Medium Enterprise Retail Company

Introduction

This case study of a medium enterprise retail company is based on a May 2018 survey of SurveyMonkey CX customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

> "SurveyMonkey CX allows our business to have a universal view of NPS across channels (online and in-store). Also, it allows us to quickly and easily amend questionnaires with seasonal questions."

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
    - Poor survey experience for their customers
- Chose SurveyMonkey CX over competitors for the following reasons:
    - Ease of use
    - Value for the money

Use Case

The surveyed company reports that SurveyMonkey CX is a helpful component of their customer experience strategy.

Results

The surveyed company achieved the following results with SurveyMonkey CX:

- Their CX programs are more effective as a result of using SurveyMonkey CX.
- They are able to get important insights about their customers faster after using SurveyMonkey CX.
- They can take action (respond to customers, make business decisions) in weeks vs. months since using SurveyMonkey CX.
- Their response rate increased by up to 25% after implementing SurveyMonkey CX.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Retail

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

Source: TechValidate survey of a Medium Enterprise Retail Company