



**Why Surveys
Should be Owned
by Customer
Success**

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Account Executive



Agenda

Building a survey strategy

Collaborating with survey results

When to use surveys in the customer lifecycle

POLL

What surveys does your CS own today?

NPS

CSAT

CES

None

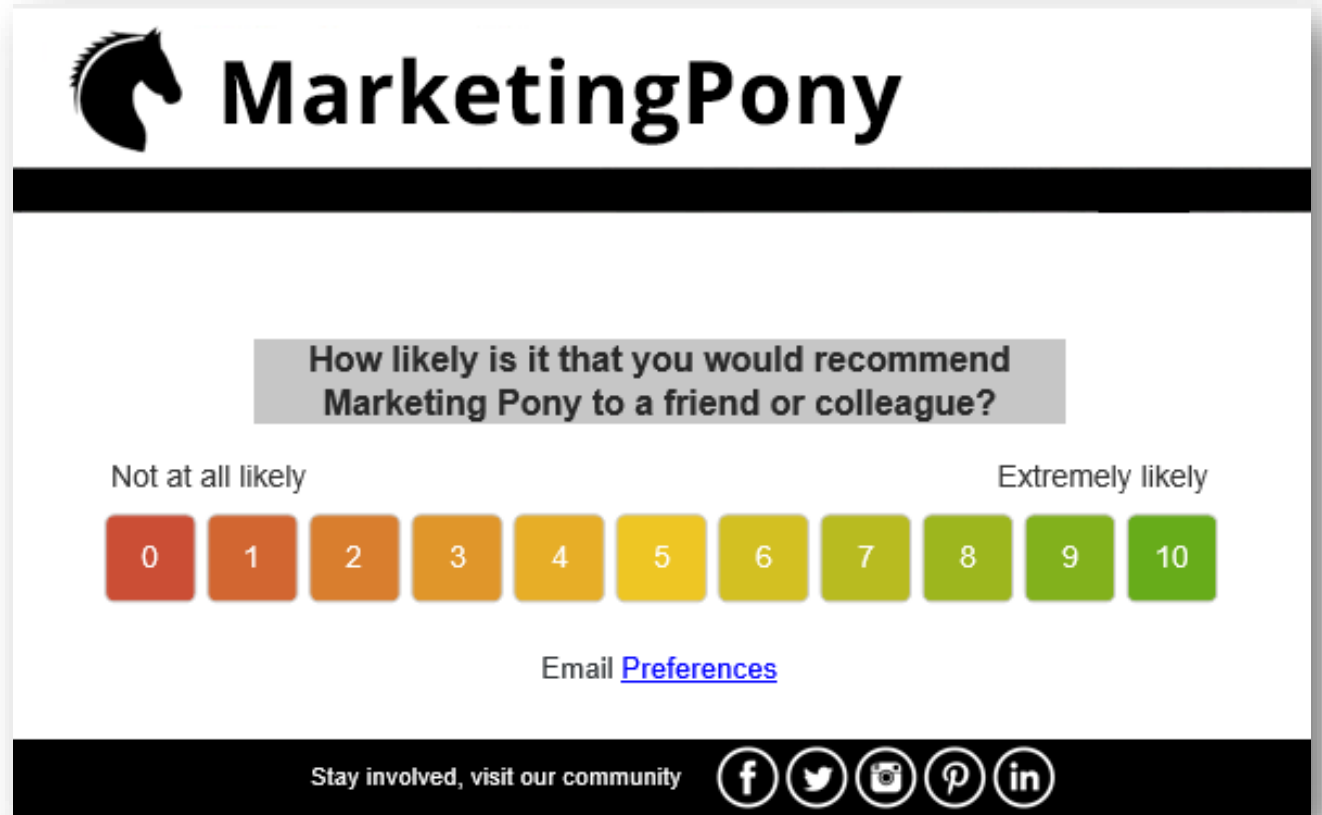
Building a Survey Strategy


NPS, CSAT, CES, or Customer Survey?

Tie Your Strategy to Organizational Goals

Maximizing Engagement

Follow Up








 **MarketingPony**

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

Not at all likely Extremely likely

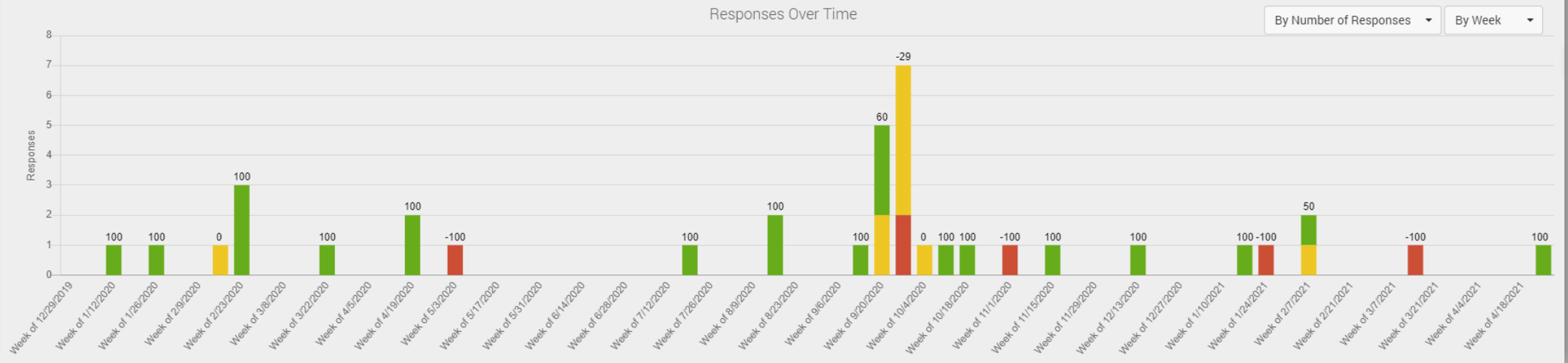
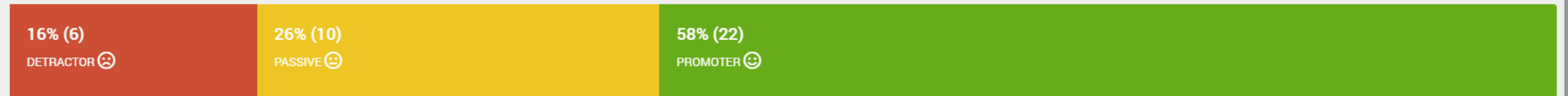
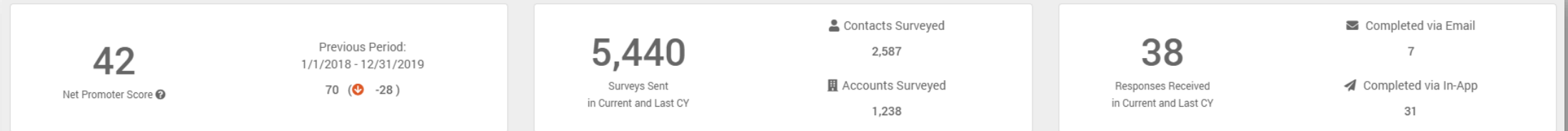
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Aggregates: Only Part of the Story

Overview



Why CS Should Own Surveys



Why CS Should Own Surveys

Product

- Feature requests
- UI enhancements

Sales

- Referrals
- Ideal client profile

Support

- Ticket reductions
- Escalations

Marketing

- Reviews & case studies
- Blog posts

POLL

How do you send surveys?

**CS
Platform**

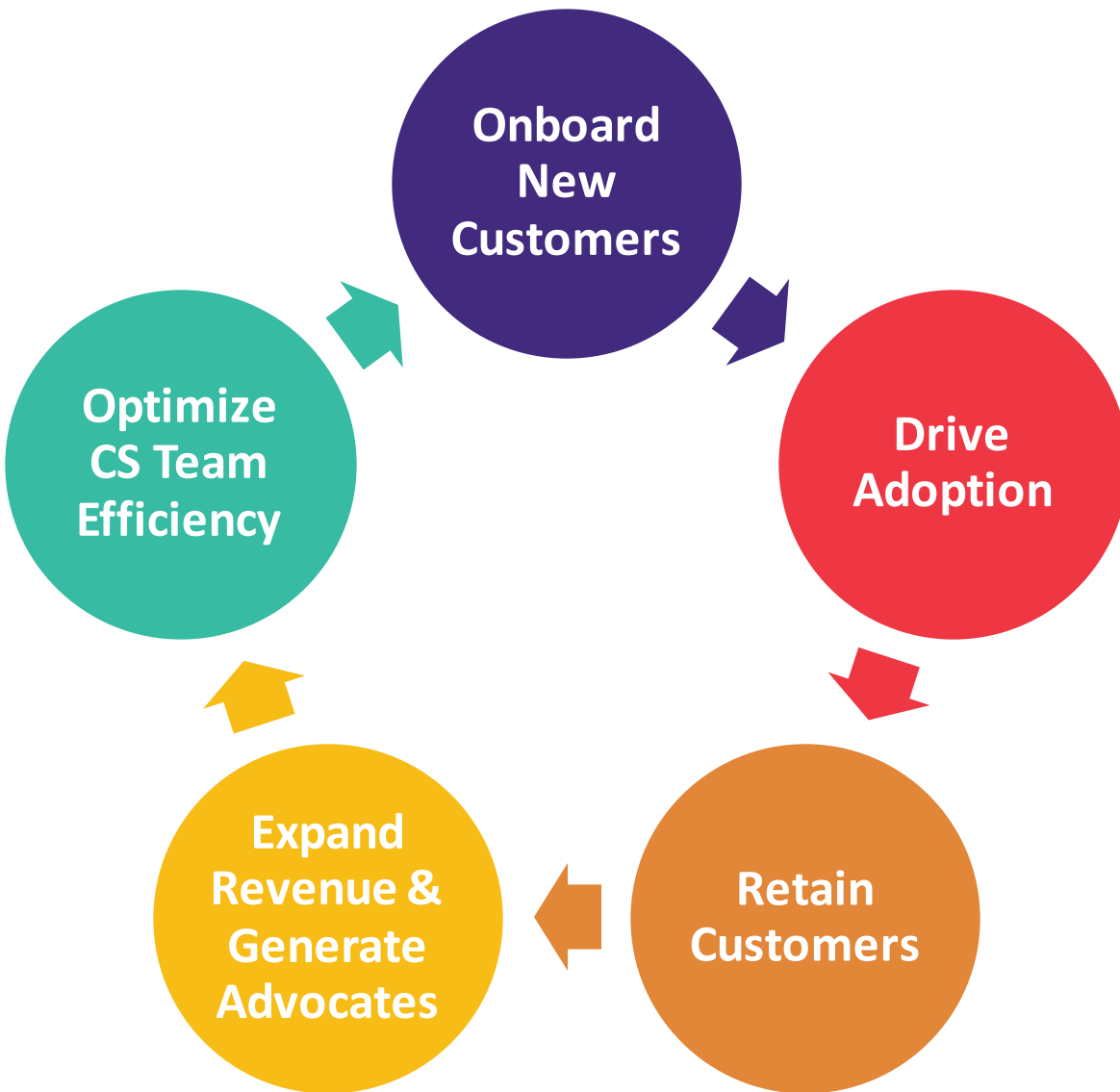
**Dedicated
Survey
Tool**

**Google
Forms**

Other

When to Use Surveys

“Organizations that measure the entire customer lifecycle see a 20% increase in customer satisfaction and up to a 15% increase in revenue.”



Surveys in the Customer Lifecycle

- Post-onboarding or training
- Before/after renewal
- After new feature launch
- After a specific interaction
- Self-service interaction

**Tie Surveys to
Organizational Goals**

**Use survey results to
adapt processes**

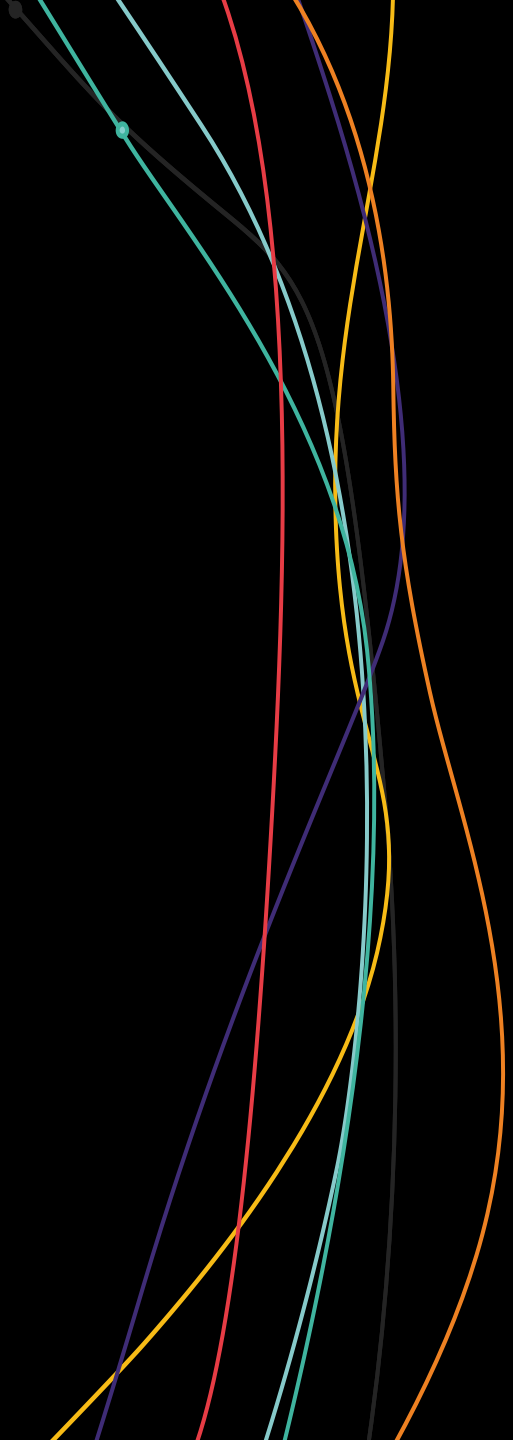
**Measure throughout the
customer lifecycle**

Always follow up

Takeaways

And don't forget...





Q&A

IMPACT WEBINAR

What Customer Success Reports Boards Want to See

Tuesday, May 18th | 1:00PM ET



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Thank You



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