



WHY SURVEYS ARE MORE IMPORTANT THAN EVER

for your customers, your company and your career





First of all ... surveys aren't dead.

There's a lot of talk about surveys being replaced by new technologies that can predict customer emotions, needs and behaviors, without needing to ask for customer perspectives. Some companies are even second-guessing their survey strategies and looking to artificial intelligence as their sole source of customer feedback.

But does AI know enough about customer preferences?

For example, if you ask someone, "Do you know what I'm thinking?" they'll probably be able to make some educated guesses based on what they already know about you, the tone of your voice, your posture, your facial expression and so on. But the odds of them being able to fully understand what you're thinking – and *why* you're thinking that way – are slim to none.

The same goes for surveys and the theory that they're being replaced by other technologies.

To understand how a customer really perceives your organization, products and services, unstructured data simply isn't enough.

It's better to evolve the "old school" definition of a survey and take advantage of the most innovative capabilities in the market. And when done right, surveys can help shape positive brand impressions, drive advocacy and revenue, reduce costs and churn, and power agile learning about micro-journeys.

**Until technology can
get inside a customer's
mind with complete
accuracy, the best way
to evaluate perceptions
is to ask.**





Out with the old. In with the new!

Instead of using new technologies to replace surveys, it's better to embrace them to augment the existing survey experience. When done properly, it can lead to a better customer experience – and an improved perception of your brand.

On the next pages, we outline three fundamentals that will breathe some new life into your survey strategy.

We're living in the age of digital innovation, which means we have incredible flexibility to change how surveys are experienced and delivered, in a way that mutually benefits customers and your business.

1

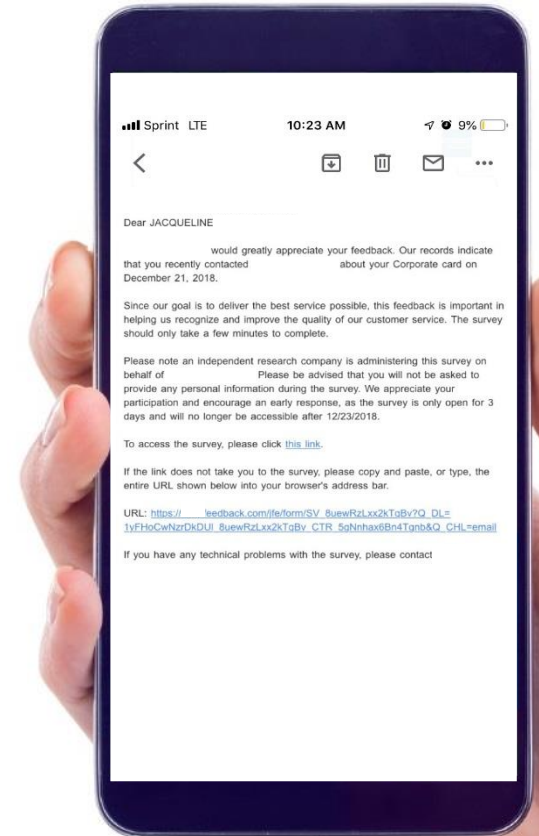
Always brand your survey

We've all seen surveys that look like standardized tests, even from the world's leading brands. These types of surveys are universally impersonal, hard to read eyesores.

When companies spend millions on brand management, digital optimization and marketing each year, their surveys should be worthy of that investment. That said, survey branding goes far beyond colors and logos, and should include:

Custom imagery

Does the imagery used in your survey match other digital assets (your website, mobile app, etc.)? Is it personalized to unique customer segments and demographics? If not, it should be. This small change has proven to generate a significant lift in response rates and ensure continuity and consistency in your brand impressions.





Simplified language

If your surveys read like a market research project, it's time for a change. The tone and style of survey should mirror your digital content and marketing materials. Most brands are moving towards a simple and conversational tone, and your surveys should follow suit.

Integrate rich media

Your survey should be a place to reiterate your brand promise and CX commitment beyond a simple “thanks for responding” auto reply. Many industry leaders are integrating videos and tailored imagery within the survey to provide a more personal and engaging experience.

These might sound like simple changes, but even these small tweaks to survey branding make a big difference – for some companies, increasing response rates by as much as 5 to 10 percent.

2

Use your survey to drive customer behavior

Companies are losing out on millions of opportunities to leverage the survey itself to drive advocacy, revenue, cost reduction and churn mitigation. Some survey technologies have the ability to redirect customers based on survey inputs and other data sources. Yet companies have historically used this redirect option to drive social media ratings, i.e. “a customer gave us a 9/10 rating, so let’s push them to Twitter to share their review.” This is a “feel-good” exercise at best, and not a very effective way to drive an outcome.

To make your survey work harder for your customer and your company, you need to think bigger. Consider these ways to up-level your survey redirect:

Encourage product entanglement

- Route customers to landing pages to encourage downloads of your mobile app or self-service tools
- Ask customers to sign up for your online community and mailing list to receive product updates, coupons, etc.
- Educate on product features and capabilities

Drive cross-sell and upsell

- After customers have completed your survey, drive revenue by sending them to a coupon code
- Introduce new offers or products
- Ask customers to leave reviews on your product pages

Guide the journey

- Route customers to content based on information they'll likely need in the next step of their journey
- Encourage customers to contact a certain location if an issue is indicated
- Proactively share ways to reduce customers' effort the next time they have an issue



Case Study

Leveraging surveys to drive revenue

We partnered with a consumer technology company to help them update their survey redirect capabilities. This company already knew of the direct correlation between the number of positive reviews on Amazon and frequency of purchase and revenue generation, so we helped them identify customers with positive feelings about their product, then redirected those customers to the Amazon page to leave a positive review.

The result? 100k “Promoter” reviews in less than 13 months.

These reviews made a significant impact on the company’s ability to drive incremental revenue with a survey.

3

Get feedback
without your
customers
realizing it

When it comes to survey evolution and innovation, it's important to evaluate how feedback is collected. Most surveys are collected through traditional methods like email, IVR, and SMS. Those modes are relevant and effective when deployed correctly and in the right scenarios.

However, things are changing for digital surveying, and we want you to be on the forefront of emerging best practices. Imagine the ability to collect feedback across digital journey points in a way that doesn't feel like a survey to the customer – it's simply an extension of the digital experience they're having.

New advances in survey technology can integrate questions directly into any digital experience to produce micro-journey feedback that empowers your company with targeted insights to accelerate digital improvements.

Use Case

Micro-Journey Feedback

Imagine you're a customer on a purchase journey for a bicycle, and you're at the research phase. You want to compare the prices, styles, colors and all the various features of the bikes available to you. While browsing a certain bike, below the description you see a yes/ no question: "Is this the bike you were looking for?"

Your simple "yes" or "no" answer helps you, *and* the bike store. It allows the store to better tailor your next touchpoint, which in turn can increase the chances of a sale. Plus, it doesn't require re-routing customers to a disconnected survey experience.



Don't limit yourself.

Did you know that micro-journey feedback can come from any digital device? It's true. Micro-journey surveys can be deployed on anything from smart watches to personal devices like Alexa, to messaging platforms and websites.

For example, financial institutions are implementing micro-journey questions into mortgage and credit card application processes. As a customer is going through the process, filling out their name, address and other information, the form has micro-journey questions embedded into it. The customer fills those out too, typically without even realizing they're providing feedback – they just think it's part of the application.





Keys to success

When you follow these best practices – branding your survey, using surveys to drive customer behavior, and getting feedback without customers even realizing it – great things can happen for you, and for your business.

Shape positive brand impressions

By doing a few simple things to make your surveys feel like an extension of your brand, you're creating ease for the consumer as they navigate through the various channels of a single digital experience. If, at the end of their experience, they're handed a survey that feels nothing like your brand and appears to know nothing about them as a consumer, they'll feel frustrated and abandoned. But if the look, feel and message are consistent and personalized, they'll be more likely to engage with the survey.

Improve business outcomes

When you take a more innovative approach with survey direct technology – and avoid treating it as a way to toot your own horn on social media – you're opening up a doorway that helps improve advocacy and loyalty, drive revenue, and reduce costs.

Power agile learning

By using new technology to gather feedback at different journey points – in ways that don't feel like an intrusive survey – you're able to gather more targeted feedback, leading to key insights around how to better serve your customers.



Don't stop there ...

Instead of pulling the plug on a survey strategy that appears to be on life support, contact a Concentrix VOC specialist. We'll help you harness innovative new technologies and deploy proven fundamentals to increase positive brand impressions, drive advocacy, and gain more insights around all aspects of the customer journey.

And if you're the one responsible for turning your company's survey strategy around, the C-suite won't be the only ones celebrating.





**Ready to think differently about your surveys?
Contact us today!**

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