

Introducing SurveySensum

Capabilities document



SurveySensum – 500+ clients

Mix Industries



Retail



Mobility



BFSI



Our Values

Responsiveness

Super fast response

“Tools and features can be replicated the kind of support and ease that SurveySensum provides is exemplary.”



Siti Amaryllia
Head of CX at Allianz

“Whenever we needed support, you guys were right here. You’re always ready to offer us any kind of expertise that we might ask for.”



James Braun
VP of Quality at
Apria Healthcare

Simplicity

Ensuring ease of working with us

“The best thing about SurveySensum is its simplicity. The user interface is so simple, that it made creating questions very easy, even for a new person. And their customer service is exemplary.”



Numan Ardhi Nugraha
Product and Customer insight
Indosat

“The platform provided by SurveySensum was simple, intuitive, and powerful. The insights we gained were invaluable in helping us understand where we excel and where we need to improve. This has truly been a game-changer for us, and we’re excited to see how it continues to impact our business in the future.”



Alexander George
VP of Global Customer Success
Bizagi

Actionability

Ensure feedback is translated into actions

“SurveySensum’s agile and responsive approach has revolutionized our customer feedback and NPS process. The team’s ability to empathize with us and our merchant’s needs and challenges is truly commendable. They have consistently kept us true to our goals and have become invaluable partners in supporting our requirements.”



Rashi Singhal
Head of Merchant Experience
Pine Labs

Agile & flexible

Listen, deliver at top speed

It’s been extremely refreshing to work with SurveySensum. Everything you guys said you’d do, you’ve been doing it. You are getting past the problems and challenges and you are making it happen. You cleared the security and got up and running in 3 months in the US, that is incredible. It shows the agility that you guys have. You are always a delight to work with. I love the trust and transparency that you guys bring to the table.”



James Braun
VP of Quality at Apria Healthcare

Human experience

Experiments are growth drivers

“SurveySensum makes you brave enough to take tough decisions and then teaches you how to make them right. It is not a company, but a family that learns together and grows together.”



Anuj Guleria
Chief Technology Officer

These values help us in retention & referral

- Not a single client left us since inception (2018)
- Most of our clients are very long term
- Client referral is a key pillar for our growth
- In 2024 itself we closed four \$70K+ deals in US without any physical presence and all of it came from referrals

On Thu, 12 Sept 2024, 16:37 Braun, James, <James.Braun@apria.com> wrote:

That's great news Tanuj! Please thank the team from me for being such a wonderful team to work with. You guys deserve the congratulations for having a quality product, great service and demonstrating integrity, and a transparent and honest working relationship. I believe those qualities will create even more opportunities as your company's name is shared among your satisfied customers.

Thank you so much for considering me for a gift in appreciation of the referral. I am truly grateful for your kind gesture.

However, I would prefer if, instead of sending me a gift, you could make a donation to a local charity or support an initiative that helps the homeless or those in need in your community. This would mean a lot to me and would make a positive impact where it is needed most.

Again, congratulations on closing the deal with Byram!

"We are not human beings having a spiritual experience; we are spiritual beings having a human experience" - Pierre Teilhard de Chardin.

Long term clients



5+ years

+15 point NPS
+7% service rate
+3% repeat buy



4+ years

20X more responses
5 to 30+ touchpoints
Saved 90% in analysis costs



6+ years

+19 point NPS
+ 6% retention



APRIA HEALTHCARE

4+ years

+19 point NPS
+ 6% retention



3+ years

Reduced drop off by
18%



3+ years

+30 point NPS
Reduced 7% lapsers



Our Solution

Surveysensum CX Engine

Capturing Signals from multiple channels

NPS Administration Mechanism

Capturing feedback through customer surveys

Chat enabled customer verbatim

Customer verbatims on surveys / chatbots / emails

Social Media Integrations

Feedback on social media platforms (LinkedIn, Google Reviews etc.)

Client Systems

Customer CRM / MIS / DMS Systems

Customer metadata (Name, Ph. Number, Email, Customer ID etc.) ingested through APIs

Surveysensum CX Engine

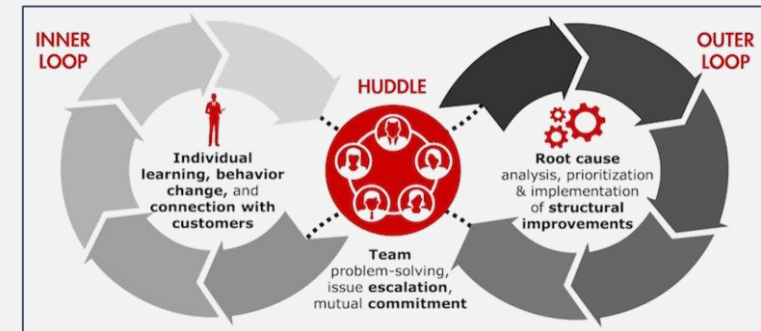
Insights Customer Voice Dashboard



Hierarchy based access to multiple teams /units with clear insights into CX metrics (NPS, CSAT, CES etc.) to help prioritize investments on key focus areas and improve customer centricity



Close the loop within internal teams and customer using **Escalation Management system** to provide successful resolutions and create brand advocates



Holistic experience measurement platform

DIY Survey platform

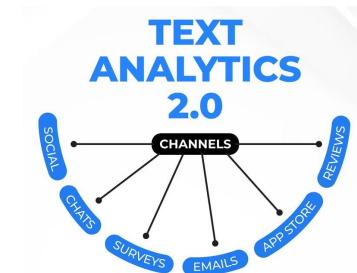
- Real time journey level feedback
- Omnichannel data collection via Email, WhatsApp, SMS, QR, In App/ Website etc.

Voice of customer analytics

- AI enabled Text & sentiment analytics on unstructured feedback
- Analyze customer comments from from Emails, Chatbot, Social Media, App store, reviews



360°
Experience
Measurement



*Real time dashboard
& cross tabs*

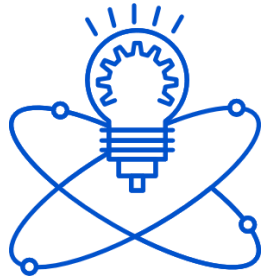
AI enabled analytics

*Close the loop
(ticketing platform)*

Our advantages



**DIY SAAS platform with
full customization**



**AI enabled
analytics**



**Omnichannel feedback
collection & integrations**



**Secure &
Compliant**



**Expert consultation and
advisory**

Solution 1: DIY survey Platform



Configure user journey based Surveys

Collect Feedback across channels

AI enabled real time analytics

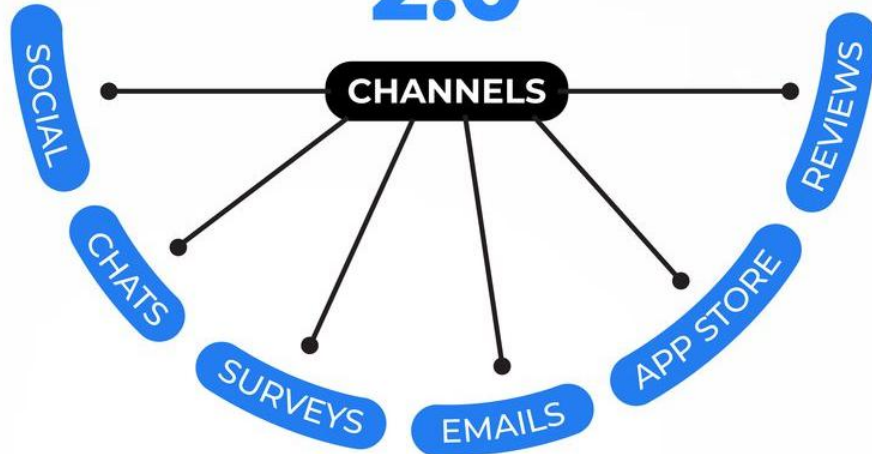
Close the loop with real time alerts

Solution 2: Voice of customer analytics

Integrate with will customer feedback sources

Real time actionability

TEXT ANALYTICS 2.0



Topic Modelling (Multi level drilldown)

Sentiment prediction

Intent prediction

Urgency prediction

Real time actionable alerts

Solution 2: How it works

Omnichannel Integration with all feedback sources

Communication Channels



Support Channels



Reviews



Social media



Topic Modelling

TAGS	SENTIMENT	VOLUME	VOLUME CHANGE	RATING
overall experience		60 (10%)	15%	3.4
seats		30 (5%)	10%	5
^ food and drinks		120 (20%)	12%	1
good food		12 (2%)	20%	1.5
meal service		24 (4%)	25%	4
alcohol		30 (5%)	12%	4
beverage service		36 (6%)	5%	4.5
coffee and tea		30 (5%)	2%	2
free meal		60 (10%)	8%	3
staff interaction		6 (1%)	6%	1
pilot		24 (4%)	2%	4
^ boarding pass		30 (5%)	8%	4.5

AI based analytics

Sentiment prediction



AI based summary

Summary Show summary

For All Tags 600 verbatim

In summary, while ABC Airline has received commendations for its friendly staff and comfortable flights, there are notable concerns regarding the professionalism of ground staff, flight reliability, and customer service responsiveness.

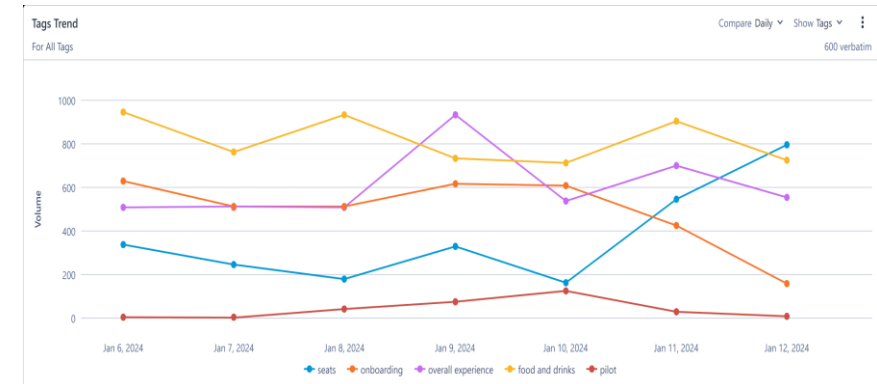
POSITIVES

Travelers have noted that the aircraft are new and well-maintained, offering ample legroom and a comfortable flying experience. One reviewer mentioned that the staff was friendly, and the aircraft appeared brand new with plenty of legroom.

NEGATIVES

Several passengers have reported negative experiences with ABC Air's ground staff, describing them as rude and unhelpful. One traveler mentioned that the ground staff was "extremely rude and unprofessional," leading to a "horrible first-time flying experience."

Trends over time



Why you should Switch?

Traditional CX Platforms

- ✗ Expensive and rigid annual contracts
- ✗ Lengthy implementation cycles
- ✗ Complex dashboards and limited real-time insights
- ✗ Low response rates due to outdated survey methods
- ✗ Poor integration with modern tech ecosystems

New Age CX Platform: SurveySensum

- ✓ **Cost-Effective & Flexible:** No heavy licensing.
- ✓ **Lightning-Fast Implementation:** Go live within weeks, not months.
- ✓ **Real-Time Insights:** AI-powered dashboards for immediate actionability.
- ✓ **Omnichannel Feedback:** SMS, WhatsApp, In-App, Email – wherever your customer is.
- ✓ **Seamless Integration:** Connect easily with your CRM, POS, Delivery Apps, Support Tools.

Result:

Faster response loops, improved customer retention, and operational cost reduction.

How our partners got benefitted post switch

Background - Apria and Byram Healthcare were using a traditional CX platform that was:

- Highly costly with rigid long-term contracts
- Sluggish in adapting to their rapidly changing operational needs
- Complex to use for front-line managers and regional teams



Challenges Faced

- ✗ High operational and subscription costs
- ✗ Poor adoption by internal teams
- ✗ Delayed survey campaigns and slow customer feedback analysis

Switching to SurveySensum

- **50% Cost Reduction** in CX platform expenditure
- **Implementation within 4 Weeks** – Fully integrated with CRM and internal apps
- **Real-Time Dashboards** for store managers and corporate leadership
- **Automated Feedback Loops** improving response rates by 35%
- **Dedicated CX Support Team** ensuring a smooth transition and proactive campaign management



Impact

- ✓ Higher customer satisfaction and NPS growth within the first quarter
- ✓ Increased internal team usage due to user-friendly interface
- ✓ Data-driven decision-making accelerated across departments





Success stories Manufacturing

Problem Statement

- Manual surveys using Microsoft forms
- Anonymous surveys → cannot close loop with dissatisfied customers
- Relied on one simple NPS question without deep dive

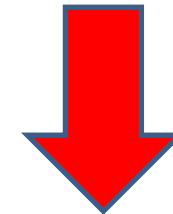
Actions taken:

- Enhanced survey with NPS along with drill down & drivers of NPS
- Unique link based surveys to track responses and close the loop
- Customer base was segmented based on revenue contribution and it was found that Top 60 customers gave a lower rating, and mid value customers gave a below average rating.
- NPS was segregated based on Industry to find out that the Automotive and Service Centre Industry were majorly detractors.
- Survey showed lowest rating for the following attributes-
 - Delivery & Timeliness
 - Communication & Responsiveness
- The Director of Marketing was advised to reach out to the unsatisfied Top Value and Mid value customers personally to understand the areas of improvement and do efficient close loop.

NPS + 7 points



23% lower churn



Outcomes- 6 month:

7+ Increase in Overall NPS

Top 5 High Value Customers saved from Churning



- **A leading tyre manufacturer planned an NPS study to gauge dealer perception & readiness before a new program launch.**
- **Business Model-** Sold their product through franchisees and dealerships segmented by- North, South 1, South 2, East, West and Central
- **Key Issue Identified**
 - The East zone fell under the detractor category
 - Dealers were dissatisfied with the ROI realization (29%), general availability (19%) & support from local sales team (13%).
- **Action Taken (3 month programme)**
 - Regular in person meeting and support over WhatsApp for dealers
 - Efficient Inventory management
 - In depth training sessions on pricing, product & selling

Outcomes:

NPS Increased by 7 points

Sales increased by 12%

Next Action – Do a product- market fit study for the launch of the new programme

Increase of NPS by 7 points

12% increase in sales



Success stories

B2B SAAS



Case Study – Bizagi (B2B SAAS)

The Objective

Bizagi's key objective was to develop a customer-centric culture by listening to their customers' feedback, identifying key drivers of advocacy and churn, and taking action based on these insights. They aimed to run an annual B2B SaaS NPS survey to systematically gather feedback, analyze it by key accounts, and present actionable insights to the board and other key stakeholders.

The Challenge

As Bizagi transitioned from a license-based to a consumption-based business model, the importance of understanding and responding to customer feedback became more critical.

Although Bizagi had anecdotal feedback from customers, they lacked a formal and repeatable structure to gather, measure, and analyze this feedback. This led them to consider implementing an NPS strategy to gauge customer satisfaction at an enterprise level.



Case Study – Bizagi (B2B SAAS)



How Bizagi Transformed Customer Success with Their First-Ever NPS Program?



The platform provided by SurveySensum was simple, intuitive, and powerful. The insights we gained were invaluable in helping us understand where we excel and where we need to improve. This has truly been a game-changer for us, and we're excited to see how it continues to impact our business in the future.



Alexander George
VP of Global Customer Success
Bizagi



Efficiency:

- 95% Reduction in manual processes
- Reduction in analysis efforts with 70% less time

Business outcome:

- Direct impact on retention of top 20 accounts
- 30% lesser churn

Key Insights Delivered:

The survey results revealed key insights that were instrumental in driving organizational change:

Advocacy Drivers: Bizagi discovered that building automation capabilities was a significant driver of customer advocacy.

Detractor Drivers: Certain service gaps were identified that led to customer dissatisfaction. The insights highlighted areas where improvements were necessary to reduce detractors.

Executive and Board-Level Engagement: The NPS results were presented to the executive team, and the board showed significant interest in the findings. Different departments were given tailored reports, allowing them to dig into the data and draw insights relevant to their teams.

Actionable Reporting: Bizagi's leadership appreciated the clarity of the analytics provided by SurveySensum's NPS dashboards. The platform enabled them to simplify complex survey data into digestible insights that could be acted upon immediately. A particular highlight was the ability to map customer feedback directly to actions that would either reduce detractors or increase promoters.



Thank you
