Top travel management company relies on customer feedback to deliver innovative, traveler-centric solutions

STM saves hours each month and gets deeper insights into the traveler experience by replacing a manual survey process with SurveyMonkey CX

SHORT'S TRAVEL MANAGEMENT

25%
Increase in NPS® since using SurveyMonkey CX

200
Responses collected in 2 months

20
Hours saved per month on surveys and reports

THE CHALLENGE

Collecting feedback from a large and ever-changing customer base

STM, one of the top 25 travel management companies in the industry, prides itself on bringing innovative ideas to life through its traveler-centric solutions and self-service booking tools. Serving primarily corporate, collegiate, and athletic clients, including all of the teams participating in NCAA championships, STM seeks to improve its tools and quality of service based on real customer needs.

To identify specific areas for improvement, Account Specialist Taylor Hake and her team need to get regular input from not only the travel managers, but also from the individual travelers who interact with their tools and agents every day. But their previous process of getting feedback was too manual and time-consuming, and as a result they were only able to realistically target travelers from a few client organizations per month.

Taylor Hake
Account Specialist

> "We're always trying to get feedback from our client base so we can bring their ideas and innovations into our products."
>
> —TAYLOR HAKE, ACCOUNT SPECIALIST

Without the ability to store individual travelers' email addresses within their CRM, it took 20+ hours each month for the team to manually pull a report of travelers from each client; filter by agent; manually cross-reference with a list of travelers who had already been surveyed to avoid burdening frequent travelers with multiple surveys; and upload the resulting email list to the survey platform. STM needed a more efficient and automated way to run surveys to a large and ever-changing group of travelers that could also give the CEO visibility into the performance and progress of each branch.

THE ANSWER

Streamlined feedback collection and sharing keeps everyone in the loop

To gather the client feedback they needed to make meaningful product and service changes, STM launched their NPS program through SurveyMonkey CX. Today, the process of collecting, analyzing, and sharing customer insights is streamlined and effective.

As soon as a traveler books a trip with one of STM's agents or through their online booking tools, an automated email is triggered containing a SurveyMonkey CX survey. Additionally, clients and travel arrangers receive an annual relational survey to get their input and a gauge on their satisfaction with the service.

To keep the leadership team in the loop, Taylor sends weekly and monthly NPS reports that highlight how agents and the online booking tools are doing. Plus, executives can access and filter the data at any time via the SurveyMonkey CX platform to track performance.

Taylor Hake
Account Specialist

"**It used to take me hours to manually send out client surveys, so I could only target a few per month. We weren't getting the volume we wanted, and it was a headache getting the reports pulled manually. SurveyMonkey CX has eliminated my time spent sending surveys. We now have a pulse on our travelers that we didn't have before.**"

–TAYLOR HAKE, ACCOUNT SPECIALIST

Streamlined feedback collection means more responses in less time

SurveyMonkey CX has alleviated the tedious and time-consuming process of pulling reports and setting up surveys manually. Now, Taylor and her team can reach individual travelers and clients at scale rather than just a handful of clients each month.

With more insights at their fingertips than were ever available before, STM is empowered to take meaningful actions and identify and address any issues right away based on customer feedback. Today, Account Managers actively take responses back to travel managers so they can take steps to improve traveler education and review additional training opportunities. As a result, STM has seen their NPS increase from the mid-50s to an impressive all-time high of +71—a 25% lift.

As the team continues to innovate and develop new products in the coming months, they can look to customer feedback to help guide the product design.

Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Company
STM

Use case
Customer satisfaction

Product
SurveyMonkey CX

Success factor
Faster, less manual feedback collection

Learn more at **SurveyMonkey.com/CX**