

Navis

Introduction

This case study of NAVIS is based on an April 2019 survey of SurveyMonkey CX customers by TechValidate, a 3rd-party research service.



“CX gives my organization the critical insights we need to confidently take action and improve our customer experience.”

“CX makes it possible to uncover what factors are driving or contributing to NPS results. It’s one thing to know the NPS it’s another to know why and act on those items.”

Challenges

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

- Challenges experienced before using SurveyMonkey CX:
 - A lack of understanding about their customers

Use Case

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

- Using SurveyMonkey CX to accomplish the following:
 - Send relational NPS surveys to understand customer health
 - Send transactional NPS surveys after specific touchpoints and interactions
 - To easily share insights throughout their organization

Results

The surveyed company achieved the following results with SurveyMonkey CX:

- Agreed that SurveyMonkey CX helps them to:
 - Establish a reliable metric to measure customer experience over time
 - Improve customer loyalty
- Agreed with the following:
 - SurveyMonkey CX is easy to use and get up and running
 - SurveyMonkey CX’s customer success team provides guidance and expertise to set you up for success
- Has not seen an increase in their response rates since they began using SurveyMonkey CX.
- When it comes to responding to customers, making business decisions, etc., using SurveyMonkey CX, they can take action in days vs. months.

Company Profile

Company:
NAVIS

Company Size:
Medium Enterprise

Industry:
Hospitality

About SurveyMonkey CX

SurveyMonkey CX is a turn-key NPS solution with powerful features designed to collect, understand, and act on your customer feedback.

Learn More:

[SurveyMonkey](#)

[SurveyMonkey CX](#)