

CUSTOMER STORY

Researchscape automates SaaS workflows to improve customer satisfaction with Alchemer

Three years ago, an industry-leading Software as a Service (SaaS) company asked Researchscape International to develop a feedback system to drive increased customer satisfaction and loyalty. The client's goal was simple: streamline everything from product offerings to service experiences by embedding customer feedback into their decision-making processes.

Using Alchemer, Researchscape developed a successful customer relationship campaign that is still going strong today – and one that has resulted in substantial gains in Net Promoter Score (NPS) and other key customer satisfaction metrics.

ABOUT RESEARCHSCAPE INTERNATIONAL

Researchscape International is an agile survey-research consultancy and SaaS firm delivering marketers and agencies PR surveys, omnibus surveys, automated reporting tools, and other research-related services. Researchscape surveys are frequently used to drive thought leadership, inform customer experience, support content creation, and help grow organizations' public profiles. Researchscape's custom surveys support product launches, crisis communications, customer satisfaction, and more.

For more information, visit
www.researchscape.com

ABOUT ALCHEMER

Founded in 2006, Alchemer puts feedback in the hands of the people who can take action, through the systems they use every day. We help customers make feedback core to their business. With more than 15,000 customers, including some of the most trusted brands, Alchemer collects more than a million survey responses every day. **To learn more, call Alchemer at 1.800.609.6480 or visit www.alchemer.com today.**

“**Substantial Growth.**

With Alchemer, we're helping an industry-leading SaaS automate intelligent workflows to operationalize their data. As a result, our client has seen substantial growth in NPS and other key customer satisfaction metrics.

Tony C.,
Customer Success Officer
Researchscape International

“Integrates Easily.”

Alchemer is one of our favorite tools because of its flexibility and how easily it integrates with other systems.

Tony C.,
Customer Success Officer
Researchscape International

CREATING VIDEO QUESTIONS.

Adding Video Feedback to a survey is just like adding any question type. Once you have purchased a block of minutes, you can select Video Feedback, ask an openended question, embed the question, and set the time constraints for responses.

CUSTOMER-CENTRIC BY DESIGN

Using Alchemer, Researchscape created a sophisticated campaign built around an NPS question, along with piped opened-ended questions to help add context to the feedback. Every customer is included in the survey each year, assigned a random quarter where they are invited to participate.

Invitations aren't just limited to one contact within each organization. Feedback from multiple customer contacts give the client a better understanding of experience at various touchpoints within each customer organization.

FROM FEEDBACK TO ACTION

Data collection is just the beginning. “Alchemer helped us create the most complex alert system we've ever developed,” says Tony Cheevers, Customer Success Officer at Researchscape. Depending on how respondents moves through the survey, eight different email actions can be triggered. This means real-time feedback goes directly to the people who can put it into action.

“If a respondent has a comment about product training, an email goes directly to the training department. If they're providing a testimonial, it goes directly to marketing.” Sorting feedback by brand has also been streamlined through the use of custom scripts that map respondent email domains to a hidden field.

LEVERAGING EXISTING SYSTEMS

Another advantage is how Alchemer fits seamlessly into the systems already in place. Researchscape's client didn't need to buy any new software or change their existing workflows. “Thanks to Alchemer's rich scripting language, we've never had to say no to a client,” says Cheevers. “For this project, we built the entire feedback system using Alchemer's out-of-the-box functionality.” Alchemer also integrates with Researchscape's proprietary ResearchStory software, which makes it easier to generate detailed quarterly reports based on research findings.

DRIVING REAL RESULTS

Thanks to the success of the program, Researchscape's client has renewed the project every year. “This campaign is driving results,” explains Cheevers. “NPS has gone up by 56 percent. Satisfaction with the sales process has increased by 50 percent, and the percentage of customers who are satisfied or very satisfied with company communications has gone up more than 110 percent.”

As Cheevers likes to say, “Great research leads to great growth.” Together with Alchemer, the Researchscape team has harnessed the voice of its client's customers to support growth in both client satisfaction and loyalty to the brand.

**Call your account manager or 800.609.6480
to learn more.**

Alchemer
Formerly SurveyGizmo

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