

Go conversational, get more feedback



## **Build better experiences** the right way!

## Customer Experiences | Employee Experience | Product Experiences

Your end-to-end conversational experience platform for all your feedback needs.

# You are in mighty good company



**a**Madeus



**BAUSCH+LOMB** See better. Live better.







Paysafe







# A dedicated experience platform...

15,000+

108

customers

Countries







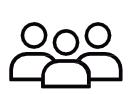




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## **Classic Forms**

Measure and improve every interaction that matters to your customers and employees.



### Audience

Finding the right respondents for all your research needs across the globe.



## $rightarrow rightarrow NPS_{\mbox{\tiny B}}$ surveys

Track & optimize NPS® to run the best-in-class CX program



## **Chat Surveys**

Switch from static to dynamic conversations that invite more answers

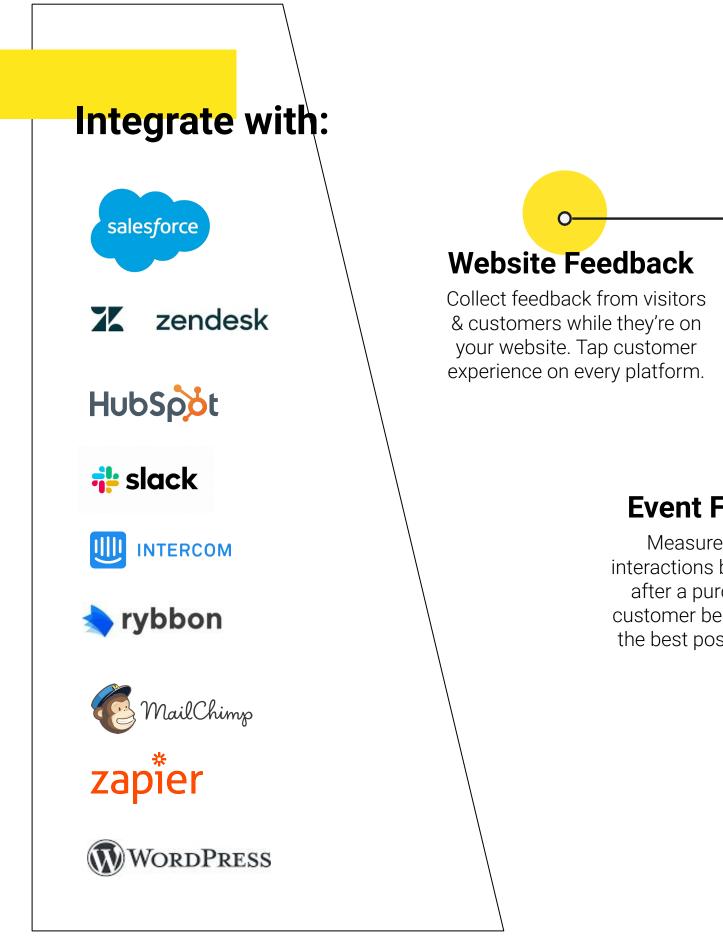


## **Offline Surveys**

Collect feedback even from the remotest of places, internet-free!

# Customer Experience Lifecycle Mapping Create 'wow' experiences for your customers

at all key interactions that matter!

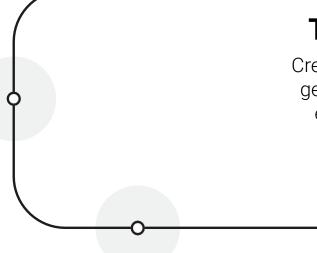


### **Customer Effort Score**

Measure, track, and analyze the effort involved in every customer interaction and resolution to the requests.

### **Event Feedback**

Measure the quality of interactions before, during and after a purchase. Interpret customer behavior and deliver the best possible experience.

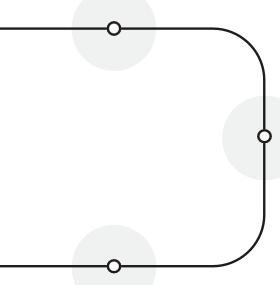


### **User Experience**

Collect feedback from your ideal users & uncover user behavior. Gather all the data you need to improve user experience.

### **Customer Satisfaction**

Pindown the key drivers of satisfaction and formulate actionable tactics. Leave no stone unturned to improve your customer experience.



### **Product Feedback**

Address customer challenges & drill down to the 'Why' behind the 'What'. Encompass the customer's overall experience with your product.

### **Transactional NPS**

Create transactional metrics and generate actionable insights.at every customer touchpoint. Improve CX, overall.

### **Relational NPS**

Learn your customers' perceptions about the brand. Compare your scores against industry benchmarks.

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### **Customer-Exit Surveys**

Tighten your product-market fit to improve customer retention. Identify patterns & refine your customer success to exceed customer expectations.

## **Employee Experience Lifecycle Mapping** Migrate to a lifecycle approach to improve employee

Migrate to a lifecycle approach to impro experience all the way up their careers.

### **Onboarding Feedback**

Bring the new-hires up-to-speed of your company. Assist the new employees to grasp job-expectations faster.

### **Training & Assessment**

Help your employees successfully contribute to your organization's mission. Adopt a holistic approach to measure training effectiveness.

### **Recruiting & Pre-hire**

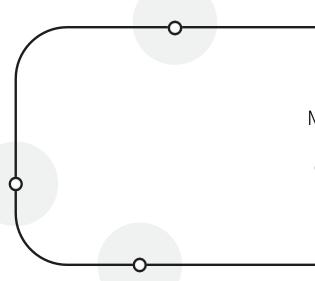
Attract only the right talents that will make potential Hires. Improve your employer brand and keep the hiring process simpler.

### **Role Change**

Ensure continuous employee development by assigning the right roles for every resource. Make employee satisfaction seamless even after a job-role change.

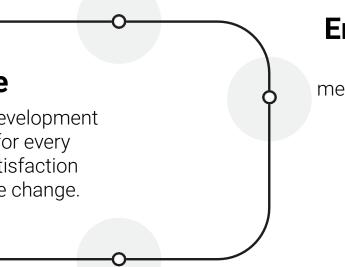
### **Pulse Surveys**

Connect better with your employees & understand their pulse. Enrich your employee listening programs with conversational surveys.



### **Ad-Hoc Internal Surveys**

Go beyond employee satisfaction or even employee engagement. Gather actionable information to boost employee experience.



### **Employee Engagement**

Help your employees create a meaningful, long-term connection to your brand and inculcate commitment.

### **Multi-Rater Assessments**

Manage employee activity and set goals to nurture employee loyalty. Ingrain voice of employee into your work culture. Let your employees feel heard.



### **Exit Surveys**

Constantly evolve to build a high-performing culture. Zero-in on the exact reason for employee churn.

### **Management Surveys**

Meet employee needs and expectations to reduce employee turnover. Monitor employee perceptions to identify your strengths & weaknesses.

# Sales Lifecycle Mapping

Define industry-best techniques to increase customer satisfaction and recurring sales!

### **Scheduling Appointments**

Qualify your collected leads by setting up an appointment online. Strike the right chord from the start of their journey.

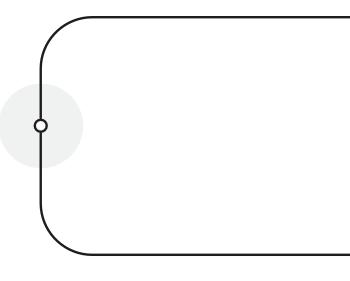
## Integrate with: salesforce zendesk HubSpot **i**slack INTERCOM 🔷 rybbon MailChimp zapier WORDPRESS

### **Prospecting Leads**

Identify who your potential prospects are and reach out to them instantly. Design a simple prospecting process for higher lead generation..

### **Gathering Requirements**

Confirm whether your prospects are potentially willing to buy your product. Decipher the prospect needs to improve your pitch.



Manage and overcome customer objections or hesitations. Address customer concerns to improve engagement & increase sales.



### Accounts Won & Lost

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Identify your strengths and weaknesses to refine your techniques. Measure customer confidence, win referrals & grow your business.

# **Product Experience** Lifecycle Mapping

Create wow experiences for your customers at all the key interactions that matter! Segmentation

Power-up your product development cycle and create tailor-fit product offerings.

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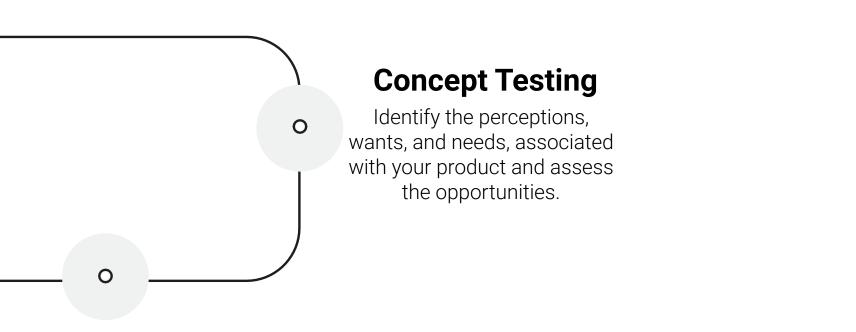


Ideation

### **User Experience**

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Develop a deeper understanding of user needs. Collect feedback from your ideal users.



### **Product Specifications**

Build products that your customers will love. Help the product management team optimize the right features.

### **Pricing Research**

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Determine the optimal price to grow your revenue and market share.

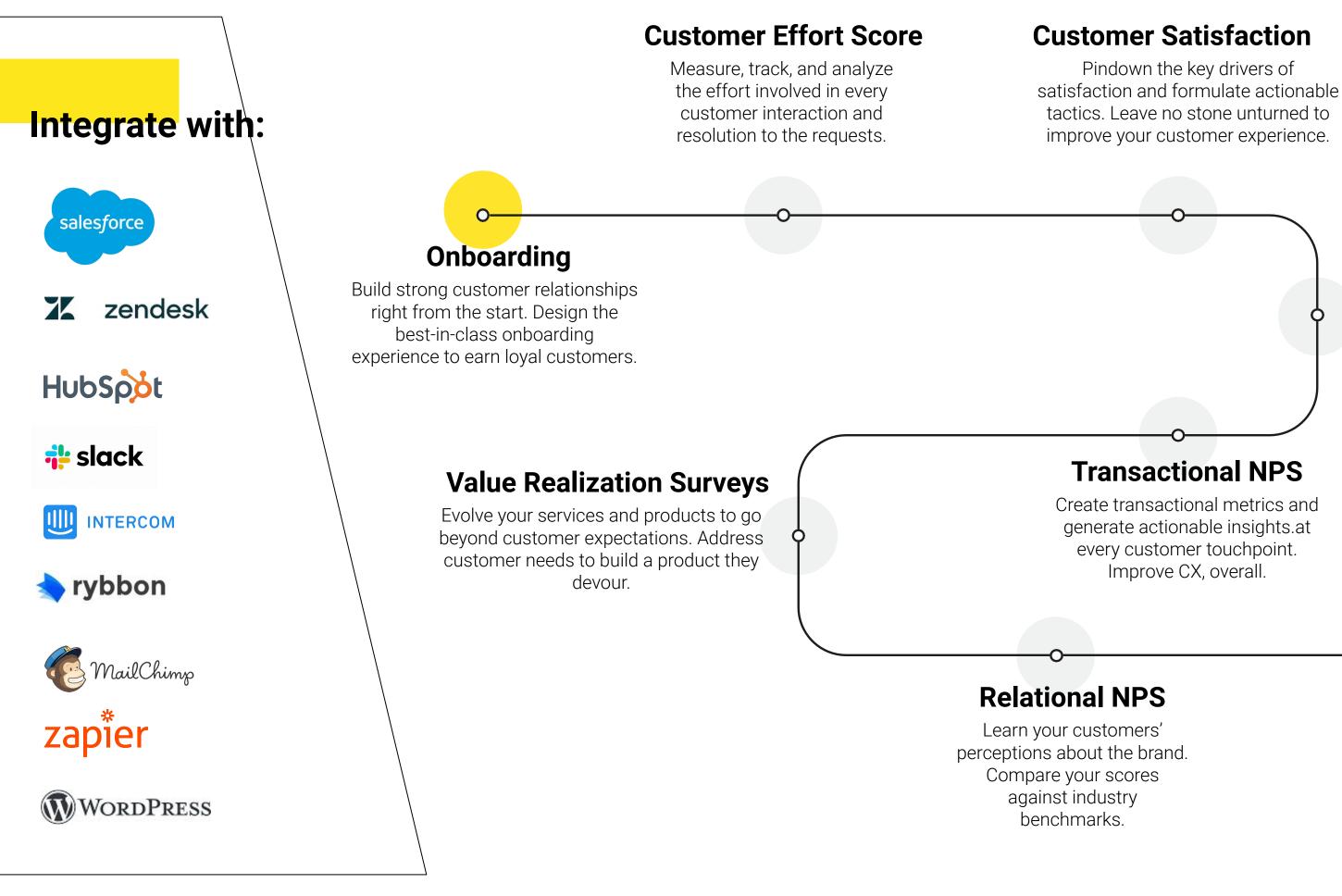
### **Product Satisfaction & Loyalty**

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Measure satisfaction and loyalty. Forecast trends and build products for the next generation.

## Customer Success Lifecycle Mapping Well-defined tasks and milestones to let your

Well-defined tasks and milestones to let yo customers achieve their desired outcomes!



### **User Research**

Gain actionable insights from short, conversational surveys. Assess and monitor customer experience for continuous improvement.



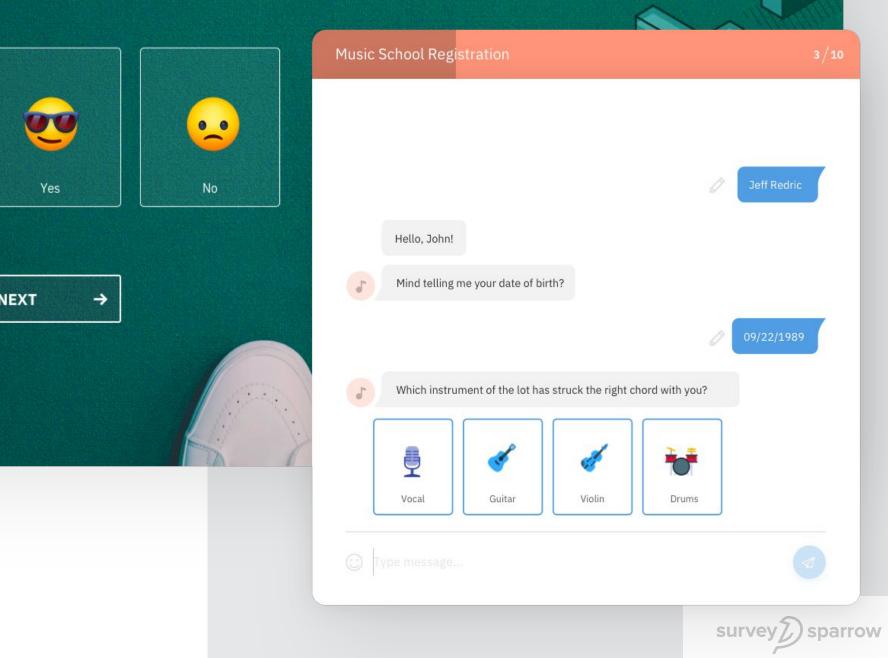
### **Customer-Exit Surveys**

Tighten your product-market fit to improve customer retention. Identify patterns & refine your customer success to exceed customer expectations.

# Voila! A better experience

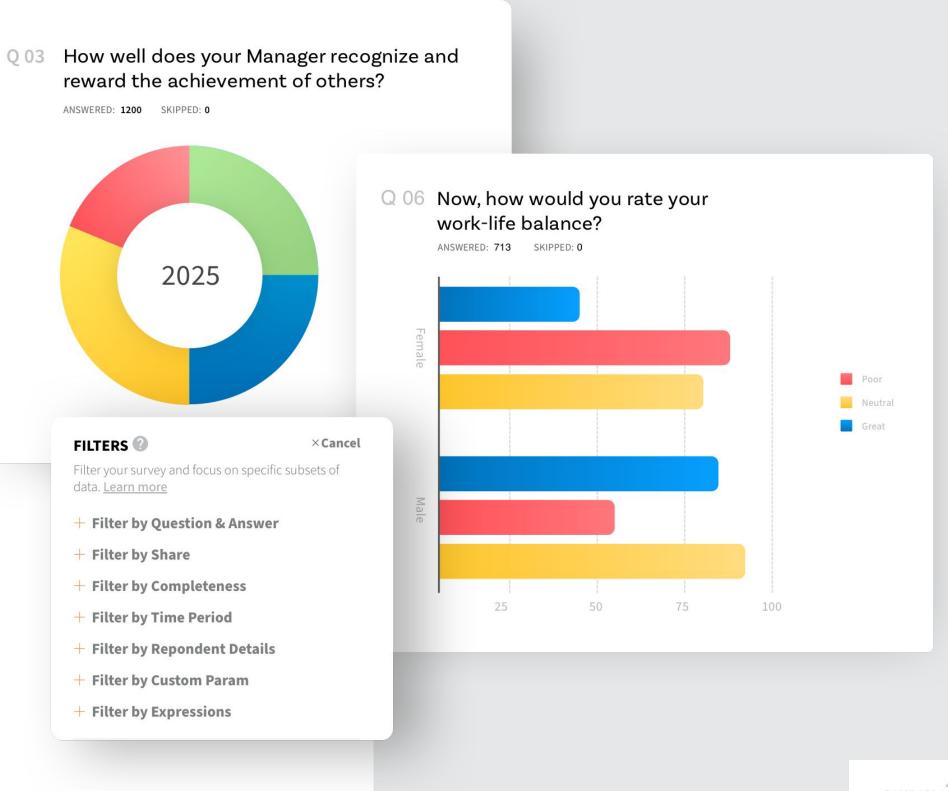
- Response-boosting UI
- Mobile-first Conversational
- UI Dual output
- Internet-free surveys
- Print surveys
- Offline Survey App

4. Do you feel like you have all the tools and resources necessary to perform your job successfully?



NEXT

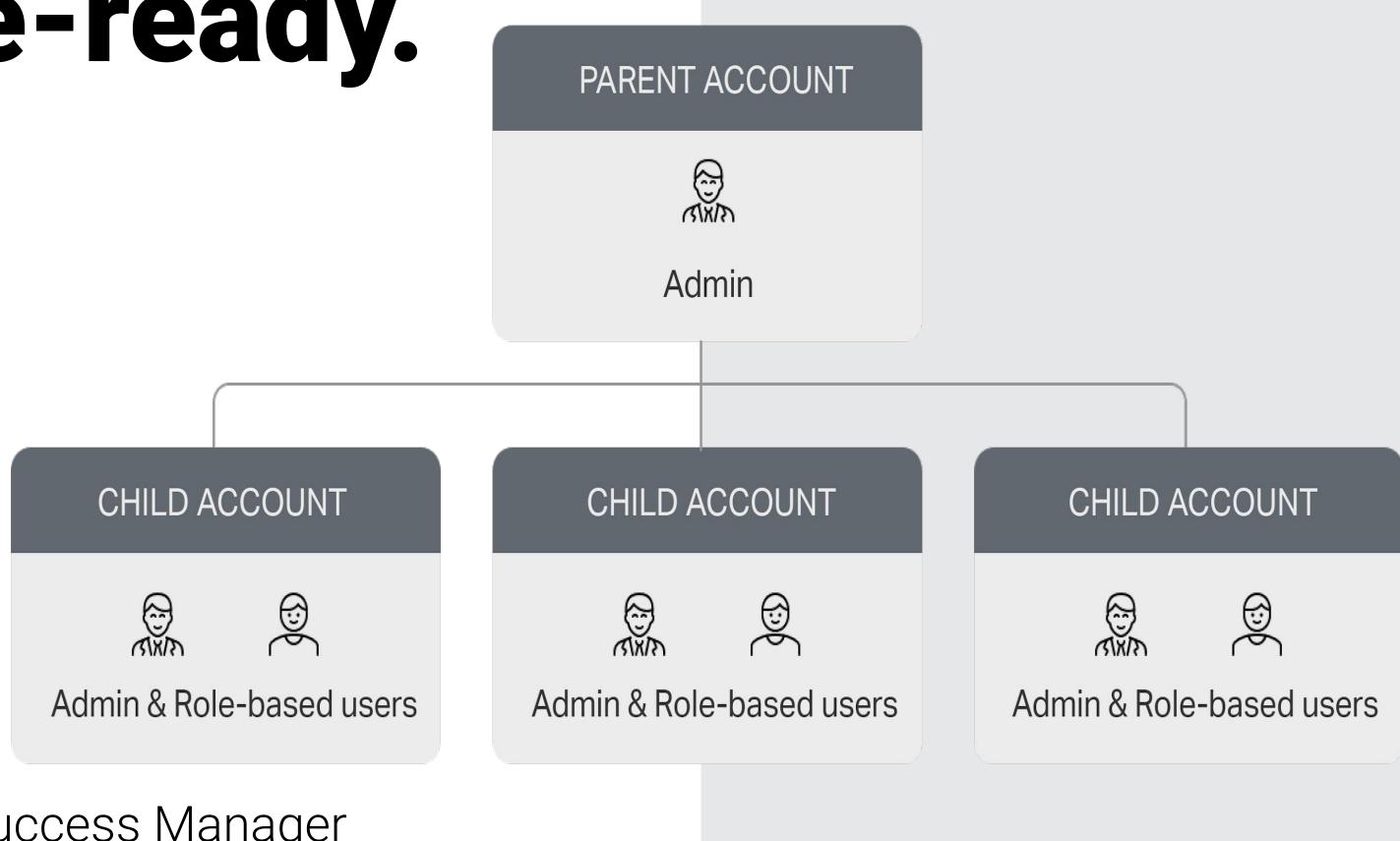
**Report-savy** dashboard ANSWERED: 1200 SKIPPED: 0 Performance at-a-glance Question level analysis 2025 In-depth analysis Real-time reporting FILTERS Filter your survey and focus on specific subsets of data. Learn more Compare results + Filter by Question & Answer + Filter by Share • Schedule reports + Filter by Completeness + Filter by Time Period + Filter by Repondent Details Export as PDF Filters + Filter by Custom Param + Filter by Expressions



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# Enterprise-ready. Always

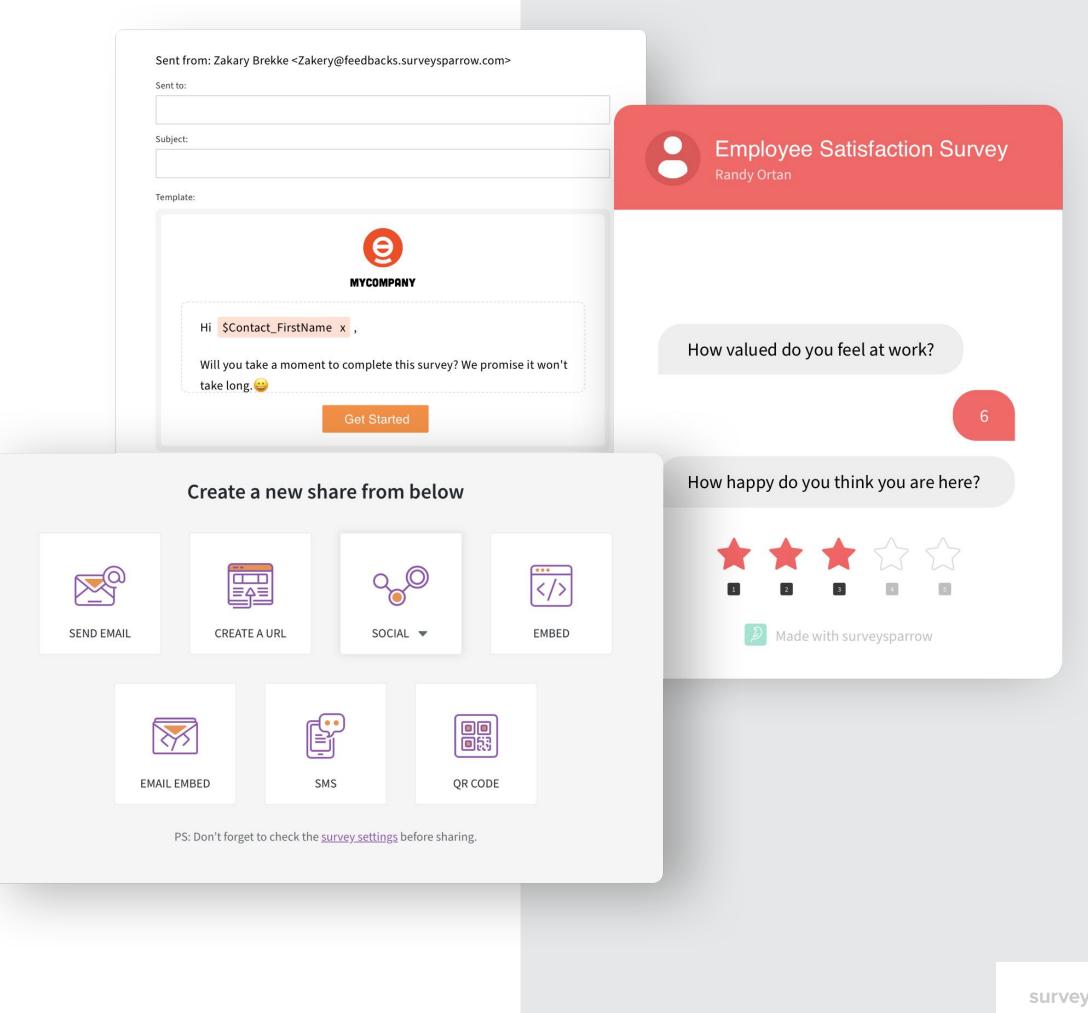
- Sub accounts
- Single Sign-on
- SPSS Data Export
- Multiple users
- Centralized billing
- Unlimited questions & answers



• Dedicated Customer Success Manager

# Seamless share

- Built-in email
- Unique link share
- Automated share
- Social share SMS
- survey
- Email embed code
- Embed option: 3 subs



survey sparrow 19

# White-labeling aka custom everything!

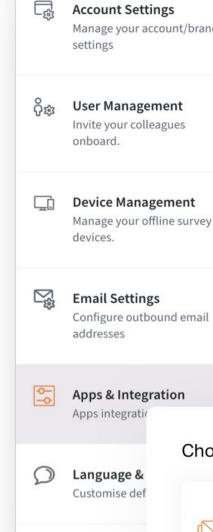
- Custom
- domain
- Custom CSS
- Custom Email

Subject:	
Femplate:	Do you feel connected to your coworkers?
MYCOMPANY	A Yes, they are the best.
Hi <b>\$Contact_FirstName</b> x , Will you take a moment to complete this survey? We promise it won't take long. 😅	B We get along ok.
Get Started	D Other 🧭
$\leftarrow \rightarrow C$ (s) feedback.myc	Next $\rightarrow$ or SKIP

# Webhooks & integrations to boot

- Zapier
- AWeber
- Facebook Pixel
- Zendesk
- Hubspot
- Slack

- Intercom
- Salesforce
- MailChimp
- WordPress
- Rybbon...etc





### Manage your account/brand

Email

Send a custom email on the score, or an answeer or any other parameter you define.

ခိုပြီ Slack

Choose a type of workflow from the test

Notify your team members through Slack based on Survey responses

**Apps & Integration** 

Zapier

Aweber

**Google Contacts** 

Salesforce

App integrations created by SurveySparrow, in house.

Connect Your Apps and Automate Workflows

Collect your leads with Salesforce Integration

Manage your Aweber subscribers with SurveySparrow

Import your Gmail contacts to your account with just a few clicks.

Integrations

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### Webhook

Send data from your Survey to another service through predefined Webhooks.



Ticket

Sreate a ticket and track specific actioable based on responses.