

How a leading transportation company ties feedback to profitability



Greyhound replaced a lengthy, manual survey process with a streamlined solution that automated survey collection—improving services and increasing revenue.



**Improved NPS®
by 15 points**



**Reduced time to
insights**



**94% survey
response rate**

THE CHALLENGE

More timely feedback to drive action

Greyhound, a 100-year old company that provides intercity bus transportation to 16 million passengers each year, used surveys to stay on top of station conditions, on-time records, and NPS (Net Promoter Score®). However, their post trip survey was 57 questions, took an hour to finish, and had a completion rate of less than 18%. It also presented station managers with too much data that was too complex to be actionable. After the survey was put on hold, NPS ratings fell, complaints were not fully understood, and managers were left without an action plan.

Matt Schoolfield, Manager of Commercial Analytics at Greyhound, wanted to find a new platform to simplify the survey process, and deliver feedback to station managers that was both easy to understand and actionable.

THE ANSWER

A streamlined, simplified survey solution

Matt chose SurveyMonkey Enterprise to work with their Salesforce deployment to handle their survey needs.



Matt Schoolfield
Manager of Commercial
Analytics, Greyhound

“SurveyMonkey checked off two buy-in factors: SurveyMonkey understands GDPR. SurveyMonkey gets Salesforce. That’s huge for us.”

Matt Schoolfield, Manager of Commercial Analytics at Greyhound

The lengthy survey was replaced by a new 5-question survey, which increased response rates to 94%. Greyhound brought in **Thematic**, an AI platform that offers an integration with SurveyMonkey to identify, quantify, and visualize themes in open-ended text feedback. The end result is a process that reduced the time it takes for a station manager to read customer comments from 3 hours to 3 minutes per week.



THE RESULTS

Improving performance to drive new revenue

“Within a few months, our NPS score was up almost 15 points,” said Matt. After one year, almost 90% of station managers log in to get a daily view of customer satisfaction drivers for a specific station in their city. The ability to correlate open-ended responses with NPS and other metrics from short surveys surfaced actionable insights that other approaches would miss.

“It changed the way that data was getting into people’s hands. And, it changed what they were able to do with it.”

Matt Schoolfield, Manager of Commercial Analytics at Greyhound

Industry

Transportation

Use case

Net Promoter Score® (NPS®)

Return on investment

Products

SurveyMonkey Enterprise

Thematic Integration

Salesforce

Success factors

Improved NPS

Improved customer satisfaction

Greyhound also uses surveys to uncover revenue opportunities. They launched a survey to understand why customers ride once, and didn’t return. The resulting survey offered data on issues such as on-time performance, ticket pricing, and terminal conditions.

Matt used the survey data to tie service improvements to revenue. “That was a game-changer,” he said. “It showed us how valuable survey metrics are, and how valuable perception is by our customers. And it pinpointed areas where we can make improvements to our bottom dollar in our profitability.”