feedback actionable: strongly agree
- With GetFeedback's Salesforce integration, they can now:
  - View all of their customer data and feedback data in one place
  - Layer customer data on top of account and contact information
  - Map feedback to any standard or custom object in Salesforce
  - Create customer experience dashboards and reports directly in Salesforce
  - Easily close the loop with customers
  - Notify stakeholders of critical feedback
  - Take action on feedback data
- With GetFeedback, they can now can take data-driven action for the first time.
- Improvements to the following metrics since leveraging GetFeedback:
  - NPS (Net Promoter Score): notable improvement
  - CSAT (Customer Satisfaction): notable improvement
  - nPS (Net Promoter Score): no improvement / Not measured
  - response rates: notable improvement

Company Profile

Company:
B Cellars Vineyards and Winery

Company Size:
Small Business

Industry:
Beverage

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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 GetFeedback