



How Lionbridge launched a successful NPS® program by integrating SurveyMonkey and Power BI



LIONBRIDGE

86% increase in NPS for one team

200 clients

20% increase in responses

THE CHALLENGE

Integrating a systematic NPS practice

Lionbridge, a global translation and localization services company, creates content that speaks to the communities their customers serve. Carol Fallon, senior director of operations, says caring for the individual is the make-or-break factor in customer service.

“One of our goals as a company is to never be late with deliverables,” Carol says.

In 2019, Lionbridge began exploring ways to update its service model to meet the goal of always sending deliverables on time. Many business intelligence platforms excel at pulling out patterns from large amounts of data but don’t offer a way to home in on the details of individual challenges and successes. The company’s previous internal system for collecting customer feedback didn’t provide this level of detail, and its execution was clunky.



“We needed to see key strengths and weaknesses across the organization, comparing quarter to quarter or year over year, and have a systematic way to action the feedback across accounts.”

Carol Fallon, Senior Director of Operations

Implementing an NPS program would create a system able to balance the big picture and individual customer needs. Lionbridge would need a suite of tools that could work together seamlessly.

The solution came in the form of Microsoft Power Business Intelligence (BI) integrated with SurveyMonkey Enterprise and SurveyMonkey CX.

THE SOLUTION

Diving deep into customer feedback to fuel success

Lionbridge launched an NPS program across 40 customer accounts through Power BI with a SurveyMonkey integration. Surveys are sent through SurveyMonkey, and the team is able to respond within the same platform, streamlining the process of connecting with individual customers. NPS and feedback data are then combined with other data sources in the Power BI dashboard. Visualizations within the dashboard are used by teams across Lionbridge to understand patterns and dive into areas for improvement quickly.

Power BI and SurveyMonkey are used on a daily basis across Lionbridge's teams. With this new model, Lionbridge has expanded the list of stakeholders it collects feedback from. The Power BI dashboard provides a level of detail that the previous internal system couldn't deliver, Carol says.

THE TAKEAWAY

Improved customer sentiment and individual connections

Since implementing the suite of tools, Lionbridge has seen a 86% increase in NPS for one team in 2020 and a 20% uptick in the number of survey responses compared to the previous system. Carol credits the user-friendly nature of the SurveyMonkey platform in addition to an increased capacity to survey stakeholders.

"The level of transparency and granularity is so powerful. I can think of one customer specifically where the rest of his team gave us a high score, and his was low," Carol says. "We were able to connect with him to work on the issues and get a positive score; really, he wanted someone to listen and understand him."

Company:

Lionbridge

Strategic goal:

Implement Net Promoter Score Program
Understand big-picture patterns to inform business decisions
Increase customer sentiment

Solution:

SurveyMonkey with Power BI integration

Success factors:

Increased response rates
Dashboards and visualizations used across the organization
95% increase in NPS

Carol says using the SurveyMonkey and Power BI integration has increased transparency across Lionbridge, fueling customer success. The initial rollout of the NPS program covered 40 clients, and Carol expects to have 500 online by the end of 2021. Carol also plans to automate more parts of the process and begin using the system to tie customer service to revenue.

Learn more at surveymonkey.com/Enterprise and the Microsoft Power BI integration [here](#)
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