How a recruitment agency uses feedback to deliver an unrivaled client and candidate experience

u&u reached their all-time high NPS® of +62 and nearly doubled their response rate with SurveyMonkey CX

u&u.

+62

NPS across all candidates and clients

72%

improvement in their response rate

100+

responses collected per week

THE CHALLENGE

Needed a stronger understanding of their clients' and candidates' experience

Job hunting and recruiting can quickly become stressful for both candidates and clients. u&u, a boutique recruiting agency based in Australia, saw an opportunity to make the process easier for all involved. From the executive leadership team down to individual consultants, u&u made it their mission to provide a world-class experience to their employer clients as well as the candidates they aim to place.

To support their customer-driven mission, u&u set out to get a stronger understanding of their client and candidate experience by mapping out 40 different interaction points across each group's journey. But they needed a more efficient way to collect feedback for each group and share the responses with their Recruitment Consultants.

> "SurveyMonkey CX enables us to look at our feedback in real time and share the results across the business by giving everybody their own login. The result? Our consultants can take ownership over how they interact with each of their customers."
>
> —NICOLA FLANNERY, CUSTOMER SUCCESS MANAGER

Nicola Flannery
Customer success manager

Consistent, accessible feedback helps them take informed action, faster

Using **SurveyMonkey CX**, u&u surveys approximately 120 clients and candidates a week. Candidate touchpoints can range from when they first start working with u&u to 6 months into their new job. Organizations are surveyed throughout their engagement—even after they make a hiring decision.

SurveyMonkey CX's Conversations feature allows u&u to follow up with each respondent right away. To close the loop with Detractors, the team reaches out to offer a phone follow-up with their Customer Success Manager. For Promoters, consultants request permission to share quotes they've pulled from the feedback publicly—for instance on their social networks—to help them, as well as u&u, validate the value they offer to the market.

Using SurveyMonkey CX, the team can compare their NPS across different stages of the engagement for both candidates and organizations. This helps the team prioritize their efforts and track changes in sentiment over time.

> **"SurveyMonkey CX is an easy to implement, cost-effective solution that delivers a great experience to our survey respondents. It's enabled us to adopt a customer-first mentality across the agency."**
>
> **—NICOLA FLANNERY, CUSTOMER SUCCESS MANAGER**

More responses, more improvements, more acclaim

After adopting **SurveyMonkey CX**, u&u saw an immediate increase in their response rate from 21% to 36%. They attribute the rise to SurveyMonkey CX's ability to embed a branded NPS question into the body of the email, and to the surveys' built-in key driver questions.

u&u's overall NPS has reached an all-time high score of +62. And the testimonials the Recruitment Consultants share have helped them attract increasingly qualified candidates—boosting the agency's appeal to employers.

u&u's first-class customer experience hasn't gone unnoticed. They were recently a finalist in the SEEK Annual Recruitment Awards for "Excellence in Candidate Engagement." Given the team's commitment and approach to delivering "wow" moments for candidates and organizations, don't be surprised if they win the honor next year.

Company
u&u Recruitment Partners

Use case
Customer satisfaction

Product
SurveyMonkey CX

Success factor
Increased response rate
Consistent, accessible feedback
Faster response time