

Cintas Corporation

Introduction

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



“Customer feedback has been a great resource and easy to use.”

Challenges

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

- Purchased SurveyMonkey CX to solve the following challenges:
 - Spending excessive time on manual work deploying surveys
 - Difficulties analyzing customer satisfaction / NPS data to get meaningful business insights
 - Not being able to see a unified view of customer-level and account-level satisfaction
 - An inability to make the data available to the teams that need it
 - Difficulties managing customer follow-up
 - 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 essential to their customer experience 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 can take action (respond to customers, make business decisions) in weeks vs. months since using SurveyMonkey CX.
- Attributes the increase in their NPS since implementing SurveyMonkey CX to the following:
 - They are monitoring NPS trends over time.
 - They are sharing results with their team.
- Reports that their response rate was never measured until implementing SurveyMonkey CX.
- Reports that their team saves time (between setup, data collection, and analysis) by using SurveyMonkey CX.

Company Profile

Company:
Cintas Corporation

Company Size:
S&P 500

Industry:
Professional Services

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](#)