



How a network marketing company boosted their online reputation with the help of their community of promoters

Stream saw their Google review rating climb from 2.4 to 3.7 by leveraging promoters identified with [SurveyMonkey CX](#)



20%

Increase in NPS since using SurveyMonkey CX

300%

Increase in response rate

50k

Responses collected in 2018

9

Surveys sent in 2018

THE CHALLENGE

Lengthy questionnaires led to a shortage of promoters

A brand’s online reputation is critical in today’s digital world—reviews can make or break a business. Stream, a direct selling company that provides a host of services from energy to wireless, and its sales force of independent associates encountered this challenge first-hand. They felt that their small number of online reviews didn’t accurately reflect the quality of service their organization provides, and hoped a new marketing initiative that encouraged their biggest promoters to write reviews would help.

At the same time, Stream felt that their current CX vendor had become too costly, and the rigid survey model required lengthy questionnaires that resulted in low completion rates. So Stream’s marketing team and voice-of-the-customer team partnered to find a solution.



Dawn Wentworth
Vice President of Marketing

“Online reviews are so important in a relationship-driven business like ours. When our associates can go online and see firsthand how they’ve helped people and how happy customers are, they feel empowered. Ultimately, that motivation leads to more success for their business.”

—DAWN WENTWORTH, VICE PRESIDENT OF MARKETING

THE ANSWER

Survey insights help identify promoters faster & provide greater visibility

Having previously used SurveyMonkey for market research and ad-hoc surveys, Voice-of-the-Customer Manager Joseph Fitzgerald selected [SurveyMonkey CX](#) and was able to get up and running with the solution in under a week, with no need for IT assistance.

Stream now has the flexibility to create short, easy surveys that customers actually want to answer. Using SurveyMonkey CX, Stream quickly identifies promoters and then gives them the opportunity to do just that: promote their brand by leaving a Google review.

The shift from a one-size-fits-all vendor to SurveyMonkey CX enabled Stream to get more granular and actionable survey results through purpose-built analytics for customer experience. The VOC team can now drill down into individual product lines to get greater visibility into the customer sentiment for each individual area of the business. And for the first time, Stream can now track their overall NPS score for the entire organization and benchmark over time.



Joseph Fitzgerald
Manager of Quality and
Voice of the Customer

“SurveyMonkey CX allowed us to have visibility across the business. That visibility is allowing us to make better operational decisions.”

—JOSEPH FITZGERALD, MANAGER OF QUALITY AND VOICE OF THE CUSTOMER

THE TAKEAWAY

Simple surveys = more responses = more promoters identified

Using [SurveyMonkey CX](#), Stream’s response rate saw an immediate increase of 300%. With more responses, Stream has identified a larger volume of promoters for their online review marketing campaign. As a result, Stream was able to lift their Google review rating from a 2.4 to a 3.7.

With visibility across the business, Stream is empowered to make better operational decisions, such as deciding what lines of business to prioritize. By gathering and acting on the survey insights, Joseph and his team have seen a 20 point increase in NPS, with some individual product lines seeing drastic improvements of nearly 80 points.

The impact stretches beyond boosting their brand’s credibility; the independent associates in the field are benefitting from the company’s improved online reputation, which empowers them to convert more prospects into customers.

Company

Stream Energy

Use case

Customer satisfaction

Product

SurveyMonkey CX

Success factor

Faster feedback
Speed to launch
Increased response rate

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.

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