



Melbourne Property Managers

Introduction

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

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
 - Not being able to see a unified view of customer-level and account-level satisfaction
- Chose SurveyMonkey CX over competitors for the following reasons:
 - Ease of use
 - Speed to get up and running
 - Automated surveys
 - Ability to assign responses to colleagues and follow up with customers
 - Value for the money
 - 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) days vs. weeks 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
 - Their improvement actions are more targeted and effective
- Response rate has increased by over 100% after implementing SurveyMonkey CX.
- Team saves 11-20 hours per month (between setup, data collection, and analysis) by using SurveyMonkey CX.

Company Profile

Company:
Melbourne Property Managers

Company Size:
Small Business

Industry:
Real Estate

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](#)