GETFEEDBACK CASE STUDY

Medium Enterprise Agriculture Company

Introduction

This case study of a medium enterprise agriculture 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.

> " "It's very easy way to know what our Customers feel and what are they thinking about us"

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 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

- How they are using GetFeedback:
- For product experience and development improvement
- For support experience

- With GetFeedback's Salesforce integration, they can now:
- View all of their customer data and feedback data in one place
- Map feedback to any standard or custom object in Salesforce
- Take action on feedback data

- Confirmed that it took them under a week to get up and running with GetFeedback.

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:
Agriculture

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: 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: 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: No improvement / Not measured
- CSAT (Customer Satisfaction): Improvement
- CES (Customer Effort Score): Improvement
- NPS (Net Promoter Score): Improvement
- Retention Rate: No improvement / Not measured