

# Small Business Financial Services Company

## Introduction

This case study of a small business financial services company is based on a July 2020 survey of GetFeedback customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“GetFeedback has had the most significant impact so far on our Editorial team. We are capturing a high volume of regular feedback which our editors are using to improve the quality of our content.”

## 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
  - 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 to prove ROI of investing in customer experience
  - A need to drive action across the organization to improve business results
  - A need for greater prioritization of the product roadmap

### 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:  
**Small Business**

Industry:  
**Financial Services**

## Use Case

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

- GetFeedback products they are currently using:
  - GetFeedback Digital (website and in-page)
- How they are using GetFeedback:
  - To measure the quality of marketing content
  - For the conversation optimization of digital channels
  - For product experience and development improvement
- Confirmed that it took them under a month to get up and running with GetFeedback.

### 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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## 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: agree
  - makes feedback actionable: strongly agree
  - allows you to analyze feedback across multiple channels easily: neither agree nor disagree
- Confirmed that since using GetFeedback, they can take action on customer feedback in days vs. months.
- Improvement realized in the following metrics since leveraging GetFeedback:
  - Response Rates: Notable improvement
  - CSAT (Customer Satisfaction): Improvement
  - CES (Customer Effort Score): No improvement / Not measured
  - NPS (Net Promoter Score): No improvement / Not measured
  - Retention Rate: No improvement / Not measured