GETFEEDBACK CASE STUDY

China Southern Airlines

Introduction

This case study of China Southern Airlines is based on a July 2020 survey of GetFeedback customers by TechValidate, a 3rd-party research service.

> "The UX team and Sales Requirement Management in the Sales department uses GetFeedback. We help the product team get feedback quickly through campaigns on the app channel. GetFeedback is cost-effective and quick and easy to use."

Challenges

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

- Main reasons they are using GetFeedback:
  - A lack of an understanding of customers
  - Need for an automated/programmatic way to send out surveys
  - Difficulty taking action on feedback
  - Challenges connecting feedback data and customer data
  - A desire to continuously collect real-time feedback across multiple channels (email, web, in-app, etc.)
- Top business challenges GetFeedback has helped them to address:
  - A need for a better understanding of what's impacting retention rates
  - A need to connect feedback to individual customer profiles

Use Case

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

- GetFeedback products they are currently using:
- GetFeedback Digital (website and app)
- How they are using GetFeedback:
- For product experience and development improvement
- For support experience
- To capture customer loyalty
- Confirmed that it took them over 6 months to get up and running with GetFeedback.

Results

The surveyed company achieved the following results with GetFeedback:

- Level of agreement that GetFeedback enables them to:
  - delivers the fastest time to value in the market: agree
  - is easy to use: strongly agree
  - integrates easily with many other technology solutions: agree
  - makes feedback actionable: agree
  - allows you to analyze feedback across multiple channels easily: strongly agree
- Confirmed that since using GetFeedback, they can take action on customer feedback in weeks vs. months.
- Improvement realized in the following metrics since leveraging GetFeedback:
- Response Rates: Notable improvement
- CSAT (Customer Satisfaction): Improvement
- CES (Customer Effort Score): Minimal improvement
- NPS (Net Promoter Score): Improvement
- Retention Rate: Improvement

Company Profile

Company:
China Southern Airlines

Company Size:
Large Enterprise

Industry:
Financial Services

About Usabilla

SurveyMonkey is an online survey development cloud-based software as a service company. SurveyMonkey solutions make it fast and simple for organizations to collect feedback and share insights, so they can provide better experiences for their customers, employees, prospects, and communities.

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