Driving innovation in the ski industry

Liftopia, based in San Francisco, California, operates the largest online marketplace and resort technology platform serving the ski industry. Skiers and riders can purchase lift tickets, equipment rentals, meal vouchers, and more from hundreds of ski areas in North America on Liftopia.com and via the Liftopia mobile app, with advance purchase savings of up to 85%. Liftopia’s cloud-based commerce platform provides resorts with access to data-driven pricing models along with business intelligence and customer analytics.

“The feedback we receive from customers and partners helps us continually improve many of our features and processes. SurveyMonkey plays an important role in guiding our product development and marketing focus.”

Otto Imken, VP of Customer Support

At a Glance

Situation

• Liftopia wants to conduct market research to test a new concept in the ski industry
• A key part of success is two-way communications between the sales team and ski resort partners
• Liftopia uses SurveyMonkey and Salesforce, but vital data from both solutions live in separate silos

Survey Results

• Surveys to prospective customers confirm Liftopia’s business model
• B2B surveys inform marketing decisions and serve as a listening tool for partner challenges
• With SurveyMonkey for Salesforce, Liftopia is able to get the complete picture of partner needs

Smarter Decisions

• Liftopia’s business grows to hundreds of resorts and millions of customers
• Partner feedback continually improves many products and processes
• The integration gives context to the sales and survey data, helping Liftopia serve partners better
Liftopia frequently reaches out to the ski community and resort partners for feedback, and has been a SurveyMonkey customer since the company started in 2005. To prepare for the launch of Liftopia.com, the team tapped into SurveyMonkey to conduct market research. Liftopia sent a survey to test the initial concept with a group of 1,200 skiers and snowboarders. “Customers indicated they’d be comfortable paying variable prices in exchange for their commitment to skiing in advance,” says Otto Imken, VP of Customer Support at Liftopia. “Once our concept was validated, we were confident in moving forward.”

The product and marketing teams regularly use SurveyMonkey to gather customer feedback on existing and future products and services, while the B2B team sends surveys to ski resort partners on a variety of topics like marketing strategy and to understand the challenges and goals that partners face. “We use SurveyMonkey to add to the dataset we use to continuously improve many of our products and processes,” says Imken.

Liftopia also uses Salesforce as a central repository of information about prospects and resort partners, and the team is excited to put SurveyMonkey for Salesforce to work. With the new integration, Imken and his team are able to combine vital business data from both solutions for the first time and see them together, side by side.

**How will you use SurveyMonkey for Salesforce?**

We intend to run a short, Net Promoter® Score (NPS) survey several times a year to our resort partners and a more in-depth survey in the spring, near the close of the ski season. As we test and see results, we hope to generate a continuous flow of new information that allows for a faster understanding of future opportunity for growth.

*Otto Imken, VP of Customer Support*

"What’s most exciting is having direct feedback, so we can improve how we service our business and grow our partners’ revenue," says Imken. "Now we can get a full, human picture of our partners and their desires while working with them every day. This integration can only help us to serve them better and will give us more context for all the data we acquire."

Learn more about how SurveyMonkey for Salesforce can help your organization make smarter decisions.

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