



How a data science company uses feedback to uncover product insights and improve the customer experience

4C Insights saw a 20% lift in their NPS® by getting customer feedback into the hands of customer engagement and product teams with [SurveyMonkey CX](#)



20%

Increase in NPS since using SurveyMonkey CX

2000+

Total responses collected

5

Surveys sent

THE CHALLENGE

Gathering customer feedback was a slow, manual process

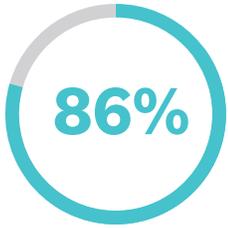
Customers are king at data science and marketing technology company 4C Insights. Chief Marketing Officer Aaron Goldman and his team strive to ensure customers are using and getting value from the 4C platform—but they found it was difficult and time-consuming to get customer feedback. Typically it was left up to the Client Engagement team to gather first-hand feedback from the customers they worked with. But this approach wasn't scalable, and Aaron felt the in-person responses were not always candid.

Aaron and his team were in need of a better way to regularly collect customers' thoughts about the 4C platform so that they could effectively guide strategy and offer proactive ideas.



Aaron Goldman
Chief Marketing Officer

“Our industry is moving so fast it can be hard to keep our fingers on the pulse of what’s happening. It’s critical for us to have tools that help us gain that real-time insight that helps us understand our customers and how we can provide better solutions and experiences.” –AARON GOLDMAN, CMO



of people say a negative personal experience impacts their trust.

THE ANSWER

Fast, candid feedback improves understanding of the customer experience

Aaron opted to deploy our customer satisfaction solution, SurveyMonkey CX to measure client sentiment and identify their detractors, promoters, and passives.

4C Insights uses the solution to send out short surveys each quarter to gauge NPS®, an important metric that helps 4C understand the health of their customers. The survey format allows 4C to identify client sentiment more accurately compared to face-to-face, because Aaron feels the customers are empowered to be more candid.

SurveyMonkey CX enables busy Client Engagement Managers to gather customer feedback quickly and intuitively, without a steep learning curve, so they can focus on taking action to keep customers happy and successful. Today, the team can quickly log in, see which of their clients have responded to surveys, and easily respond if necessary—all through the application.



THE TAKEAWAY

Feedback reveals important product insights, leading to improved customer satisfaction

Sending surveys regularly with **SurveyMonkey CX** enables the team to track customer sentiment over time, identify any problems, and forward learnings onto the product teams to help guide the product roadmap. As a result of listening to and acting on the wealth of customer feedback available to them through the solution, 4C has seen their NPS go up by over 20%.

Plus, fast access to customer feedback helps inform the Client Engagement team prior to their conversations and quarterly business reviews with clients, so they're armed with valuable information about the client's sentiment before they meet and empowered to deliver a more customized customer experience.

Company
4C Insights

Use case
Customer satisfaction

Product
SurveyMonkey CX

Success factor
Faster feedback

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Learn more at [SurveyMonkey.com/CX](https://www.surveymonkey.com/cx)