

How WinMagic used feedback in Salesforce to connect with customers



By tying feedback to customer experiences, the data security leader improved their Net Promoter Score®, identified product trends, and shifted to making more data-driven decisions, company wide.



Moved average NPS® to 9



Increased CX rates from 64% to 93%



Increase in plan renewals

THE CHALLENGE

Pinpointing the source of negative feedback

When Ontario-based WinMagic received less than positive NPS and CX scores, they knew they needed to make some changes.

Kevin David, Director of Global Technical Support, revamped their survey solution to streamline the process. However, when product issues were uncovered, he couldn't pinpoint what customers were sending negative feedback.

"I could not figure out where the feedback was coming from," said Kevin. "It led me to think—we need something better."

THE ANSWER

Connecting feedback in Salesforce

WinMagic moved to SurveyMonkey Enterprise with a Salesforce integration and revised a 35-question survey down to 6 questions that focused on NPS and support agent interactions.

The Salesforce integration allowed WinMagic to tie a specific agent interaction to a customer issue and identify detractors and promoters. It also helped the sales team know what they were walking into when they approached a customer about a renewal, which helped to boost revenues.



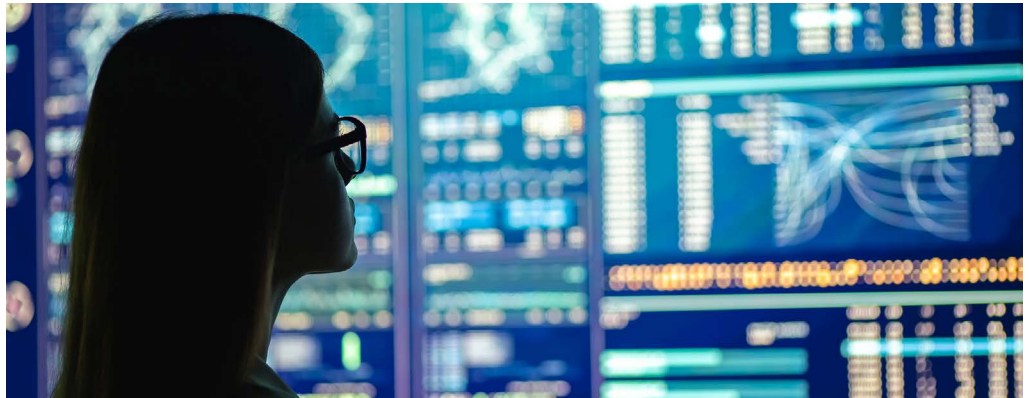
Kevin David
Director of Global
Technical Support

Kevin would check in with customers who voiced issues or concerns. “If I saw a negative comment, I’d would give the customer a call and say, I’m looking at your survey now. Please tell me why you feel this way.”

Kevin also realized there was more than anecdotal data to be found in the Salesforce integration, and began analyzing statistical feedback to highlight product trends and changes.

“I’d go to people in the company and say, ‘Look at the feedback associated with these numbers,’ It would often help product management address a customer need.”

Kevin David, Director of Global Technical Support, WinMagic



THE RESULTS

Raising the bar on NPS

After deploying SurveyMonkey Enterprise with the Salesforce integration, WinMagic’s average NPS move to a 9, their customer satisfaction rates increased from 64% to 93%, and renewals improved.

Most importantly, the feedback collected by SurveyMonkey Enterprise has led to a company-wide shift where decisions are now data driven.

“It’s hard to argue with facts,” said Kevin. “We are starting to change from being an organization that relied on anecdotes, to one where we say, ‘here are some numbers. Look at the feedback associated with these numbers.’”

“Feedback has made a huge difference in my corner of the world, and I think it could make a huge difference for other parts of the business as well,”

Kevin David, Director of Global Technical Support, WinMagic

Industry

Technology

Use case

Net Promoter Score (NPS)
Customer service
Product research

Products

SurveyMonkey Enterprise
Salesforce