

Medium Enterprise Hospitality Company

Introduction

This case study of a medium enterprise hospitality company is based on a June 2019 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.



“CX gives my organization the critical insights we need to confidently take action and improve our customer experience.”

“We have been able to take quick action to improve the customer experience with our company and services.”

“We have had issues with the quality of our bar and catering services. Sending surveys allowed us to not only identify the problem but also provide a metric to our CEO and COO to prove that it’s an issue. We’ve used negative feedback to improve our selections and service as well as reaching out to those that have given low NPS scores to better understand why they gave us that score.”

Challenges

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

- Challenges experienced before using SurveyMonkey CX:
 - Analyzing customer feedback
 - Taking action on customer feedback

Use Case

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

- Using SurveyMonkey CX to accomplish the following:
 - Send transactional NPS surveys after specific touchpoints and interactions
 - 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
 - Deliver or exceed the experience customers expect
 - Take action to drive business impact and growth
- 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 gives you the survey expertise and methodology to run an effective NPS program
 - SurveyMonkey CX helps you uncover key customer experience insights quickly
 - SurveyMonkey CX provides you the data and insights to make a strong business case
- Has not seen an increase because it is their first time running an NPS survey 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 weeks vs. months.
- Why they chose SurveyMonkey CX over other solutions evaluated:
 - For the ease of use
 - Its a great survey experience for their customers
 - For the speed to get up and running
 - For the robust analytics and data visualizations
 - For the automated surveys
 - Because it is easier to follow-up with customers within the solution

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:
Hospitality

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](#)