

Customer Survey Feedback Guides Product Improvements at Constant Contact



ABOUT CONSTANT CONTACT

Constant Contact offers email marketing software that helps small businesses deliver effective email marketing and online marketing campaigns.



CHALLENGE

Constant Contact had been manually coding and reading through each open-ended survey response they received from multiple surveys. This was a cumbersome and time-consuming task, especially with data volumes increasing.



SOLUTION

With Clarabridge, Constant Contact has been able to analyze larger amounts of feedback data in a more efficient, effective, and scalable manner.



RESULT

Survey insights have improved the product and streamlined internal processes. Customer satisfaction has increased and complaints around specific product performance issues have decreased drastically.

The Constant Contact team has seen a drastic improvement in efficiency. They are able to analyze all their customer data much more quickly, which means they can spend more time acting on the data rather than reading through all of it.

Clarabridge's customer experience management solution helps hundreds of the world's leading brands put customer feedback to work. Our SaaS solution is the most comprehensive offering for omni-source listening, accurate customer and text analytics, and real-time, guided action. The result: better customer experiences. For more information, visit www.clarabridge.com.

Constant Contact's Voice of the Customer (VoC) team wanted to do more with their survey results. They had been manually coding and reading through each open-ended survey response. But with the size of their customer base and feedback channels growing, they needed a much more efficient way to analyze the growing volume of survey feedback. After researching options on the market, Constant Contact turned to Clarabridge.

A Thorough Understanding of Customer Survey Feedback

Constant Contact currently uses Qualtrics to create and manage their surveys. The team surveys customers in a number of different ways, such as:

1. **Monthly CSAT surveys**, sent to 1/12th of their customer base via email. This survey captures satisfaction scores, NPS data, and open-ended feedback.
2. **Key Moment surveys**, which are displayed in the product at specific times during the customer journey. For example, a customer might see a tailored and targeted survey when they use the Constant Contact software to send out their first email campaign. This is a simple 2 question survey – one asking for a satisfaction score and another asking an NPS question
3. **Support surveys**, sent via email after a customer contacts the company's Support Team.
4. **Ad-hoc surveys**

The survey data from Qualtrics is then automatically pushed into Clarabridge for further analysis. The Constant Contact team can then slice and dice the survey response data based on criteria such as NPS score, satisfaction score, specific customer attributes, or billing levels.

The team can also compare what different customers are saying. For example, they can look at what promoters are saying versus detractors, or older customers versus new ones. The team then uses Clarabridge to create very detailed reports that show correlations, emerging trends,

key customer insights, and areas of high and low customer satisfaction.

Standing Up and Sharing

To help the entire company see the value of truly listening to customer feedback, the VoC Team holds regular Stand Up meetings. At their Stand Ups, they make it a priority to really just talk to other departments – understand their priorities, the challenges they are working against, or new projects they are working on.

Most importantly, the VoC team shares the new things they are working on, insights they've found, and how they've worked with other teams to make their lives easier. For example, they've helped the Product Marketing team by analyzing customer feedback to generate product innovation ideas that cater to different customer segments.

Product Improvements and Process Enhancements

With Clarabridge, the team has seen a drastic improvement in efficiency. They are able to analyze all their customer data much more quickly, which means they can spend more time acting on the data rather than reading through all of it.

Insights they've found in their customer feedback have helped the team to make several improvements across the company. These include product improvements, performance enhancements, and more streamlined processes.

In one instance, Constant Contact's VoC team began to see a lot of customers talking about software performance and slowness. The team shared the insights and reports with the Product team. While the Product team had been aware of the issue, they weren't aware of its severity. Working with the VoC team, the Product team reprioritized the issue and pulled it into the next product update sprint. Customer complaints around the performance times decreased drastically, resulting in a smoother and more enjoyable product experience.

The team saw another trend within their Key Moment survey feedback. Some customers were not very clear on how to send out their completed email campaign. After digging through the customer data, the team found that customers were confused by which button to click in order to launch the campaign.

The team changed the text on the button to make it a clearer Call to Action. As a result, they saw customer comments around the issue drop off. What was most profound about this change was that the Constant Contact team had never surveyed customers specifically about this

button. But, by having an open-text comment box, customers were able to alert the VoC team about issues they had not even previously considered, but were important to end users.

Being able to bring in both qualitative and quantitative data from many different types of surveys gives Constant Contact a deeper understanding of customer wants and needs. Insights gleaned have helped guide product improvements, create process efficiencies, and most importantly, make sure the customer's voice is heard and acted upon to improve the overall brand experience.

A Chat with Constant Contact

Q&A

Clarabridge had the opportunity to chat with Chris Rogers, VOC Analytics Project Manager at Constant Contact. Here's what he had to share:



Chris Rogers
VOC Analytics
Project Manager



How do you currently use Clarabridge to listen to the voice of your customers?

Rogers: We are currently analyzing customer feedback – both text-based comments and customer ratings – from multiple customer surveys. Before Clarabridge, we used to manually read through and code all of the customer survey responses. This was a huge, time-consuming undertaking. With Clarabridge, we've seen a massive increase in the amount of data we are able to analyze. This means we spend less time reading and more time acting – which is where we make the most impact to the company.

How is the VOC team organized within the company?

Rogers: We are a central team that governs and oversees all of the customer feedback data management and analysis. We work with other departments across the company, sharing customer insights and acting on the feedback together. The VOC team sits under the VP of Customer Success, who reports into our CEO.

What advice do you have for other VOC teams trying to get executive buy-in for their customer experience program?

Rogers: Getting executive buy-in is critical in order to make meaningful change. After all, there's no point in getting all this great insight and customer feedback if you can't use it to improve and innovate your products and services. At Constant Contact, showing results has been key in gaining executive backing. If we make a change to the product and the VOC Analytics team is able to track how customers are responding to the change, then it gives executives tangible data to act on. Show executives that the issue is really meaningful to customers.

In the future, I see companies across all industries giving people not just customer service, but personal service. Social teams will be communicating with a customer as though they are sitting right next to them. Everything will be about making the conversation personal and being able to manage the process at scale. Social will become infinitely easier, both in terms of internal processes, and for the customer.

What would be your number one tip to other VOC teams working to improve the customer experience they deliver?

Rogers: Thank your customers for sharing their thoughts with you. A feedback loop is essential. When a customer responds to a survey, saying that you appreciate their feedback can go a long way. At Constant Contact, we do this over a phone call and ask them if there's anything else we can do to help improve their experience with our software. But even just a Thank You note can go a really long way too.

