

Astro Pak Corporation

Introduction

This case study of Astro Pak Corporation is based on a June 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.”

“SurveyMonkey CX has provided us with powerful analytics-driven by automated surveys. This has saved our team time and productivity. Most importantly it allows us immediate feedback that we can provide with our internal contacts to address our customers’ needs. We are a service-driven company and hearing from our customers is of utmost priority. ”

“The evaluation of our Key Drivers has been very insightful. We have been able to differentiate satisfaction among quality (documentation vs. packaging, etc.) in order to address specific customer expectations.”

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
 - The manual and time-consuming process of running NPS surveys
 - Analyzing customer feedback
 - Taking action on customer feedback

Company Profile

Company:
Astro Pak Corporation

Company Size:
Medium Enterprise

Industry:
Chemicals

Use Case

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

- Using SurveyMonkey CX to accomplish the following:
 - Send transactional NPS surveys after specific touchpoints and interactions
 - Easily get key customer insights with powerful filtering
 - Close the feedback loop with customers at scale
 - To easily share insights throughout their organization

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](#)

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
 - Reduce time to insights with robust analytics
 - Take action to drive business impact and growth
 - Improve customer loyalty
- Agreed with the following:
 - SurveyMonkey CX is easy to use and get up and running
 - SurveyMonkey CX gets you feedback from more of your customers
 - SurveyMonkey CX gives you the survey expertise and methodology to run an effective NPS program
 - SurveyMonkey CX helps you uncover key customer experience insights quickly
 - SurveyMonkey CX provides you the data and insights to make a strong business case
 - SurveyMonkey CX’s customer success team provides guidance and expertise to set you up for success
- Has 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.
- Why they chose SurveyMonkey CX over other solutions evaluated:
 - Because it integrates with their system of record
 - It’s easier to share custom reports with stakeholders
 - Its a great survey experience for their customers
 - For the speed to get up and running
 - For the robust analytics and data visualizations
 - For the automated surveys
 - Because it is easier to follow-up with customers within the solution