

Navigating CX in the new normal

Simple strategies to support your customers



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Customer Experience Global Trends in the “New Normal”

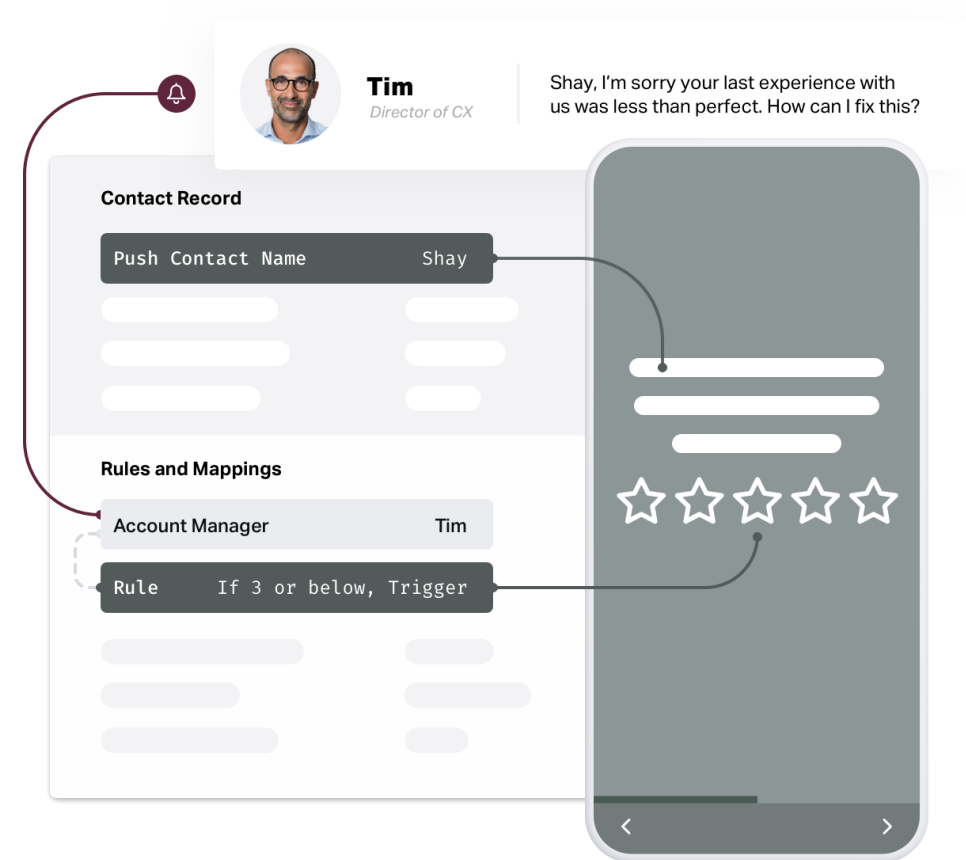
1. Human First
2. Digital First
3. Agile Feedback
4. Rapid Innovation



At SurveyMonkey, we're committed to providing solutions that are easy-to-use and provide fast time to value so organizations can start making an impact immediately.

GetFeedback makes the technology easy so our customers can focus on improving the experiences of their customers and in turn, the performance of their business.

TRANSACTIONAL · RELATIONAL · IN-THE-MOMENT



Customer Experience at SurveyMonkey

We have a cross-functional feedback program across our customer journey that drives prioritized action to improve overall CX and measure business impact.



We join feedback with customer, behavior & financial data to enable more actionable insights

SurveyMonkey Customer Support by the Numbers

781K

Paid users

6.6M

Annual customer
Help Center interactions

350K

Annual customer
support interactions

97%

Self-service case
deflection rate

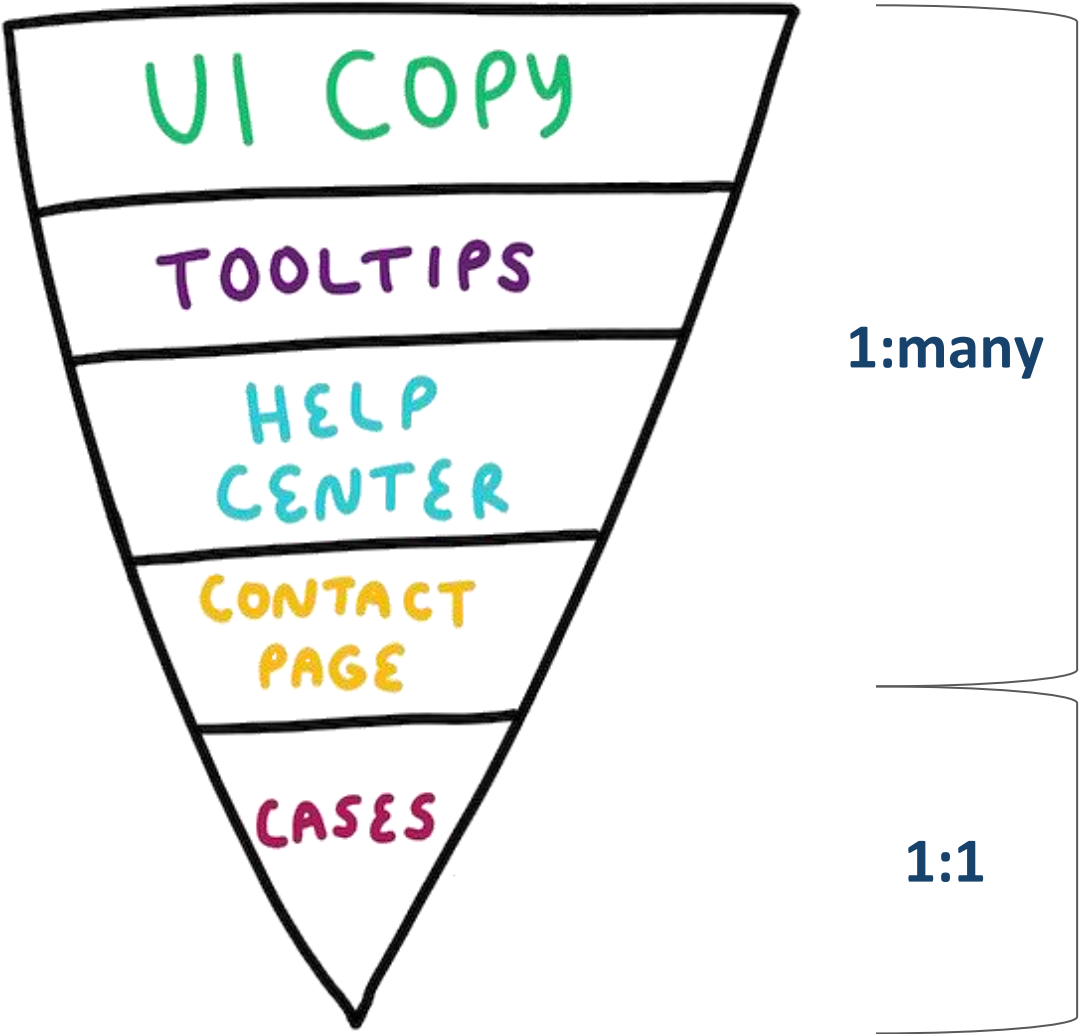
85

Customer Support Reps
(All insourced)

4.3

Customer Support
CSAT rating

GetFeedback Powers Insights & Action Across the SurveyMonkey Customer Support Funnel



Was this article helpful? *

Can you tell us more?


☐ SurveyMonkey isn't working the way I think it should

☐ I wish there was a video to show me how

☐ This article is confusing or inaccurate

☐ This article doesn't have the info I'm looking for

😊 Glad to hear it!

 **GetFeedback**
by SurveyMonkey

Overall, how satisfied were you with your customer service experience?

How Do Others Use Feedback to Run World-class Support Organizations?

athenahealth increased NPS by 20% to drive loyalty and business growth

*athenahealth offers cloud-based services to help healthcare providers manage **medical records**, **revenue cycle**, patient engagement, and care coordination.*

Challenges

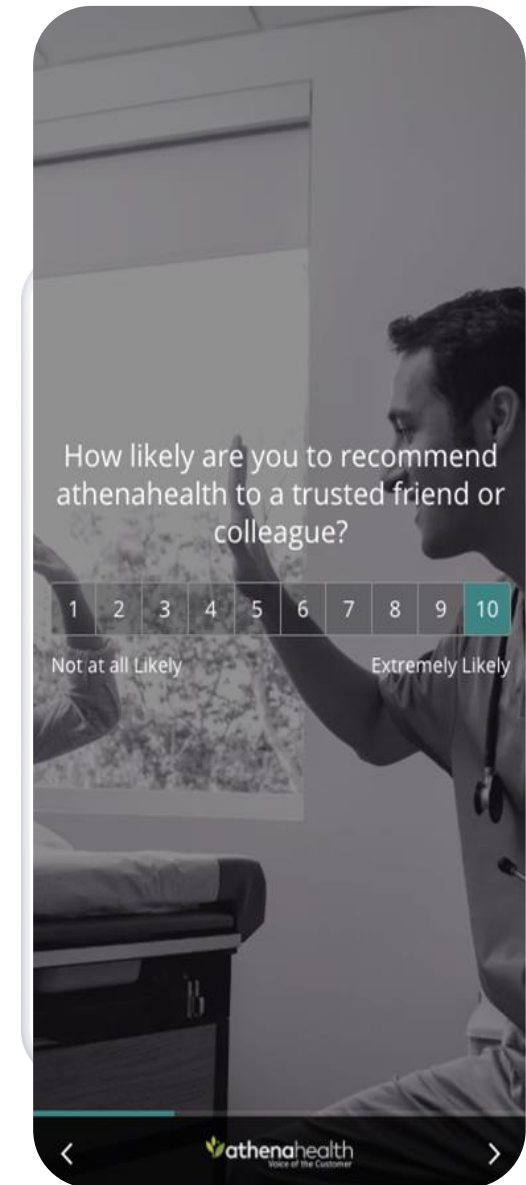
- athenahealth wanted to use customer feedback improve product design, increase customer loyalty, and reduce support tickets.
- But their survey solution had poor design that yielded low response rates. Plus, it lacked a Salesforce integration making it impossible to marry feedback data with customer data.

Solutions

- Using OneTouch, athenahealth could send beautiful, branded surveys with the first question embedded directly in the email. This improved the user experience and increased response rates.
- GetFeedback also enabled athenahealth to seamlessly integrate with Salesforce. This allowed them to personalize the survey experience and tie feedback data to the customer record.

Results

- With GetFeedback, response rates rose 230% via email and 400% on mobile.
- With more insight, athenahealth could take meaningful action that increased NPS by 20%.
- Furthermore, 15% of product design is influenced by customer feedback.



Sun Basket saw 13% drop in reimbursements by taking quick action on feedback

Sun Basket is a meal delivery service that provides subscribers with ingredients and recipes to prepare healthy meals at home.

Challenge

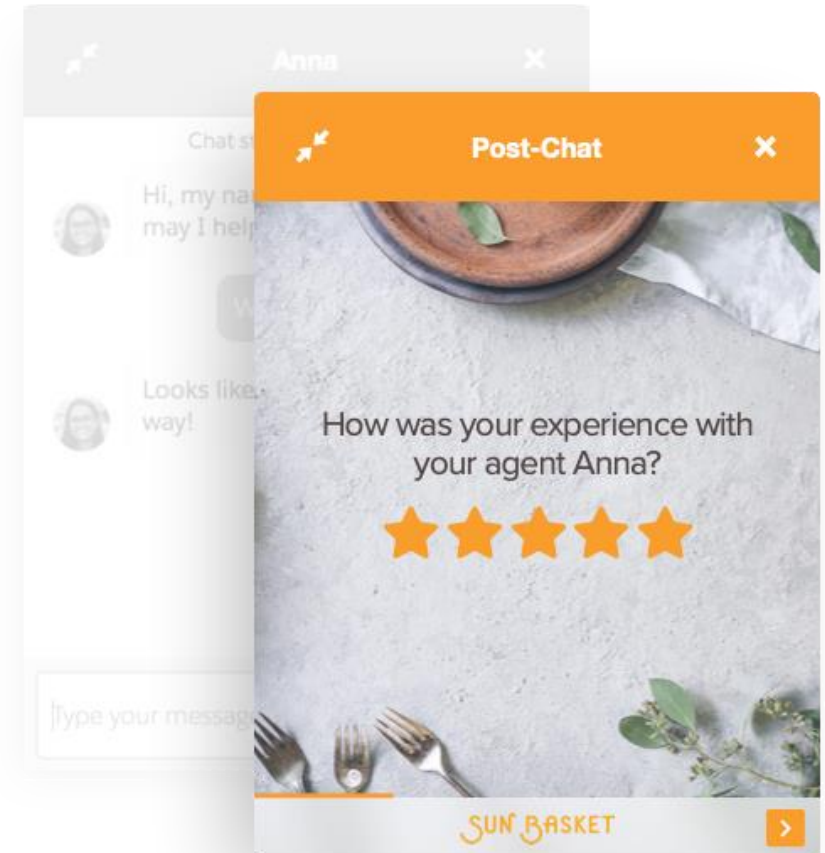
- Sun Basket began receiving an influx of support tickets about damaged meal kits.
- As a result, service representatives needed to issue more refunds.

Solutions

- With GetFeedback, Sun Basket would immediately trigger a survey via SMS or email once a support ticket was closed. Responses were mapped to Salesforce and poor scores were quickly escalated.
- Feedback revealed that customers felt they were unfairly reimbursed so service agents received training to better explain how refunds were calculated.

Results

- With quick action, Sun Basket reduced negative perception, improved product packaging, and optimized agent training.
- This resulted in a 13% drop in customer reimbursements and a 57% drop in support ticket volume.



Polling, Q&A, Thank you



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