



With Customer Powered Data, Box enables every employee to focus on customer success

With an intense focus on customers, the cloud content management company uses SurveyMonkey Enterprise to bring a single data flow to the whole team and build a 360° view of the customer journey.



Metric
Customer health



Demographic
85,000 businesses



Outcome
Holistic customer data for the whole team



Jon Herstein
SVP Customer Success

THE CHALLENGE

So much data, so little understanding

Chase Zenger is a frontline commander in the battle for the future of Box: He works in Customer Experience and Engagement at the cloud content management company, which in 2018 shifted its strategy towards **obsessive customer centricity**.

This presented a customer data challenge, Chase says: **“Nobody knew where to go to get customer feedback information.”**

“Not everybody had access. There was no consistency or scale. None of the experience and feedback data was being aggregated in any way.”

Teams used different platforms for different kinds of surveys: customer onboarding, customer relationship, customer satisfaction, and a few others.



Chase Zenger
Customer Experience and Engagement

“We couldn’t really get a good sense of who was getting a survey from us. Were we surveying the right people?”

THE ANSWER

An integrated customer data flow to empower everyone

Box decided to **unify its customer feedback operations** using one survey solution. The task of choosing it fell to the team led by Jon Herstein, SVP of Customer Success.

“As we started thinking more seriously about customer centricity and really understanding the voice of the customer,” Jon says, “we needed a single tool that would enable us to **understand sentiment across a number of different interactions** we have with customers.”

Data silos were the past, Jon says, and Box needed a solution to power it into a new future.

“A survey that’s really easy to use for the user, but has the Enterprise capabilities to bring all that data in and make it reportable, ‘slice-able,’ ‘dice-able.’ That was really, really critical for us.”



THE TAKEAWAY

Success is a 360° view of the customer journey

Box evaluated many solutions. “SurveyMonkey Enterprise immediately stood out,” Jon says. “The **users were very delighted** with the experience, it was super simple to set these surveys up.”

Upgrading from the self-serve SurveyMonkey platform gave Box **enterprise-class capabilities**, with more visibility and control. With SurveyMonkey’s direct API access and integrations with applications like Salesforce, Slack, and Zendesk, Box connected customer feedback to its existing data warehouse, analytics tools, and overall business operations.

Customer Success, Sales, and executives now “have a view of what the customer is doing, how things are going, and how they sit relative to their peers,” Jon says.

“That’s incredibly powerful.”

Company

Box

Strategic goal

Customer centricity

Solution

SurveyMonkey Enterprise

Success factor

Easy integration