

# Reiwa

## Introduction

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

## 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
- Top business challenges GetFeedback has helped them to address:
  - Driving action across the organization to improve business results

## Use Case

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

- How they are using GetFeedback:
  - Marketing content feedback
  - Lead generation and qualification
  - Sales experience
  - Support experience
- Got up and running with GetFeedback in under a month.

## 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: Agree
  - Makes feedback actionable: Agree
- With GetFeedback's Salesforce integration, they can now:
  - Easily close the loop with customers
  - Notify stakeholders of critical feedback
- With GetFeedback, they can now take action on customer feedback in days vs. months.
- Improvements to the following metrics since leveraging GetFeedback:
  - CSAT (Customer Satisfaction): A notable improvement
  - NPS (Net Promoter Score): A notable improvement
  - response rates: A significant improvement

### Company Profile

Company:  
**REIWA**

Company Size:  
**Small Business**

Industry:  
**Real Estate**

### 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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