Humanizing the customer feedback process

Bureau Veritas, a global testing, inspection, and certification firm, relies on SurveyMonkey CX to get at the heart of the sentiment behind customer feedback data. Better understanding the needs of their customers during the feedback process has led to a surge in responses.

800%
Increase in responses

20–30%
Response rate

600%
Scale in business applications in 2 years

THE CHALLENGE

Fostering trust and bolstering the customer experience

As Corporate Director of Customer Experience for the North American operating arm of Bureau Veritas, Lawrence Levinson has a tall order in illuminating the human side of an industry that can seem more technical and numbers-driven than most: testing, inspection and certification. The English translation of Bureau Veritas—"office of truth"—reflects the organization's mission of fostering trust, and Levinson sees his role in customer experience as a direct extension of that mission.

Lawrence needed to create a customer experience "office of truth" and wanted a tool to help boost Bureau Veritas' previous response rate of 1–3% and make feedback actionable. He found what he was looking for in the SurveyMonkey CX platform.

Lawrence Levinson
Director, Customer Experience

> **"SurveyMonkey CX has allowed us to collect real-time transactional customer sentiments, which I'd say is the most important part of what we're doing here. It's cutting through all of the noise to get to the heart of what customers actually value and identify how we can move the customer experience needle on initiatives that matter most to them."**
>
> **–LAWRENCE LEVINSON, DIRECTOR, CUSTOMER EXPERIENCE**

Real-time reporting provides visibility, saves time, and informs strategy

Before adopting SurveyMonkey CX, Bureau Veritas was using a different survey platform to create and send relational surveys to customers at a small scale. The Net Promoter Score® (NPS®) information collected through these surveys quickly showed value to the organization's leaders, but the platform was unable to scale fast enough to meet the company's needs. Lawrence turned to SurveyMonkey's turn-key NPS solution, SurveyMonkey CX.

Lawrence credits the user-friendly design of SurveyMonkey CX for a surge in response rates; the appealing aesthetic and interactivity make the platform fun for his customers, he says.

"It's amazing how simple this is, but that interactive NPS scale for people to click on makes them feel like a kid again," he says. "Customer experience is all about perception and is driven by emotion, and there's something about the platform people really like to interact with."

The ease of use also benefits Bureau Veritas' internal team. SurveyMonkey CX has created a faster, more automated way for the team to collect customer insight and act on it, and its dashboards give Lawrence more time to focus on strategy for the customer experience programs instead of on reporting.

A surge in positive sentiment

Since switching to SurveyMonkey CX, Bureau Veritas' customer experience programs have grown in leaps and bounds. Recently, it sent out its largest survey ever to 10,000 customers at one time. Lawrence has also seen an **800% increase in responses**, with response rates now averaging 20-30% per survey.

Bureau Veritas currently uses SurveyMonkey CX in 4 of its business departments, with plans to expand into at least 2 more across North America.

Company
Bureau Veritas

Use case
Customer satisfaction

Product
SurveyMonkey CX

Success factor
Increased response rate, ability to scale program, faster action

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