



How teams build world-class customer experiences with surveys



Use survey data to turn customers into loyal advocates

Like any good relationship, the one you have with your customers takes work. Keeping customers satisfied is worth the effort—it leads to greater loyalty, more revenue opportunities, and a competitive advantage for your company.



\$338 BILLION

is the cost to businesses from consumers defecting to a competitor

That's the upside. If customers aren't satisfied, everyone pays. [In a global survey](#), nearly 70% of consumers said they had ended a relationship due to poor customer service alone. In worse news: nearly two-thirds of consumers who ended relationships turned to a competitor, costing businesses [\\$338.5](#) billion a year in defections and abandoned purchases.

Staying on top of customer satisfaction means gathering data at all interaction points—from purchase to onboarding to post-service requests. It comes from listening to your customers and getting their opinions so you can make informed changes to your business strategy.

It's called Customer Powered Data—and it holds the keys to building stronger customer relationships and lifelong advocates of your company and brand. By using surveys to proactively engage with customers on a regular basis, organizations can maintain an open dialogue that uncovers new opportunities for growth.

Customer Powered Data answers questions like:

What can we do to reduce customer churn?

How can I uncover more cross-sell and upsell opportunities?

What's the best way to resolve service problems?

How can we get our customers to promote our brand?

Use survey data to support customer satisfaction, upsell, references, and retention

Creating customer-centric experiences gives companies a competitive advantage. In a recent report, [consumers](#) stated that the biggest opportunities for improving the customer experience were greater proactivity and improved personalization. Organizations who invest proactively to connect with customers have a improve the chance of establishing loyalty, creating upsell opportunities, and boosting retention.

Improve customer satisfaction by using surveys:



of users have improved the customer experience as a result of survey data



Get onboarding feedback from new customers



Securing customer references to use in future sales



Solicit support feedback to pinpoint problem areas



Measure customer sentiment using NPS and CSAT surveys

“ Instead of having a 5-10 minute phone call with an unhappy customer, we can now just send them a 1-2 minute survey and get most the data we need to continue a return or adjustment process. It saves me time, saves our customers time, and puts us at ease because everything is recorded. ”

Krista Farquar
Customer Service , AF

SurveyMonkey Enterprise for customer experience

SurveyMonkey Enterprise includes advanced features to help teams automate the process of connecting with customers, gaining feedback, and tracking the experience.

Create customized surveys that align with your brand

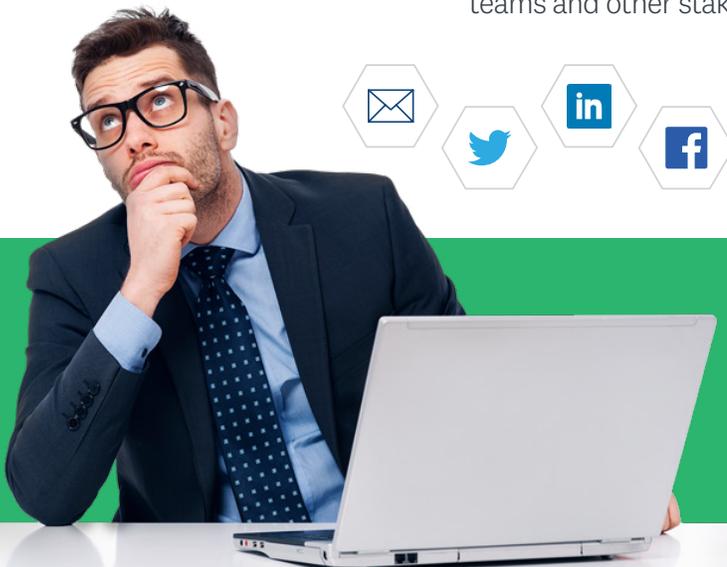
SurveyMonkey offers over 100 expert templates, more than 2,500 questions created by expert survey scientists, and AI-driven features like Genius that make it easy to ask the right questions and create a survey that gets results. Personalize your surveys with custom themes, white-label surveys, Customized URLs, Custom subdomains, and a Custom Question Bank, so you can ensure a consistent brand experience for your customers.

Reach your customers where they are

Connect with customers at multiple touchpoints and make it easy for them to give you feedback whether it is through your website, over email, on social media, in your mobile app, or out in the field using QR codes. Use the [SurveyMonkey Anywhere](#) app with offline mode to reach your customers out in the field, even if you don't have a network connection. Set-up recurring surveys to ensure that you are gathering feedback often, and build dashboards to see how your Net Promoter Score® (NPS) and customer satisfaction is trending over time.

Better understand the full customer experience with integrations

Gain insights on where you stand with customers by tracking your NPS. Trigger surveys based on key events and automate the process of collecting and tracking this feedback from your CRM, such as Salesforce or Gainsight, to better understand potential opportunities as well as areas for improvement. Share insights—such as upsell and renewal opportunities—with sales teams and other stakeholders across the organization.



Net Promoter, Net Promoter Score, and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

How one organization standardized patient feedback across 50 clinics with surveys



Use case:
Customer experience



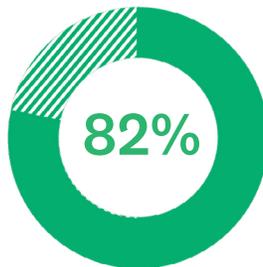
Product:
SurveyMonkey Enterprise



Success factor:
NPS score of 100

For a large healthcare organization in a major metro area, bedside care was under fire. Patient feedback was negative, and the organization's 30,000 employees and multiple locations had no standard way of tracking response through different systems—from legacy platforms to manual pen and paper.

Using SurveyMonkey, the organization was able to deploy a consistent method to collect and analyze feedback and recommend specific actions. Patient satisfaction has improved and physicians and administrators are pleased to have new best practices that are consistent throughout the organization.



82% of people trust the voice of the customers over brand and product copy

Ready to get started?

Contact us

Learn more