



Go conversational, get more feedback





**Build better experiences  
the right way!**

**Customer Experiences | Employee Experience | Product Experiences**

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



# You are in mighty good company

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# A dedicated experience platform. . .

15,000+

customers

108

Countries





## 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.



## Chat Surveys

Switch from static to dynamic conversations that invite more answers



## NPS® surveys

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



## 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!

Integrate with:



Customer Effort Score

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

Customer Satisfaction

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

Website Feedback

Collect feedback from visitors & customers while they're on your website. Tap customer experience on every platform.

Product Feedback

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

Event Feedback

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

Transactional NPS

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

User Experience

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

Relational NPS

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

Customer-Exit Surveys

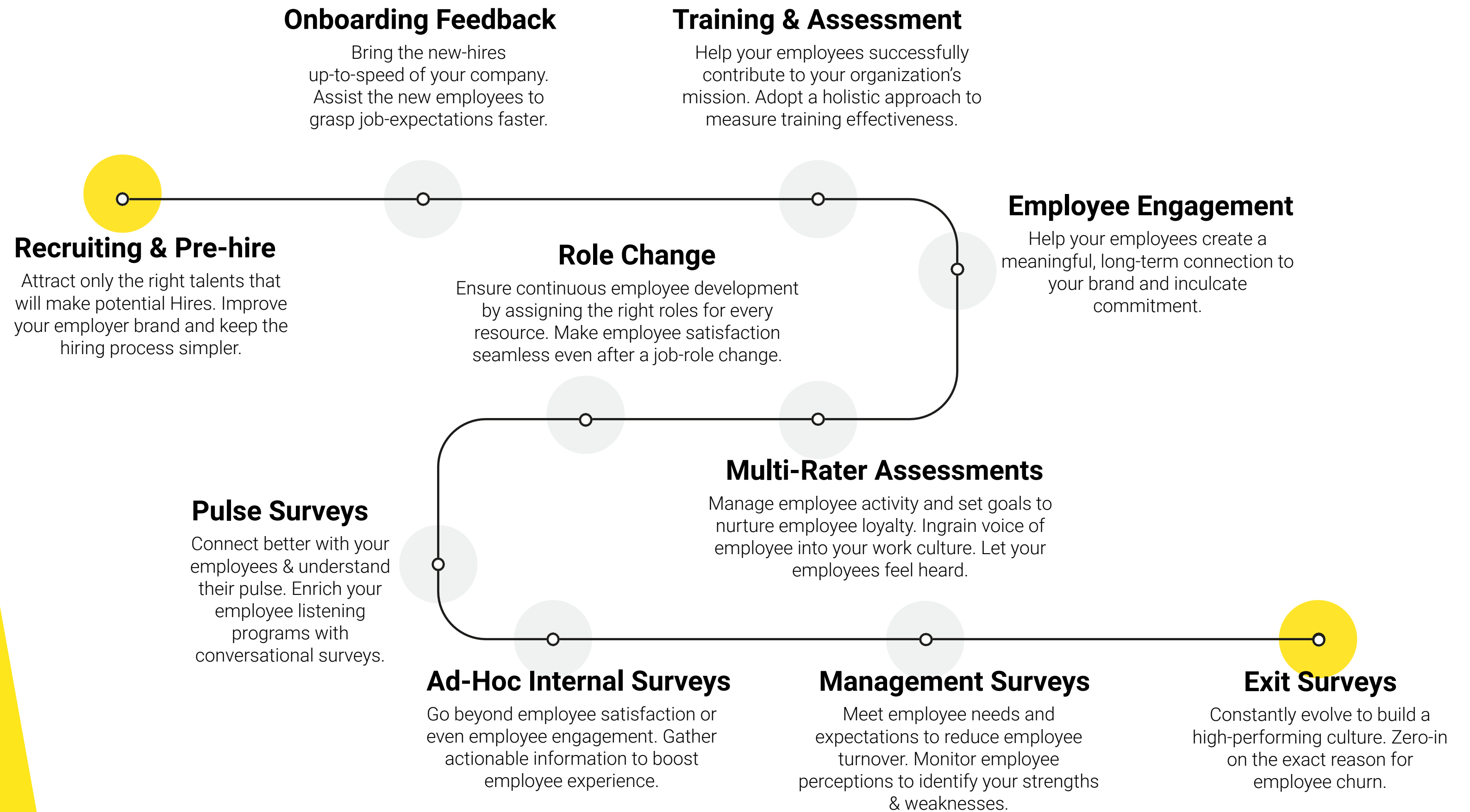
Tighten your product-market fit to improve customer retention. Identify patterns & refine your customer success to exceed customer expectations.



# **Employee Experience Lifecycle Mapping**

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







# **Sales Lifecycle Mapping**

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

Integrate with:



Scheduling Appointments

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

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.

Post-demo Call Survey

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

Accounts Won & Lost

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!

# Ideation

▼  

## Research

▼  

## Development

▼  

## Testing

▼  

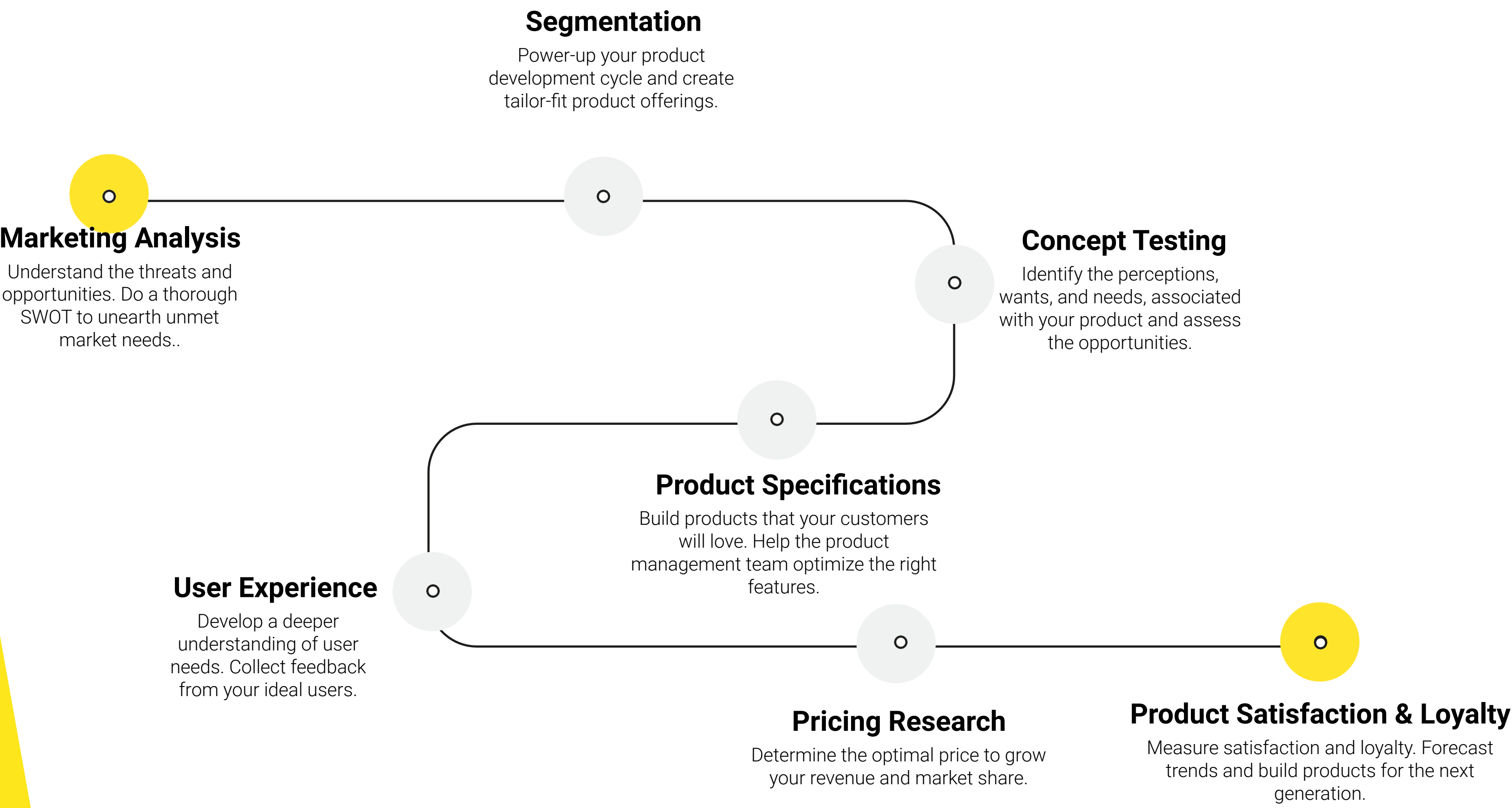
## Growth

▼  

## Maturity

▼  

## Decline





# **Customer Success Lifecycle Mapping**

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



Integrate with:



Customer Effort Score

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

Customer Satisfaction

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

Onboarding

Build strong customer relationships right from the start. Design the best-in-class onboarding experience to earn loyal customers.

User Research

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

Value Realization Surveys

Evolve your services and products to go beyond customer expectations. Address customer needs to build a product they devour.

Transactional NPS

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

Relational NPS

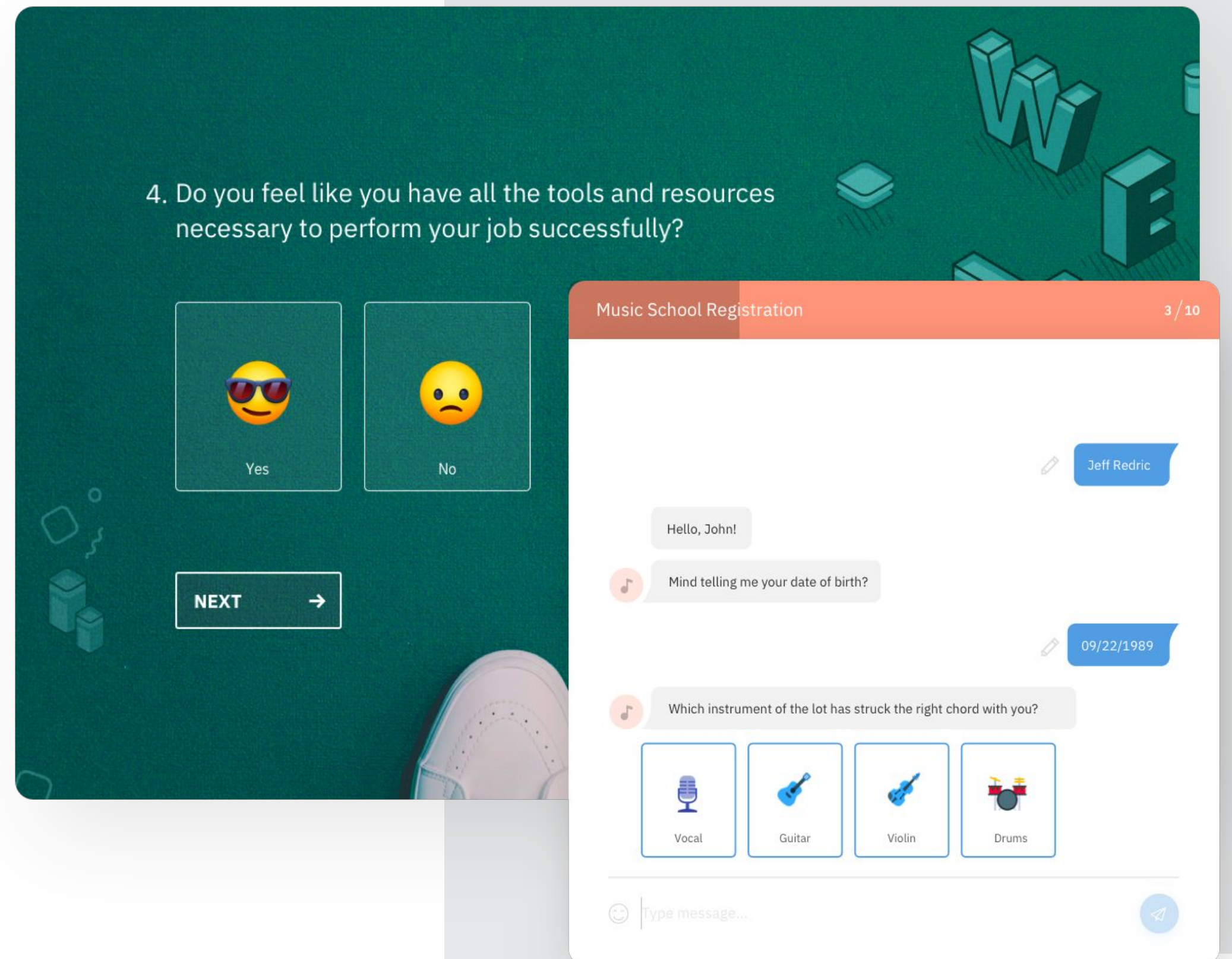
Learn your customers' perceptions about the brand. Compare your scores against industry benchmarks.

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

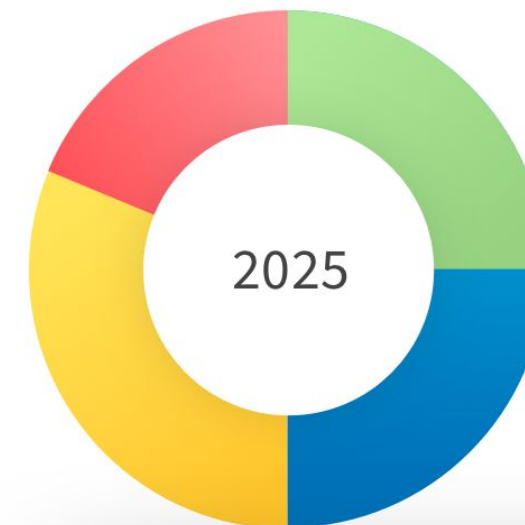


# Report-savvy dashboard

- Performance at-a-glance
- Question level analysis
- In-depth analysis
- Real-time reporting
- Compare results
- Schedule reports
- Export as PDF Filters

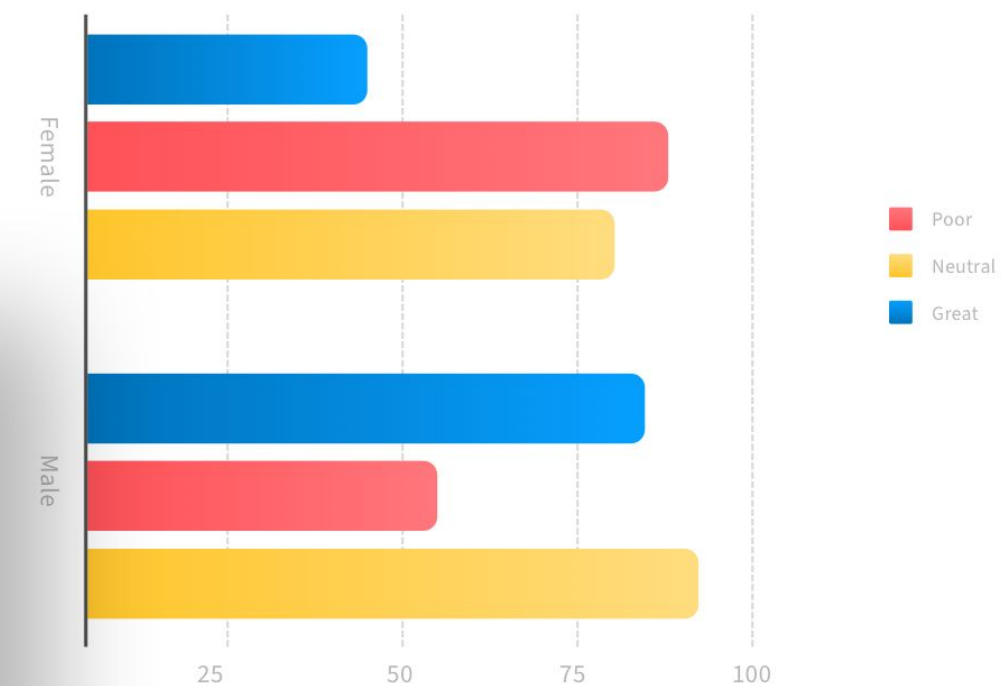
Q 03 How well does your Manager recognize and reward the achievement of others?

ANSWERED: 1200 SKIPPED: 0



Q 06 Now, how would you rate your work-life balance?

ANSWERED: 713 SKIPPED: 0



## FILTERS ?

× Cancel

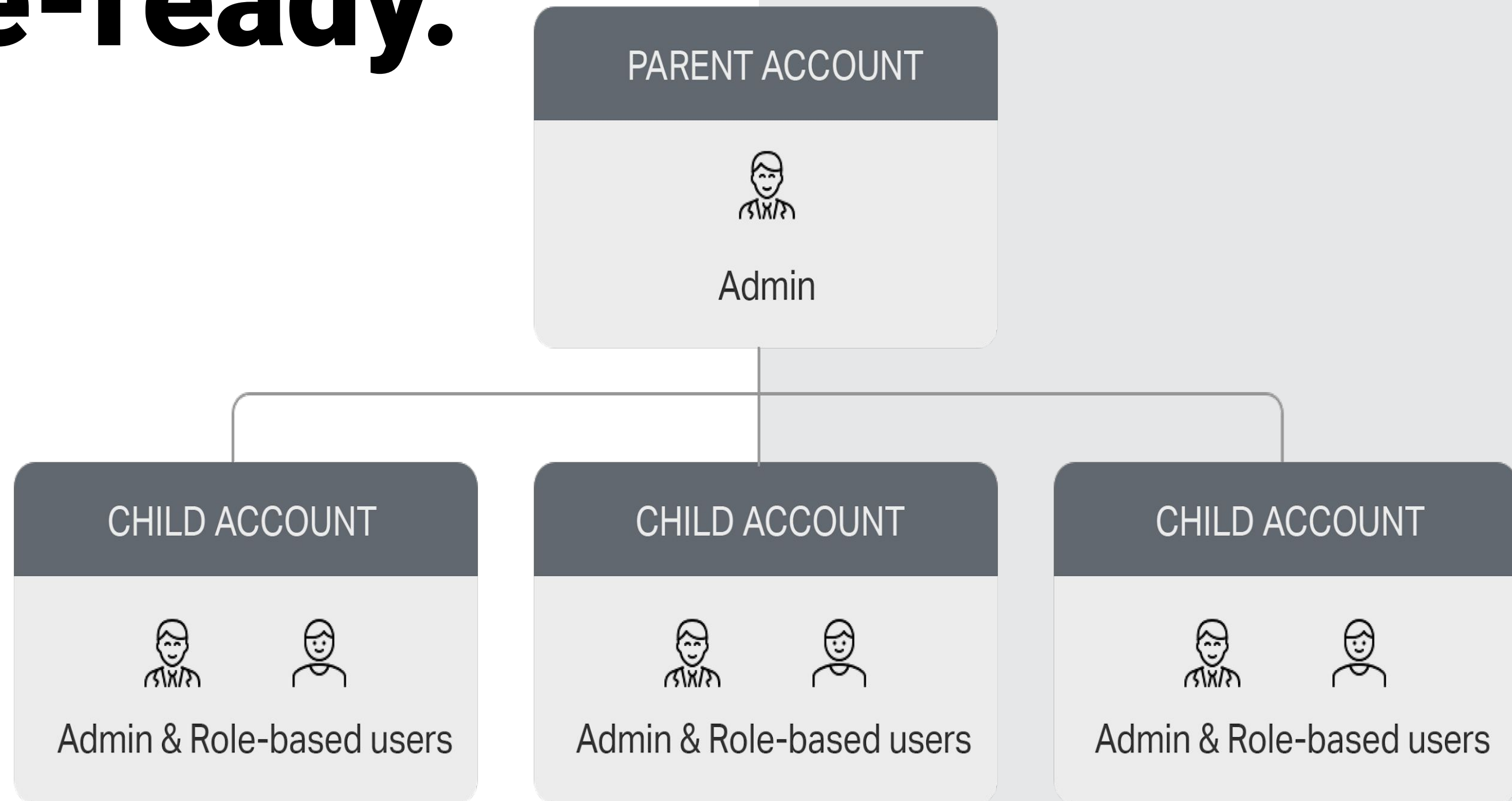
Filter your survey and focus on specific subsets of data. [Learn more](#)

- + Filter by Question & Answer
- + Filter by Share
- + Filter by Completeness
- + Filter by Time Period
- + Filter by Respondent Details
- + Filter by Custom Param
- + Filter by Expressions



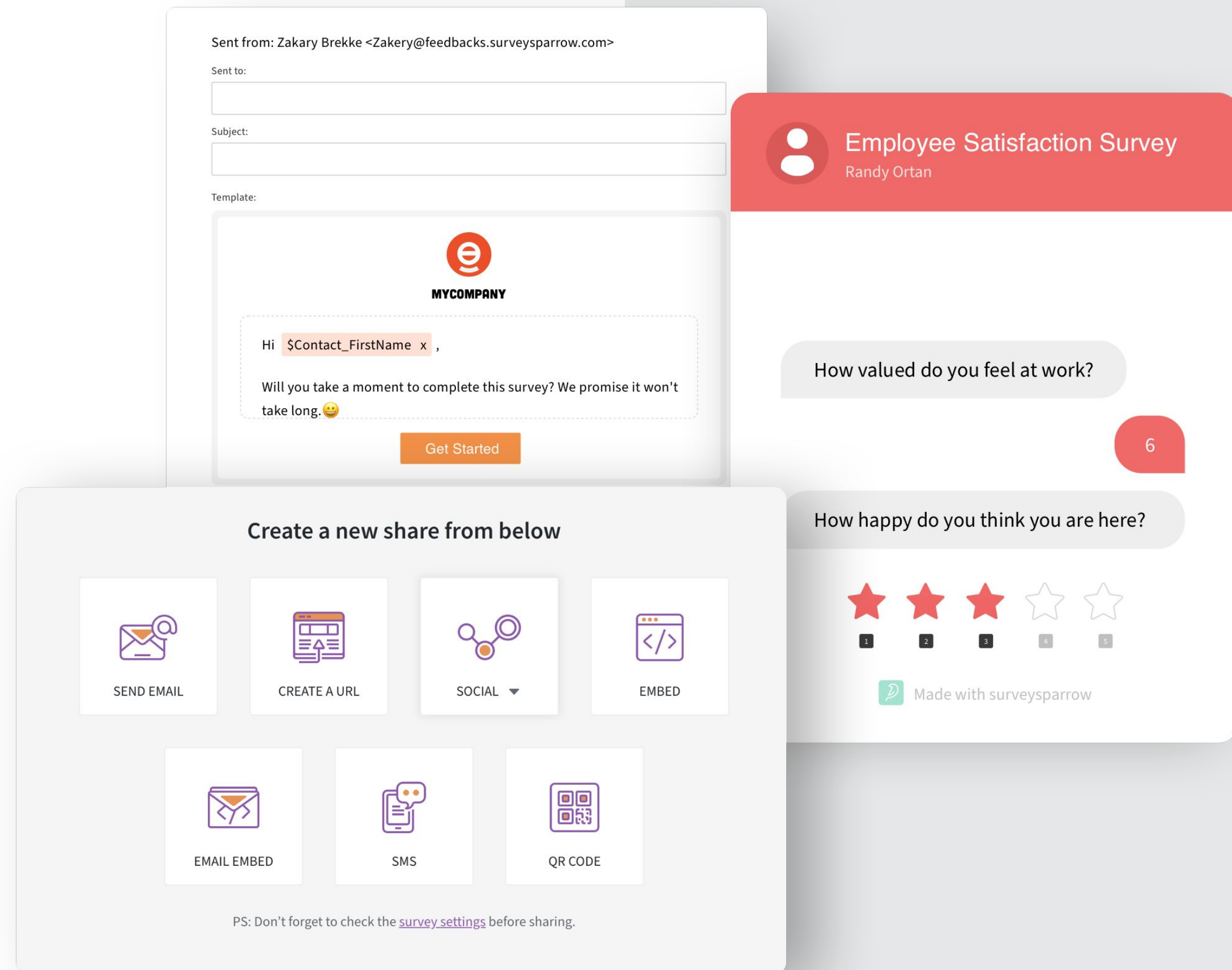
# Enterprise-ready. Always

- 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



# White-labeling aka custom everything!


- Custom
- domain
- Custom CSS
- Custom Email

Sent from: Zakary Brekke <Zakery@feedbacks.surveysparrow.com>

Sent to:

Subject:

Template:

  
**MYCOMPANY**

Hi \$Contact\_FirstName x ,

Will you take a moment to complete this survey? We promise it won't take long. 😊

Get Started

Do you feel connected to your coworkers?

A Yes, they are the best. 😊

B We get along ok. 😊

C I dislike them. 😞

D Other 📝

💡 Use Keyboard to select.

Next → or SKIP

← → ↻ 🌐 feedback.mycompany.com



# Webhooks & integrations to boot

- Zapier
- AWeber
- Facebook Pixel
- Zendesk
- Hubspot
- Slack
- Intercom
- Salesforce
- MailChimp
- WordPress
- Rybbon...etc

