

Ammeraal Beltech

Introduction

This case study of Ammeraal Beltech BV is based on an April 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.”

“All decisions are data-driven now instead of anecdotal.”

“Key drivers help identify specific areas for improvement.”

Challenges

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

- Challenges experienced before using SurveyMonkey CX:
 - A lack of understanding about their customers
 - 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
 - To benchmark against other companies in their industry

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
 - Improve customer loyalty
- Agreed with the following:
 - SurveyMonkey CX is easy to use and get up and running
- Has not 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:
 - For the speed to get up and running
 - For the robust analytics and data visualizations

Company Profile

Company:
Ammeraal Beltech BV

Company Size:
Medium Enterprise

Industry:
Transportation 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](#)