

# Refine Customer Experience,

Turn customers into  
brand advocates.

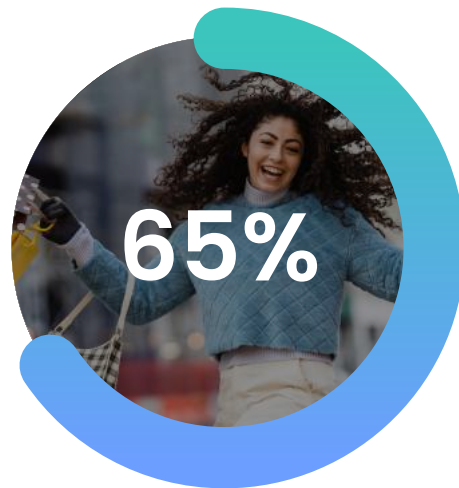


# Good customer service is the most important part of any business.

It creates happy customers and makes people want to come back again and again.

Partnering with us will benefit your business. You can take our word for it!

SurveySparrow helps you tailor the best CX by letting you take advantage of our intuitive, efficient, and easy-to-use tools and services.



Would be loyal to a brand if it can provide positive experiences throughout the customer journey.

Source: Forbes

# Challenges that arise when transforming CX



CX strategy and vision that is broad and unclear



Departments and functional teams that work in a siloed format



Disparities in KPI and business performance metrics and data



Insufficient organizational importance to be experience-centric



Technological capabilities that are outdated



Inconsistent experiences and loop holes in e2e journeys across channels



Unavailability of real-time customer tracking, analytics and sufficient information



# How your company **benefits** from transforming CX



NPS improved at a transactional + relationship level



New customers acquired  
= increased revenue



Use upsell and cross sell methods to amp customer lifetime value



Customer retentions and loyalty are more enhanced



Reduces your cost to serve and improves your margins



Marketing ROI and effectiveness that aims to go heights



More money in your pocket and increased share in the market



# 5

## Steps to a successful customer experience

1

### Measure Onboarding using CES

Trigger a Customer Effort Score survey to measure track, and analyze the effort involved in every customer interaction.

2

### Measure Satisfaction using CSAT

Highlight the key drivers of satisfaction and formulate actionable tactics with a Customer Satisfaction survey to ensure your customers are always happy.

3

### Measure Relationship using NPS

An NPS Survey gives you an insight into how customers rate your brand. Compare scores against industry benchmarks to stay ahead of the game

4

### Measure quality, use 5 Star Reviews

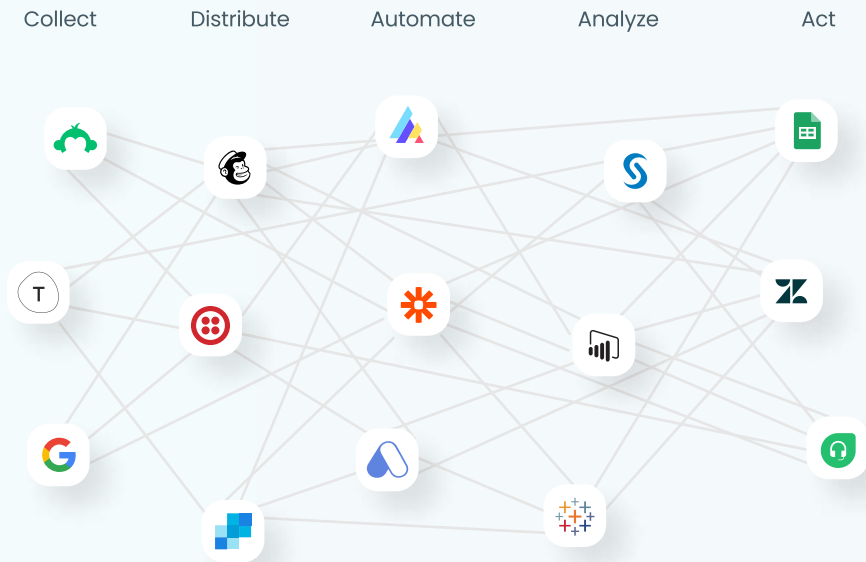
5 star surveys are an universal system that give your business a clear image of how customers feel about a specific product, service, or other components.

5

### Understand Churn, use customer exit surveys

To boost customer retention, tighten your product-market fit. To exceed customer expectations, identify patterns and refine your customer success.

## Traditional CX Programs, the old school way



## New-gen CX Programs, the new way





# SurveySparrow turns CX feedback into actionable insights



**Collect** customer feedback with pre-built survey templates across multi-touchpoint data sources. Choose from a myriad of SurveySparrow's survey offerings like classic, chat, kiosk, offline and more.



**Distribute** surveys across omnichannel distribution and broaden the reach of your surveys. Send out surveys via email, web, SMS, SDK, social media, QR codes and more to pick from.



**Automate** your workflows to move from feedback to resolution with automatic actions for any set conditions, time, milestone and more.



**Analyze** data on SurveySparrow's executive dashboard for smarter decisions by identifying connections, correlating insights, and optimizing customer journeys seamlessly.



**Act** on feedback to ensure every response is accounted for. Turn feedback into insightful actions. Raise, organize, prioritize & resolve tickets with case management.



**Integrations** Simplify tasks, optimize workflows, get things done. Connect to 100+ apps and create seamless workflows that intuitively adapt to your ecosystem.

# Our tailored success plan





# Security Above All

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# Recognitions we are proud of



# Trusted by reputed brands globally

