

# Spxflow

## Introduction

This case study of SPXFLOW is based on a May 2018 survey of SurveyMonkey CX customers by TechValidate, a 3rd-party research service.



“Overview is better and the way the reports are made with the drill down into countries the ability to go back to customers has increased.”

## Challenges

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

- Purchased SurveyMonkey CX to solve the following challenges:
  - Difficulties analyzing customer satisfaction / NPS data to get meaningful business insights
  - An inability to make the data available to the teams that need it
  - Poor survey experiences for their customers
- Chose SurveyMonkey CX over competitors for the following reasons:
  - Ease of use
  - Analytics and data visualizations that surface insights
  - Automated surveys
  - Ability to assign responses to colleagues and follow up with customers
  - Great survey experience for our customers

## Use Case

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

- Reports that SurveyMonkey CX is a helpful component of their strategy.

## Results

The surveyed company achieved the following results with SurveyMonkey CX:

- Agrees that their CX programs are more effective as a result of using SurveyMonkey CX.
- Agrees that they are able to get important insights about their customers faster after using SurveyMonkey CX.
- Reports that they are able to take data-driven action (respond to customers, make business decisions) for the first time since using SurveyMonkey CX.
- Attributes the increase in their NPS since implementing SurveyMonkey CX to the following:
  - They are able to surface actionable insights
  - They are sharing results with their team
  - Are closing the loop with customers more
  - They have not seen an increase
- Reports that their response rate was never measured before after implementing SurveyMonkey CX.
- Reports that their team saves an unknown amount per month (between setup, data collection, and analysis) by using SurveyMonkey CX.

### Company Profile

Company:  
**SPXFLOW**

Company Size:  
**Fortune 500**

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](#)