


Contentsquare, a new way to contextualize feedback



Integrate GetFeedback and Contentsquare

For a look into the interplay between digital experience and customer feedback.



See how users who give feedback navigate your digital experiences.

How do happy customers move through your digital experiences? What about unhappy ones?

By integrating GetFeedback and Contentsquare you can connect the dots between how people navigate your website and their level of customer satisfaction or likeliness to leave feedback.



This integration can help customer experience and web teams build better digital experiences by giving them access to a deeper understanding of user behavior and sentiment. It can help:



CX

Visualize how your users interact with the interface of GetFeedback

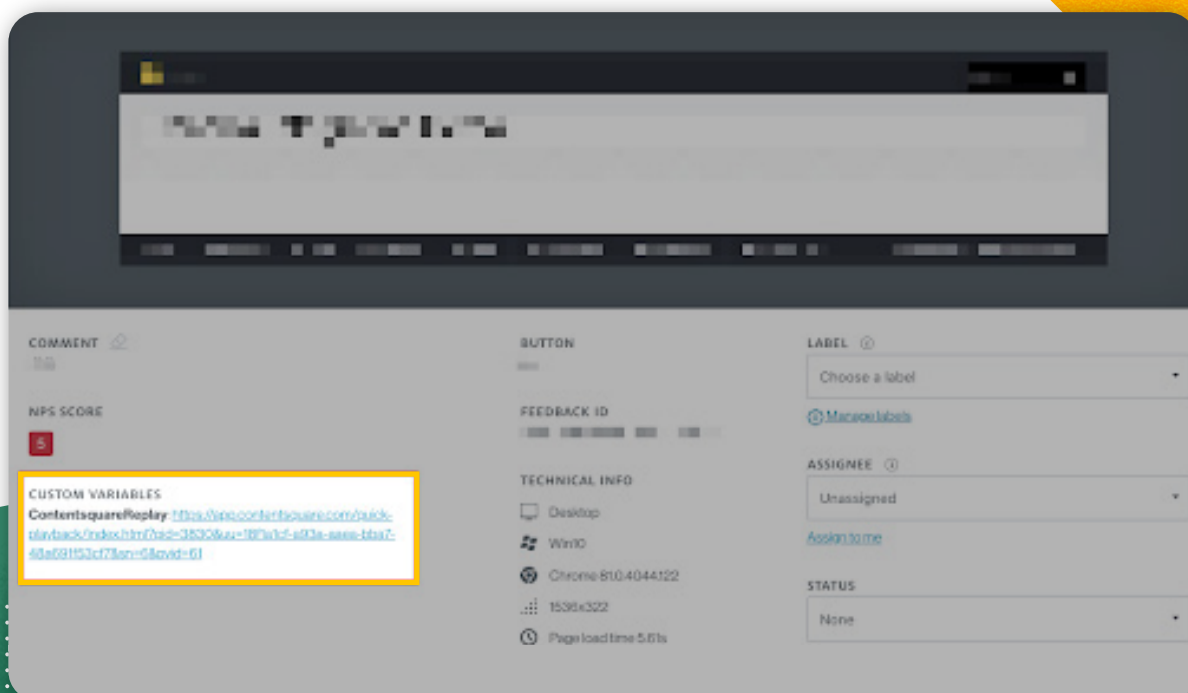


Web

Add customer feedback metrics, like mood score, to your digital experience analytics

Build smoother feedback experiences

Get a clear picture of how people navigate your feedback campaigns by tracking page views when the GetFeedback pop-in appears on screen. You can even surface Contentsquare replay links in GetFeedback, so you can watch how anonymous respondents interact with your form.



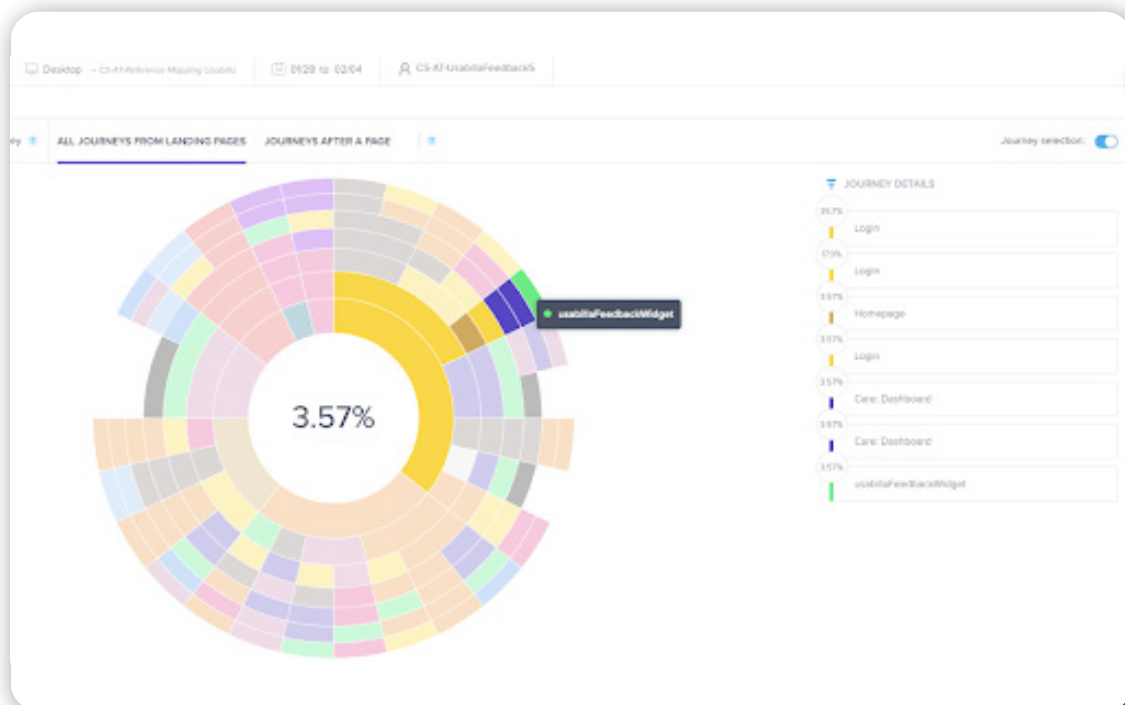
Identify delightful digital experiences

Probe the link between sentiment and user behavior simply by adding GetFeedback responses to Contentsquare reports.

You can surface all kinds of feedback as dynamic variables, including:

- **Mood score** for both feedback and campaigns
- **NPS score** (if configured in GetFeedback)
- **Rating score** for the first rating question in campaigns

Say, for example, you want to identify the navigation flow most likely to result in a good mood score. You could zero in on that variable to visualize the navigation pattern in Contentsquare:



Are you ready to get started with GetFeedback and Contentsquare?
Get in touch with ContentSquare Support or your ContentSquare CSM, who will be able to set it up for you.

Curious to learn more? [Contact us](#) to get informed.