SURVEYMONKEY CX CASE STUDY

Mapi Group

Introduction

This case study of Mapi Group 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."**

Challenges

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

- Challenges experienced before using SurveyMonkey CX:
    - 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:
    - Easily get key customer insights with powerful filtering

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
- 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
- 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:
    - We were using TechValidate. the Marketing department decided to keep using the tools from the same Group. SurveyMonkey responded ever more to our needs.

Company Profile

Company:
Mapi Group

Company Size:
Medium Enterprise

Industry:
Health Care

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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