



Create Amazing Experiences

Unify your data, delight your customers and create brand advocates with SmartCX.



We make choosing a CX platform an easy choice

At SmartSurvey, we stand out from all the other CX platforms. We are super secure, our data is stored in the UK, our software is easy-to-use, you have access to personal UK support in app, via phone, and email. You get access to a Customer Success Manager supporting you every step of the way as well as unlimited responses, analysis, and all our CX features for one price.

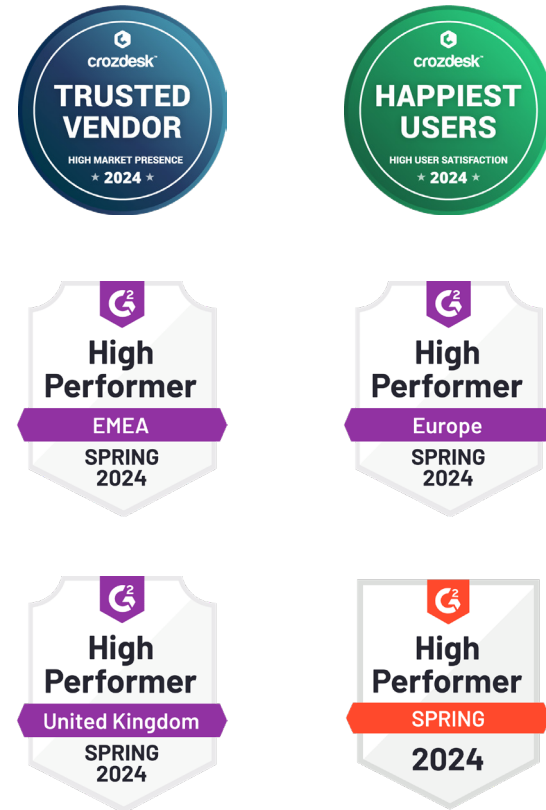
Unlike most vendors, whether you collect 1,000 or 1,000,000 responses, **your costs won't change.**

Lets learn more about you new customer experience solution – SmartCX.

Trusted by global brands

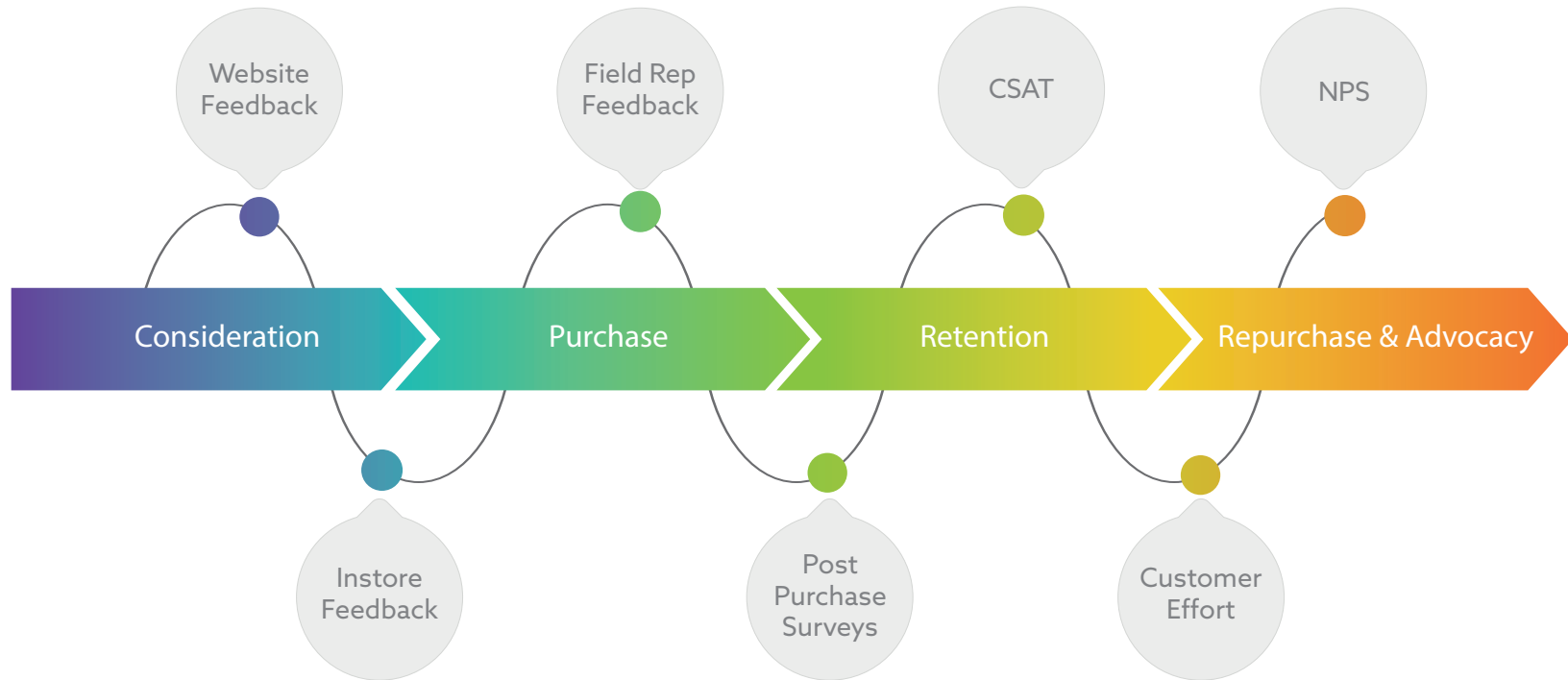


Multi-award-winning software



Gather feedback throughout the customer journey

Collect customer insights at scale in real time throughout your customer's journey. With a clear picture of what needs to be improved and where, you can consistently drive change at each interaction to deliver better customer experiences (CX) and keep customers coming back.





// Thanks to SmartSurvey, our communication strategy is making us stand out from the crowd. By using SMS, asking the right questions and acting on results, IKEA is one step ahead of the competition

Alastair



Three steps to CX success with SmartSurvey




Improving your CX couldn't be easier with SmartSurvey

Whether you want to create a single survey to engage with a focused customer base or gather insights from thousands of customers everyday, SmartSurvey can support you to achieve your CX goals. SmartSurvey is easy to use, but if you need a hand getting things set up we're here to help.

The image displays four overlapping interface components from SmartSurvey:

- Survey Result Dashboard:** A gauge chart for the question "It was easy to resolve my issue today..." showing a score of 2.54. A table lists response categories and counts: Strongly agree (300, 23.8%), Agree (400, 30.77%), Neither agree nor disagree (300, 23.08%), Disagree (200, 15.38%), and Strongly disagree (100, 7.69%).
- Open a New Support Ticket Form:** A form with fields for Subject (CES scores), Category (General Support), and Message, with Submit Ticket and Cancel buttons.
- SmartSurvey Knowledge Base:** A blue search bar with the text "SmartSurvey Knowledge Base" and "Everything you need to help you create smart surveys", containing the search term "CES scores".
- Video Chat Window:** A window titled "Video chat" showing a smaller version of the survey result dashboard and two video thumbnails of customer service representatives.

A close-up, high-angle shot of a car's front end, focusing on the headlight and the grille. The car is a light blue or silver color. The headlight is on the left, and the grille is on the right. The background is blurred, showing a building and some greenery.

“ Our response rates have increased greatly after changing to SmartSurvey. We find the whole team extremely professional, yet friendly. We would most definitely recommend SmartSurvey!

Amanda



Mercedes-Benz



Let us help make your CX project a success

Our managed survey service gives you access to our in-house team who are on hand to manage the entire survey process. From building your survey to helping you to interpret the results, we're with you every step of the way.



An extension of your team

From design, layout, logic and question advice, to respondent targeting, distribution and analysis we can provide the support you need to achieve your objectives.



On brand surveys that look amazing

The look and feel of your surveys are of the utmost importance. Your respondents want to receive a survey that feels familiar from a brand they trust. To maximise engagement, we leverage your brand reputation and create a custom survey theme that perfectly reflects your brand style.



Expert Support & Advice

We work with a number of certified experts in the CX field who can provide you with additional consultancy, staff training and valuable external perspective, ensuring your CX programme achieves its objectives.



Three surveys at the heart of a great CX programme

1

Customer Satisfaction (CSAT)

How satisfied are your customers?

2

Customer Effort Score (CES)

How much effort does it take to resolve an issue?

3

Net Promoter Score® (NPS®)

Will your customer recommend you?

Customer Satisfaction (CSAT) Surveys

If you are looking to achieve a level of service - or a product that is a cut above the rest - CSAT surveys are key to success.

CSAT scores are usually expressed as a percentage scale: 100% being total customer satisfaction, 0% total customer dissatisfaction. SmartSurvey automatically calculates CSAT for you. You can calculate this, or feed responses into your preferred BI tool for real time metrics and trend analysis.

⚠ *Don't get your CSAT and NPS mixed up! CSAT measures how satisfied your customers are, where as NPS is measuring customer loyalty and advocacy to the organisation.*

How would you rate your overall satisfaction with the service you received?

- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very satisfied

Customer Effort Score (CES) Surveys

Customer Effort Score (CES) is used to measure how easy it is for customers to interact with your organisation, focusing on the effort required to resolve issues or complete tasks.

By simplifying customer interactions, organisations can enhance satisfaction and loyalty. CES feedback provides actionable data, enabling pain points to be identified at key touchpoints and processes streamlined or changed to lower effort and improve the overall customer experience.

On a scale of 'very easy' to 'very difficult', how easy was it to get the help you needed?

- 5 (very easy)
- 4
- 3
- 2
- 1 (very difficult)

Measure loyalty and brand advocacy with Net Promoter Score® (NPS®) surveys

NPS® is one of the most recognised CX metrics. Using one simple question it enables you to measure customer perception associated with your brand, organisation, product or service.

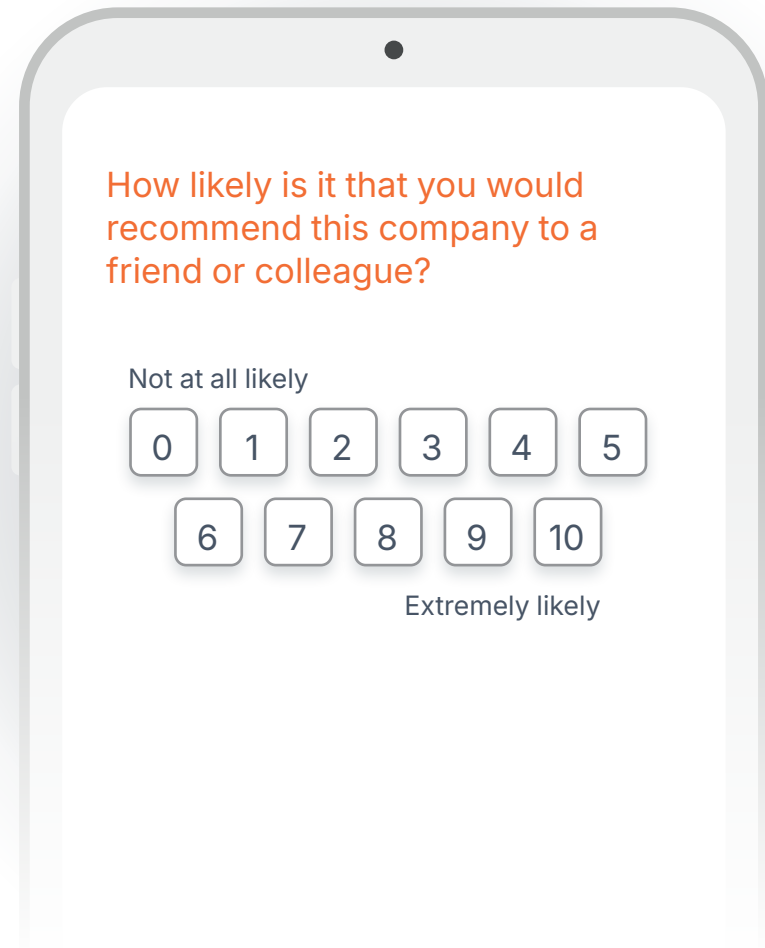
How likely is it that you would recommend this company to a friend or colleague?

Not at all likely

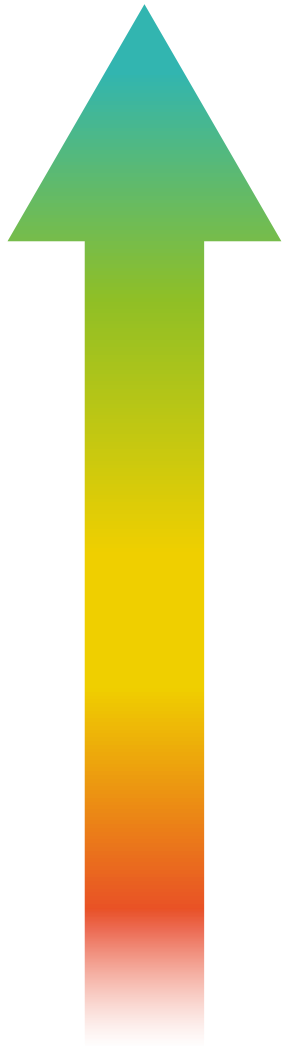
0 1 2 3 4 5

6 7 8 9 10

Extremely likely

A graphic of a smartphone with a white screen. The screen displays a survey question in orange text: "How likely is it that you would recommend this company to a friend or colleague?". Below the question is a 10-point Likert scale. The scale is represented by two rows of rounded square buttons. The top row contains buttons for 0, 1, 2, 3, 4, and 5. The bottom row contains buttons for 6, 7, 8, 9, and 10. The text "Not at all likely" is positioned above the 0 button, and "Extremely likely" is positioned below the 10 button.

What do Net Promoter Scores mean?



SCORE

9–10 Promoters

Customers who love your business, and want to spread the word on your behalf.

7–8 Passives

These customers are satisfied, but not enthused by your business. They represent indifferent users who could be swayed to move to your competition.

0–6 Detractors

These are customers who aren't happy with your business for one reason or another. These customers are most likely to spread bad messages about your business, either by word-of-mouth or on social media.

How do I use NPS® with SmartSurvey?

We've introduced a pre-set question type to quickly and easily add the NPS question to any survey you create. What's even better is we do all the tricky calculations for you automatically, all you need to do is focus on collecting feedback and analysing the results.

Question type

Choose question type ▼

Advanced question types

Net Promoter® Score

Continuous Sum

SmartCX – your complete customer experience solution

Listen

Get to know what your customers really think

Easily launch multiple NPS, CES, and CSAT programs. Our intuitive platform allows you to manage them at scale.



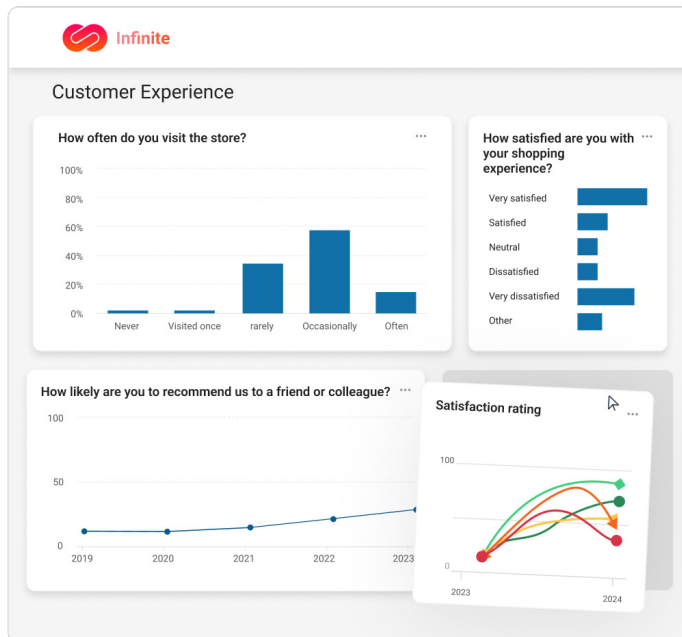
We'd like to know what you think of us

How likely are you to recommend us to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

0 - Not likely 10 - Extremely likely

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Understand

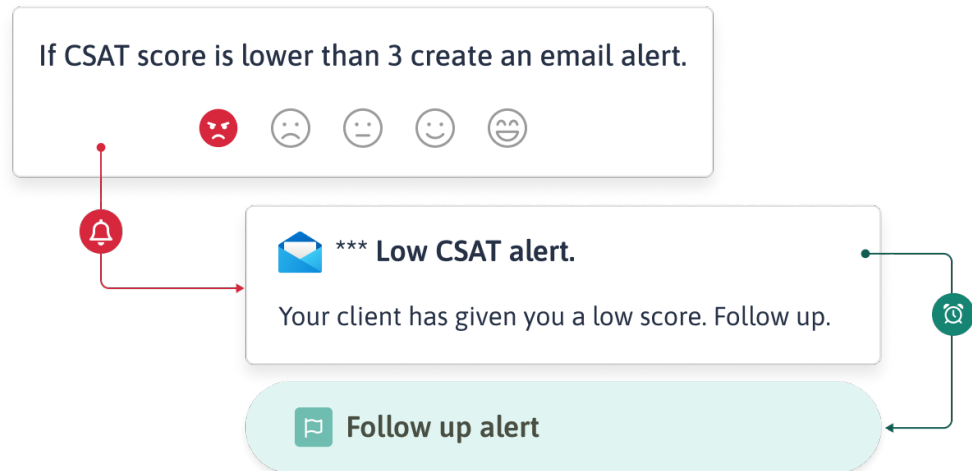
Quickly uncover and share actionable CX insights

Build, segment and share dashboards based on any attribute to quickly identify trends and gain actionable insights.

Act

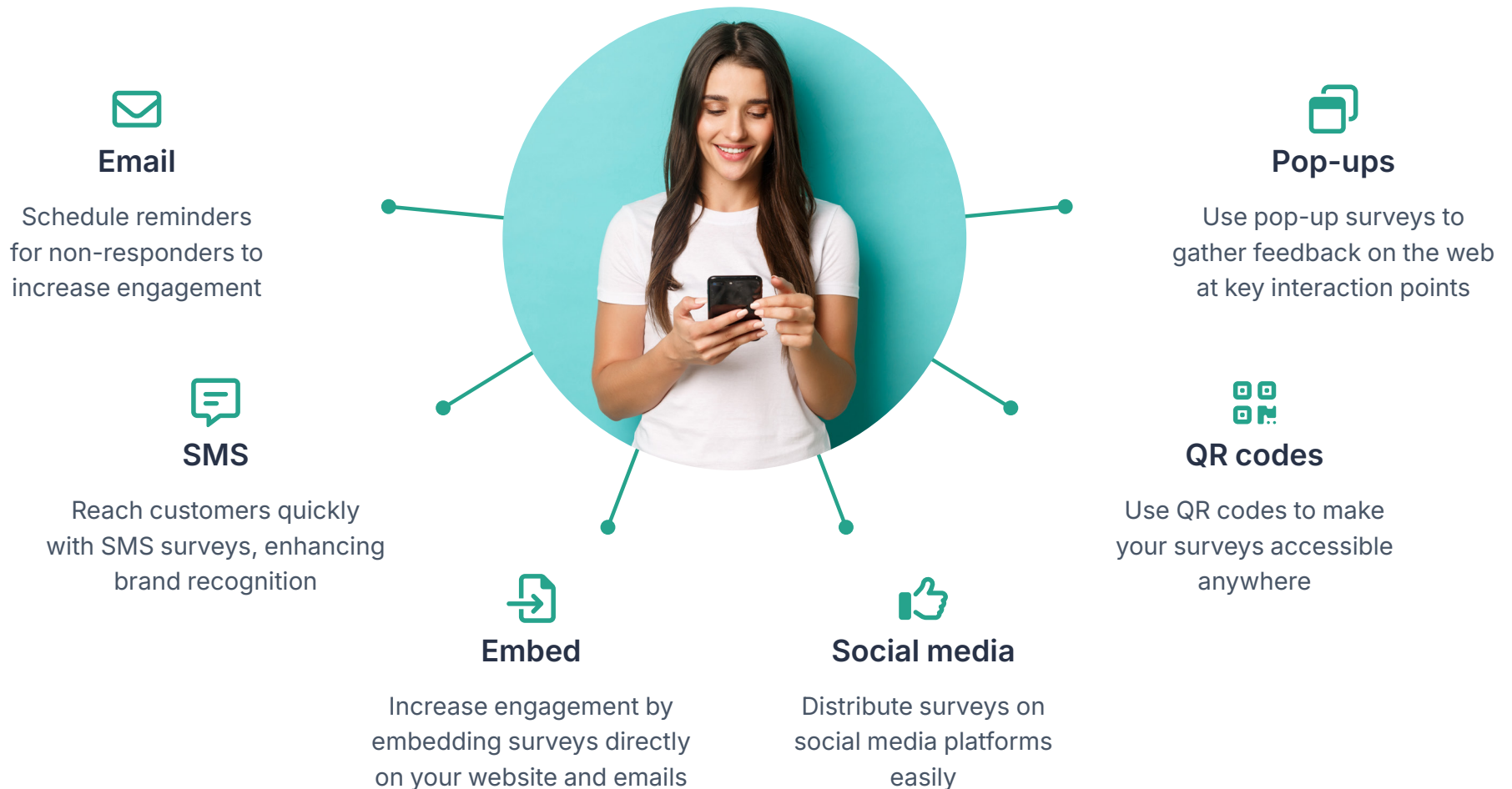
Take action on feedback to drive continuous improvement

Create custom notifications to alert your team about important feedback. Integrate with your existing systems.



Listen to your customers on their preferred channels

We meet your customers where they are. Gather feedback seamlessly across all the channels your customers love and dive deep into the data to discover valuable CX insights.



Boost engagement, drive action and improve customer experience

Collaborate

Create, share and customise stakeholder reports

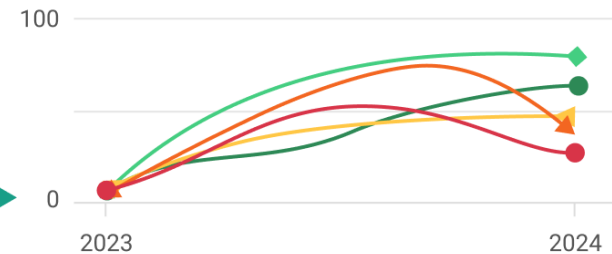
Provide **real-time access** to customer insight, **without additional user licenses**.

- Set your **CX project** team up for success by sharing **templates, themes**, and your preferred **CX questions**
- Enable your team members to **work together** effectively and seamlessly through detailed user permissions
- **Schedule automated stakeholder reports**, providing real-time access to customer experience insight.

How would you rate your experience today?



Satisfaction rating



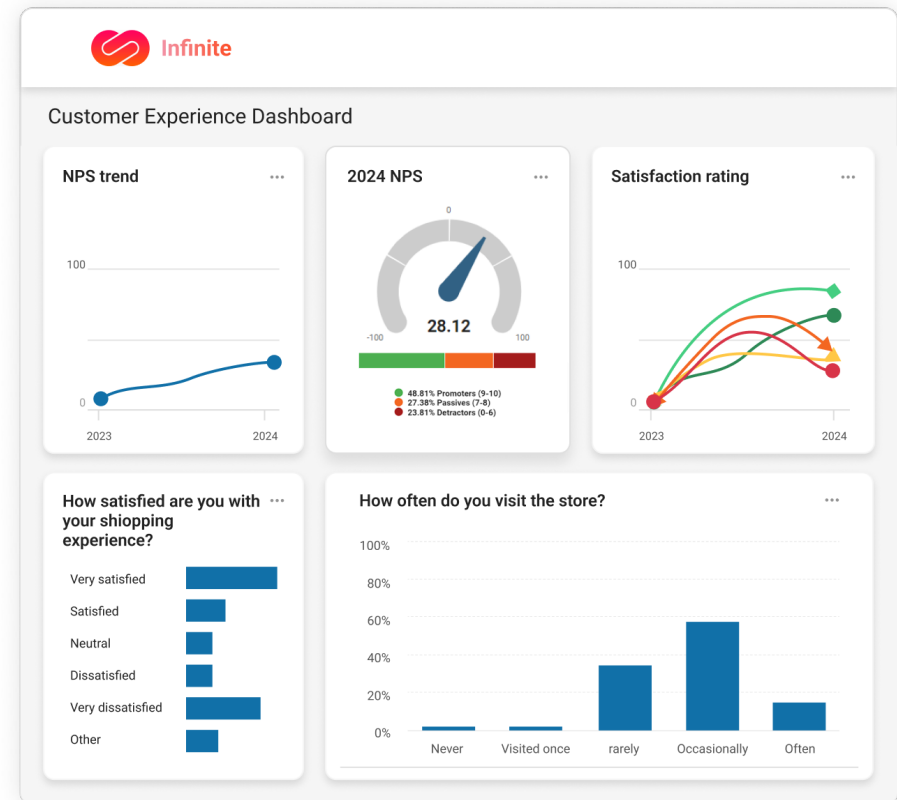
Satisfaction score **38**

Visualise

Our dashboards turn data into insights

Share **key metrics** or **data sets** across your teams with ease – no data science degree required!

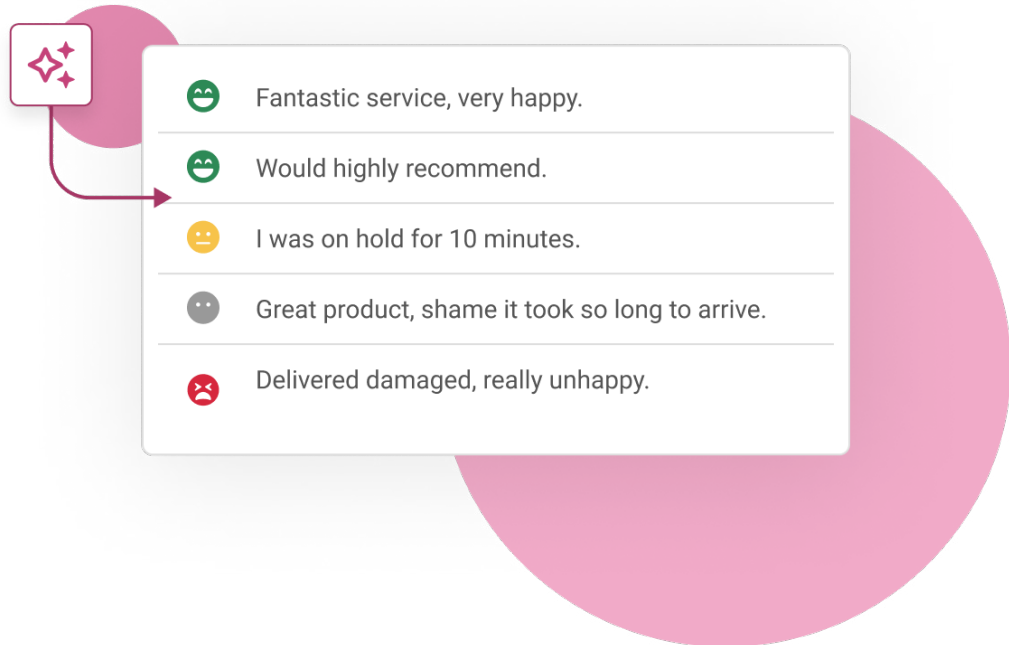
- **Holistically analyse data and feedback** across the entire customer journey
- Quickly visualise data and **spot trends** with out-of-the-box CX charts
- **Drill into** and **categorise** complex qualitative data, sentiment, and customer anecdotes



Analyse

Powerful sentiment analysis

Get to the heart of customer sentiments quickly, helping you respond with care and precision.



The diagram illustrates the sentiment analysis process. It starts with a pink circle containing a white box with a starburst icon, representing the analysis tool. An arrow points from this icon to a white box containing a list of five customer feedback items, each with a corresponding sentiment icon.

- 😊 Fantastic service, very happy.
- 😊 Would highly recommend.
- 😞 I was on hold for 10 minutes.
- 😞 Great product, shame it took so long to arrive.
- 😡 Delivered damaged, really unhappy.

Connect

Integrate with your existing systems

SmartSurvey plays nicely with your existing tools. Integrate effortlessly with your existing tech stack making capturing feedback effortless.



Hubspot



Salesforce



MS Dynamics



Zoho CRM



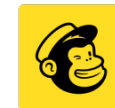
Pipedrive



Freshsales



Keap



Mailchimp



ActiveCampaign



Klaviyo



Zendesk



Help Scout



Oracle



Intercom



Freshdesk

Supporting your CX success from start up to scale up

Whether you want to run a quick NPS survey or create a multi-channel, multi touchpoint customer feedback programme for a global customer base, SmartSurvey can scale in line with your requirements.



Driving action from insight

Use our powerful email triggers to drive action off the back of CX responses. When you receive a low score, SmartSurvey can send the details of the respondent and their response to any person or department.

Enable your teams to follow up and understand what needs to change to deliver a better experience. Use Salesforce? We've got you covered with a native Salesforce integration to push data into Salesforce objects for sales, support and many other interactions.



The Most Secure CX Platform on the Market

A data breach can severely impact customer experience and brand perception, adversely affecting loyalty and trust which could take years to recover. Security is paramount, and it's one of the reasons why so many leading brands partner with us.

We take data security seriously and have been independently rated the most secure survey platform on the market by industry experts SecurityScorecard, with an A grade and a score of 98 out of 100.

Our data is hosted and secured and backed up in UK data centres, with encryption in transit and at rest, ensuring your data is always safe.

SmartSurvey is ISO27001 and Cyber Essentials Plus accredited, reflecting our robust security processes and commitment to high data security standards.



You're in safe hands



Why SmartSurvey stands out in the crowded customer experience marketplace

Data management made simple

Drill down, segment, and share your data with senior leaders, managers and anyone else in the business who needs it.

Clear pricing, no response costs

Ensuring you can plan for the future without surprises, making financial decision-making simpler and more predictable.

Feature-rich insights at no extra cost

All the CX tools you need as as advanced reporting, dynamic dashboards and sentiment analysis all included for one price.

No GDPR Worries. Super secure UK data storage

Leave security and GDPR compliance to us so you can focus on building better experience for your customers

Streamlined setup, swift results

Customer Success combined with awesome support means we're with you every step of the way to ensure you achieve your CX goals.





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