

# Medium Enterprise Consumer Products Company

## Introduction

This case study of a medium enterprise consumer products company is based on a July 2020 survey of Usabilla customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“GetFeedback is helping us gather customer feedback for the first time. We were able to discover a filter issue on our site that we are now addressing thanks to GetFeedback.”

## 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
  - Difficulty taking action on feedback
  - Challenges connecting feedback data and customer data
- Top business challenges GetFeedback has helped them to address:
  - A need to prove ROI of investing in customer experience
  - A need to drive action across the organization to improve business results

## Use Case

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

- GetFeedback products they are currently using:
  - GetFeedback Digital
- How they are using GetFeedback:
  - To measure the quality of marketing content
  - For support experience
- Confirmed that it took them under a week 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: strongly agree
  - is easy to use: strongly agree
  - integrates easily with many other technology solutions: strongly agree
  - makes feedback actionable: strongly agree
  - allows you to analyze feedback across multiple channels easily: strongly agree
- Confirmed that since using GetFeedback, they can take action on customer feedback for the first time.
- Improvement realized in the following metrics since leveraging GetFeedback:
  - Response Rates: Notable improvement
  - CSAT (Customer Satisfaction): Minimal improvement
  - CES (Customer Effort Score): Minimal improvement
  - NPS (Net Promoter Score): Minimal improvement
  - Retention Rate: Minimal improvement

### 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:  
**Consumer Products**

### 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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