SURVEYMONKEY CX CASE STUDY

# Micromeritics Instrument Corp.

## Introduction

This case study of Micromeritics Instrument Corp. 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."

## 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
  - Distributing and sharing insights within the organization

## 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
  - Easily get key customer insights with powerful filtering
  - 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
  - Reduce time to insights with robust analytics
  - Deliver or exceed the experience customers expect
- 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 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 weeks vs. months.
- Why they chose SurveyMonkey CX over other solutions evaluated:
  - For the ease of use
  - Because it integrates with their system of record
  - For the speed to get up and running
  - For the robust analytics and data visualizations
  - For the automated surveys

### Company Profile

Company:
**Micromeritics Instrument Corp.**

Company Size:
**Large Enterprise**

Industry:
**Industrial Manufacturing**

### 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

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Source: Randy Byrne, Head of Global Marketing, Micromeritics Instrument Corp.

Research by TechValidate by SurveyMonkey