SurveyMonkey®

How a B2B music company finds unmet needs through feedback

audio network — an eOne company

Saved 30-50% by switching to SurveyMonkey from another platform

Expedited team awareness and use of CSAT scores by integrating data into Salesforce

Gained a consistent source of feedback across silos

THE CHALLENGE

Finding the why behind the data

Audio Network, a B2B music company that creates original tracks for television, film, advertising, and digital media, needed to improve their ability to deliver music recommendations that met their customers' needs. They were sitting on a large collection of quantitative data from customer transactions and website activity, but were lacking the "why" behind it.

In addition, they wanted a way to incorporate more consistent feedback and customer satisfaction into the conversations happening between music researchers and customers. "If we create a playlist of music recommendations for a client, we wanted to know how happy they were with those tracks and if we'd hit the mark for their brief," said Ben Partridge, Customer Service Operations Manager for Audio Network.

> "We had a huge amount of data on what our customers were clicking on and we understood that there was a lot of stuff happening across all our digital and offline touchpoints, but we didn't always have a great sense of why they were doing it."
>
> Matthew Hawn, Chief Product Officer, Audio Network

Matthew Hawn
Chief Product Officer
Audio Network

A simple, powerful, cost-effective solution

Audio Network was already using a customer survey platform but found it complicated for what they were trying to accomplish. With SurveyMonkey Enterprise, they discovered a simpler product, but one that was just as powerful, scalable, and led to a cost savings of 30-50%. Another buy-in factor was SurveyMonkey's integration features, making it easy to connect survey data with sales and service tools the company was already using.

As the Customer Service Operations Manager at Audio Network, Ben Partridge is responsible for making sure customers are getting the right support and service globally and across multiple customer segments. Partridge and his team turned to SurveyMonkey to build custom surveys into Salesforce through the API. "We needed a way to capture how we were doing with our best customers and where we can improve—that's where the surveys came in," he explained.

In addition, Audio Network was able to apply the savings from Enterprise to add SurveyMonkey Engage to their existing platform. We wanted to combine a VoC survey solution with our new voice of the employee (VoE) program because we saw them both as deeply connected," said Andrea Zemmel, Communications Manager.

> **"What I love about the Engage product is we get a holistic, ongoing view for how our functional teams feel about how we operate and how happy and engaged they are with the business."**
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> Andrea Zemmel, Communications Manager, Audio Network

Creating a data-informed culture

Audio Network used survey data to add more context to patterns in transactional data, highlighting the "why" behind customer clicks and purchases. In addition, the integration with Salesforce allowed for more authentic talking points between sales and customers, as feedback is directly tied to customers' accounts.

"Customer satisfaction data from SurveyMonkey has become an important part of our account manager conversations with clients and having it all in Salesforce is very convenient," said Andy Williams, Global Commercial Director.

"We are a creative company and data shouldn't dictate the kind of music we should commission and record, said Hawn, Chief Product Officer. "But it does help us validate what our customers want to use and listen to. It's a great rearview mirror for where we've been and a fantastic way to validate our creative instincts."

Industry
B2B Music

Strategic goal
Capture the voice of the customer
Capture the voice of the employee

Solution
SurveyMonkey Engage
SurveyMonkey Enterprise

Success factor
Improved customer experience