Customer research drives product improvements and customer stories

Director of Product Marketing, Bill Roth, needed customer feedback to drive product improvements and customer stories to drive demand. He got both with TechValidate by SurveyMonkey.

9	**16k**	**1.6k**	**88k**
Surveys sent per year	Answers collected per year	Published proof points	Content views per year

Bill Roth
Director of
Product Marketing

THE CHALLENGE

Getting a pulse on customer satisfaction and access to more customer advocates

Bill Roth and his team needed to backup their marketing claims with evidence. As the Director of Product Marketing for a large enterprise computer software company, Roth needed to follow strict requirements set by the legal department that all claims be substantiated. He was looking for an easier way to collect verified, quantifiable sound bites—like "73% of our customers increased productivity by 10% or more"—from their customers.

Creating customer case studies was also a challenge due to cost, time intensity, and difficulty securing customer advocates. Roth adds, "One of the hardest things as a marketing leader is to get customer references. Normally you budget for one case study per quarter because they're so hard to get."

Gathering customer stories and social proof points was a top priority, but Roth's plans for using customer feedback didn't end there. Roth was on a mission to bring the Net Promoter Score® to the product team to uncover any problems directly from the user base—and reduce the "navel-gazing syndrome" that can run rampant on product teams.

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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

A fast, easy way to get customer references and case studies at scale

Roth and team turned to TechValidate by SurveyMonkey to generate hundreds of testimonials, case studies, and reviews from their happy customers—and monitor customer satisfaction using NPS. With guidance from the experts on TechValidate's customer success team, Roth is able to craft highly relevant survey questions and create third-party verified marketing assets that amass **nearly 90,000 views per year**.

Plus, TechValidate makes it easy for Roth to run competitive surveys to highlight key differentiators versus the competition and the benefits of switching from competitors. The highly persuasive proof points gathered from these projects are then used across marketing materials and for demand generation.

As a product marketer, I feel like TechValidate was built just for me. We can now get case studies and testimonials at a higher volume and better quality than before—TechValidate makes case studies easy.

More customer feedback = More references, more testimonials, and more happy customers

TechValidate enables marketers to create social proof at scale. The days of spending months to produce a single case study are over—Roth can create dozens to hundreds of case studies, testimonials, and customer stats from a single project.

Roth and team then leverage the persuasive content across blogs, press releases, and advertisements.

By actively listening to customer feedback and monitoring NPS through TechValidate, Roth and his colleagues on the Product team have gained a better understanding of what's driving customer satisfaction and what improvements need to be made to boost the customer experience.

Since launching his first project, Roth has noticed a "huge improvement in NPS that can be attributed to what we've learned using TechValidate and the product improvements we've made as a result." And by creating more happy customers, he's widening the pool of customer advocates who will participate in future case studies and testimonials.

Company
Large Enterprise Computer Software Company

Use case
Customer insights, Social proof

Product
TechValidate by SurveyMonkey

Success factor
Faster feedback

Learn more at surveymonkey.com/techvalidate