



Targeted In-App Surveys Boost Customer Engagement

THE COMPANY

The company is a mid-sized mobile application management and security platform for the delivery of apps to an organization's employees. The company has helped IT and line of business professionals secure and deliver over a million enterprise apps to major organizations around the world.

“We want to understand how administrators use our product and how we can improve their experience with it. Using Evergage we could get these insights and survey them right in the app! We were also able to quickly decide which survey experience would be most successful, iterate and fine-tune, and leverage an important customer touch point in our efforts to achieve stellar customer satisfaction.”

- Director of Information Experience

Mid-Sized SaaS Company



IN-APP NPS SURVEY

FOR MEASURING CUSTOMER
SATISFACTION AND COLLECTING
FEEDBACK



EASY A/B TESTING

LEADS TO QUICK
DECISION-MAKING ON SURVEY
DEPLOYMENT



2X RESPONSE RATE

WITH LESS INTRUSIVE,
MULTI-PART
MESSAGE SEQUENCE

THE CHALLENGE

Dedicated to the success of its customers, the company continually seeks to understand how people use the platform and find ways to improve the experience for them. To further these objectives, the company established an initiative to survey customers via the popular Net Promoter Score (NPS) management technique to measure the quality of customer relationships.

They formed a cross-functional NPS team and decided to use Evergage's real-time personalization and customer data platform to reach a large customer base in an interactive way — while they were logged in and using the company's product.

THE RESULTS

Utilizing the Evergage reporting dashboard, the team tracked the results of the NPS survey. After a reasonable period of time for testing, they saw that Treatment B received almost 2X the response rate of Treatment A and was dismissed 15% less frequently, so they decided to deploy the survey using just the multi-part message sequence.

Evergage-powered in-app messaging became the primary method of collecting user feedback over other communications channels. Furthermore, the NPS team was able to observe the survey responses as they came in — in real time — and close the loop with all respondents who provide feedback by immediately following up on their comments and suggestions.

In addition to using it for the NPS survey, the company used Evergage to monitor user behaviors and actions, providing insights that influence product development decisions. The company also delivered personalized messages about new and under-utilized features available, UI changes, and usage recommendations in order to educate users and guide them to value.

THE SOLUTION

Using Evergage, the company initiated an in-app survey campaign, starting with an A/B test of two different treatments of an NPS survey message. Treatment A presented the survey in a single pop-up message. Treatment B employed a less intrusive way to ask the user to take the survey by first presenting a message that read: "Help us improve your experience!" Three choices were given for a response: "No, thanks," "Maybe later," and "Sure, I'll help."

With Treatment B, when the user clicks on *Sure, I'll help*, she is taken to the NPS survey which asks the key question: *Based on your experience, how likely are you to recommend us to a friend or colleague?* The user then selects a score of 0 through 10 and, with a subsequent message using language tailored to "Promoters," "Passives," and "Detractors," is then given an opportunity to provide additional feedback in an open text field.

