ONLINE SURVEY OVERVIEW

Online survey software enables you to effortlessly create web-based surveys, polls, quizzes, and other online forms. They are distributed to a firm’s customers and users to solicit opinions and feedback or conduct market research. Survey tools give businesses insight into what consumers think about their customer service, projects, events, or other business aspects. These applications function as add-ons to amplify the initiatives of the customer success and marketing units and help companies to understand what their consumers want. You can deliver surveys as pop-ups on your company’s website or through email blasts.

Online survey software differs from enterprise feedback management (EFM) platforms as the latter systems are utilized for specific business uses and offer pertinent functionalities like integration with CRM and similar programs as well as Net Promoter Score (NPS) calculation. Survey applications are more basic while EFM products provide more advanced functions.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2019 Customer Success Awards
Check out this list of the highest rated Online Survey software based on the FeaturedCustomers Customer Success Report.
OVERALL BEST
OF ONLINE SURVEY

BEST IN CATEGORY

SurveyMonkey®
ABOUT SURVEYMONKEY

SurveyMonkey helps organizations gather reliable data about people: what they think, how they feel, and what they want. We then help them transform that feedback into business intelligence that drives growth and innovation.

“SurveyMonkey CX enables us to look at our feedback in real time and share the results across the business by giving everybody their own login. The result? Our consultants can take ownership over how they interact with each of their customers.”

Nicola Flannery
Customer Success Manager, u&u;

“We’ve improved our application and nomination experience, reduced administrative workloads, and created a faster, more efficient review process for all of our programs.”

Deb Goodhind
Associate Executive Director, UMass Amherst Alumni Association

“The feedback we receive from customers and partners helps us continually improve many of our features and processes. SurveyMonkey plays an important role in guiding our product development and marketing focus.”

Otto Imken
VP of Customer Support, Liftopia

“We know that when our client engagements begin with SurveyMonkey, it’s going to be a longer-tenured client because everything is going to perform better. Our clients are happier. And they stay longer.”

Samara Bolling
Vice President of Strategic Services, Ntara

184
Customer references from happy SurveyMonkey users

VIEW ALL REFERENCES
MARKET LEADERS
2019 MARKET LEADERS

AskNicely

Confirm

formstack

MaritzCX

QualtricsXM

Toluna
ABOUT ASKNICELY

AskNicely is customer feedback software that helps businesses improve customer experience and accelerate growth using the Net Promoter Score (NPS) framework. Collecting feedback and measuring NPS isn’t hard, but making the score go up is. To win, you need your entire team focused on doing the right thing for every customer, every day. It’s a culture problem, and driving culture isn’t easy. But that’s what AskNicely does better than any other customer feedback solution.

“AskNicely is super easy to use and administer from Salesforce. It helps us build stronger relationships with clients and deliver better experiences.”  
Reid Carr  
Chief Executive Officer, Red Door Interactive

“Ask Nicely has proved to be a fantastic tool for our company, providing clear and easy to read data, and exceptional customer support too. Andrew and Jewel have been excellent, and we are very happy with the team! Thank you!”  
Tara Kenny  
LearnUpon

“AskNicely allows us to identify advocates within our customer base which is extremely valuable for expanding our services deeper into our customer base and meeting their needs.”  
Ryan Hoskin  
Customer Support Manager, PagerDuty

“We've been impressed with the initial information explanation; the support and now with the response rate. Thank you!”  
Wendy Sinclair  
Jones Brown Inc.
ABOUT CONFIRMIT

Confirmit is the world’s leading provider of software for Market Research (MR) and Enterprise Feedback Management (EFM). The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit’s software is also distributed through partner resellers in Amsterdam, Sydney and Tokyo. Confirmit became a public company in December 2005, and is listed on Oslo Stock Exchange under the ticker “CONF”.

221
Customer references from happy Confirmit users

“We have been using Confirmit as the backbone for our business for ten years and we remain confident that Confirmit’s commitment to continuous improvement and innovation will provide us with the tools that we need to make the most of the mobile revolution.”

Justin Alderson
Managing Director, Aurora Market Research

“Confirmit is continually evolving and pushing the boundaries to stay in front which is a key benefit that provides me with a point of differentiation from other suppliers.”

Jeff Mullins
Director, indeana

“Our program is a success because there is equal accountability and commitment across Hyundai’s functional teams to improve customer loyalty and satisfaction through on-going, real-time data review and process improvement.”

Jessica Lewis
Manager, PR & Brand Communications, Hyundai

“Without question, Confirmit Horizons is the most mature, best-in-class interviewing software platform on the market. Trust me, I know.”

Paul Cunningham
CRG Global/Datatelligence President, Datatelligence
ABOUT FORMSTACK

Formstack is a workplace productivity solution built to transform the way people collect information and put it to work. With its powerful data collection and process automation capabilities, Formstack reduces data chaos and solves important business problems. Founded in Indiana in 2006, Formstack is now a remote-first company with employees and users who live and work all over the world. Recognized for its continual growth and positive company culture, Formstack is a regular honoree on the Inc. 5000 list of fastest-growing U.S. companies, and it has been named a best place to work in both Indiana and Colorado. Learn more at https://www.formstack.com.

"I've seen Formstack lift my conversion rates up to 45%. It has powerful potential to increase campus engagement and enrollment."

Adam Stoltz
California State University, California State University, Chico

"Before, I needed a full-time developer to put in 40 hours of work to build the form and integrate it. Now, just about anyone in the company can build a form and deploy it."

Kevin Howell
IT Director for CRM, AdventHealth

"The collections team would not be able to do their job if we could not run our Formstacks with Authorize.Net. We would need to have an entire additional accounts receivable and a second accounts payable person."

Tim Nethers
Assistant Creative Director, The First Academy

“We love Formstack’s customer support. If we ever have any issues, it’s easy to get the help we need to resolve the problem. We feel like they really listen to agency’s needs and are constantly working to make their product better."

Theresa Goodwin
Principal and Co-Founder, BoldThink Creative
ABOUT MARITZCX

MaritzCX started with the simple idea that businesses need more than scores and reports to meet their customer experience (CX) challenges in the 21st century - and that idea drove us to combine the deep expertise of a proven research leader with the speed and innovation of a modern tech startup. The result is a faster, smarter approach to CX that gives businesses the power to see, sense, and act on the experiences of every individual customer - across every touchpoint - live.

60
Customer references from happy MaritzCX users

“The information we get from our MaritzCX program guides our actions and helps us know what our members are looking for.”

Dennis Bromley
SVP Member Development & Engagement, Mountain America Credit Union

“MaritzCX has helped us think through the end goal so we can take better advantage of our channel feedback. They’ve helped us better understand our wholesalers and retailers so we have a more holistic view.”

Kristin Brickey
Research Manager, Anheuser-Busch

“We fully expected to impact the logical metrics, such as delivery time, explanation of features and sales consultant product knowledge. But, with help from the MaritzCX team, we also realized unintended benefits.”

Rick Levitin
Senior Manager, Customer Experience & Technology, Nissan

“There’s CX platform provides everything we need, ranging from individual survey design, reporting dashboards that can be tailored to our international team’s requirements, and their case management solution. But best of all is the ease of use, scalability and intuitive self-serve functionality, which allows us to scale and automate our Closed Loop Feedback...”

Anders Norman
Director of Customer Experience, DSV
ABOUT QUALTRICS

Qualtrics is the technology platform that organizations use to listen, understand, and take action on experience data, also called X-data™. The Qualtrics XM Platform™ is a system of action, used by teams, departments and entire organizations to manage the four core experiences of business—customer, employee, product and brand—on one platform. Over 10,500 enterprises worldwide, including more than 75 percent of the Fortune 100 and 99 of the top 100 U.S. business schools, rely on Qualtrics to consistently build products that people love, create more loyal customers, develop a phenomenal employee culture and build iconic brands. To learn more, please visit www.qualtrics.com.

“With Qualtrics, I ran a quick query comparing instructor rating with how students rated the syllabus and found a huge correlation. With that information, we have been able to implement data driven solutions by creating targeted training so instructors can write more effective syllabi and improve their scores.”

Josh Shapiro
Director of Research and Evaluation, UC San Diego

“Our guests are passionate about our parks—they visited growing up, and now a lot of them bring their kids. They tell us what they think in the hope that we’ll use their feedback to make the park better for their next visit. We work very hard not to let them down. Managers at every level of the organization pore over the data we collect to make both daily...

Mark Kupferman
Vice President, Insights & Interactive Marketing, Six Flags

“There are so many ways that we use Qualtrics because of the flexibility of solution; really, the sky’s the limit and we have just started our journey. We are able to capture critical internal and external feedback that we would not otherwise be able to and use this feedback to drive our business.”

Lisa Pratt
Senior Director, Marketing Measurements and Analysis, Kronos

“Qualtrics is a really easy way to not only collect the data, but to figure out how to turn that data into actionable information.”

Lauren Schmidt
Retention Marketing Manager, HP Instant Ink, HP
ABOUT TOLUNA

Toluna is a leading provider of real-time digital consumer insights and empowers companies to brainstorm ideas, uncover new business opportunities and answer their questions in real time. Toluna is transforming the way marketing decisions are made by bringing consumers and brands together via the world’s largest social voting community of 13.4+ million members across 68 countries.

89
Customer references from happy Toluna users

"I have worked with Toluna for a number of projects and am impressed by the competence and professionalism of the people on the team."
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Bo MacINNIS
Research, Stanford University

"Toluna QuickSurveys is a very fast and cost-effective way to get feedback on artists and compilation releases from real consumers."
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Sony Music

"Toluna enhances our ability to align our research tactics closely with our clients’ goals and objectives by engaging panelists in activities that are both substantive and fun."
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Senior Vice President
CMI

"I like the simplicity of Toluna QuickSurveys, and how all of the questions are simply laid out for you in a test link."
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Lead Sales Data Insights Analyst
Verizon Media
TOP PERFORMERS
2019 TOP PERFORMERS

CallidusCloud | Clicktools
Snap Surveys
SoGoSurvey
SURVEY ANALYTICS by QuestionPro
SURVICATE
voxco
ABOUT CLICKTOOLS

Clicktools provides a cloud-based solution that enables organizations to collect, centralize, and act on customer feedback, leveraging the power of CRM. Since 2001, Clicktools surveys have helped organizations of all sizes and across industries improve customer experience and loyalty. Thousands of marketing, sales, and support professionals worldwide use Clicktools to collect information through surveys, scripts, and forms; centralize the data in CRM; and act on insights to deepen customer relationships.

Customer references from happy ClickTools users

"We looked at all the major survey solution providers, and Clicktools offered the best solution to meet all our requirements. We can now modify survey content instantly."
Marilyn Otto
Vice President of Customer Experience, PBBI, Pitney Bowes

“We originally purchased Clicktools just to solve a seasonal, single business process need. Now Clicktools has become the tool we use to automate multiple processes every day, all year long.”
Danelle Lockwood
Sales Business Analyst, Carlson Hotels, Carlson Hotels

“We get our survey results back so much faster now. Clicktools has seriously increased our overall efficiency.”
Nuala Ryan
Senior Director, Feasibility and Site Evaluation, ICON, ICON plc

“The unique feature that makes Clicktools our product of choice is it’s seamless integration with Salesforce.”
Raj Bansal
Senior Director, Global CRM, Standard & Poor’s
ABOUT SNAP SURVEYS

Survey Software, Customized Survey Solutions, and Services firm. Since 1981, Snap Surveys has established itself as a leading provider of Survey Software. Snap Survey Software is a suite of integrated software programs for questionnaire design, publication, data collection, analysis, and reporting used across all modes of survey research (online surveys, paper surveys, mobile surveys, kiosk surveys). It consists of a core product, Snap Professional, and specialist modules that may be added to extend the capabilities to Kiosks, Tablets, Smartphones, Paper for Scanning, and Telephone Interviewing. The latest version, Snap 11, contains hundreds of improvements and new features for all types of surveys.

“Snap is one of the key parts of my business; it’s allowed me to provide a better service to my clients, and it’s changed the way we do business. For anyone that is serious about doing research, it’s an ideal, essential tool.”

Callum MacKinnon
Owner, CJM Research

“Before Smart Reporting was available, Sport Wales was unable to provide individual schools with data from the surveys, as the task of producing unique detailed reports for all the schools that took part simply couldn’t be achieved. Snap’s Smart Reporting allows us to produce a set of unique reports with data from multiple surveys. The process is extremely...

Becca Mattingley
Senior Research and Evaluation Officer, Sport Wales

“Snap Surveys has made a huge difference for us. Everyone can have access to the platform, and the analysis functionality means we can benchmark against other providers and their previous performances. And if we get stuck, the HelpDesk are always keen to assist.”

Michelle Lofting
Research and Information Manager, Medway Council

“Snap has come a long way since I started using it 8 years ago. It has been a great tool for me and it keeps getting better with each release.”

Mike Plummer
Partner in HR Consulting Firm, Plummer & Associates
SoGoSurvey has emerged as one of the best survey tools on the market for users worldwide. From its base in Herndon, Virginia, SoGoSurvey connects companies with their customers, managers with their employees, and researchers with their subjects. From its survey software to an online quiz tool, with users ranging from students to CEOs, SoGoSurvey offers everyone the chance to learn from their data. Organizations like Uber, Walmart, UNICEF, and Citibank as well as hospital systems, financial services companies, governments, and educational institutions use SoGoSurvey to gather business intelligence. In 2018, Capterra declared SoGoSurvey the Most Popular, Most Affordable, and Most User-Friendly survey software on the market. Experience the latest in survey innovation.

“Excellent product for a very good price! Saved us thousands of dollars from using a different database. Is very end user friendly. Appreciate the tracking details of each participant. I can see if they received the survey, read it, when they completed it, or what they did with it, so I know how to follow up with them. Can easily customize the survey with our…

Chrissy Morse
Real Estate Administrator, World Vision

“We are really pleased with the SoGoSurvey tool. Three top things that come to mind from our collaboration with SoGo are: 1 – Terrific client support. 2 – The system is always online; never any downtime or bugs at all. It is very reliable. 3- We are getting answers to our questions and making improvements/tweaks to our processes here to provide our clients…”

Mark Pearl
Founder, The Center for Morton's Neuroma

“Above all I am very happy with the support that SoGoSurvey gives to its customers. The service is easy to use as well. I am looking forward to what new things we will be able to do with our surveys.”

Lori Laraia
Office Manager, Missions Door

“My job requires building consensus among several hundred shareholders. SoGo enables me to quickly and easily develop actionable insights and make data-driven decisions.”

Brian Colluci
Chief Marketing Officer, Kilpatrick Townsend & Stockton LLP
TRUSTED BY

ABOUT SURVEY ANALYTICS

Survey Analytics started in Seattle, WA in 2002 and is one of the industries leading providers of multi platform market research software and innovative technologies. In 2008 Survey Analytics made Inc. Magazine’s list of the fastest-growing private companies ranking 25th among business-service providers. In 2011 Survey Analytics expanded and opened a second U.S. office in Cincinnati, OH and a Development Center in Pune, India. Combined their team holds over 10 years of experience in market research and software development.

"Survey Analytics is a 'must have' if you are serious about research. Survey Analytics offers a one stop shopping platform to fulfill even the most demanding customer. What I value most, is the swift response time from the account staff, and their commitment to resolve any challenge a client might have. SA also actively involves clients to constantly improve…"

Hans Mondria
Director, Plan B, Plan B

"As far as I’m concerned, Survey Analytics presents the best combination of sophistication, flexibility, customer service and value for money in the market. It’s one of the most important tools we use in our business."

Alex Vishney
Owner, Vivid Quant, Vivid Quant

"SurveyAnalytics helped us execute a 8 country survey with Right-To-Left languages like Hebrew and Arabic with ease. The built-in languages-independent reporting tools allowed us to cross-segment and analyze data across the spectrum as well as at individual country level-O love it.”

Parul Shah
Co-founder, Knee Deep Marketing, Knee Deep Marketing

"SurveyAnalytics gave us the flexibility and customization we needed to quickly collect valuable user feedback that will inform our re-design process.”

Dan McSwain
New Media Fellow, Federal Communicaton Commision, Federal Communicaton Commision

52
Customer references from happy Survey Analytics users

VIEW ALL REFERENCES
ABOUT SURVICATE
Survicate allows you to survey specific groups of your website visitors to understand them better. Uncover their needs, expectations, objections and characteristics. Adjust your website and services to their needs to grow your business.

30 Customer references from happy Survicate users

“Initially we went with Survicate because it was by far the most affordable on-site polling app. Then we fell in love with the easy to use interface and the sexy widget design. We wanted to provide a fun way to answer some of the most common questions from our customers that would hold them back from making a purchase.”

Jordan Lejuwaan
Owner, RaveNectar

“Survicate is easy to use and response rates are higher than I expected. With Survicate, I can quickly collect feedback from customers and turn data into priceless knowledge for the company.”

Alex
Marketing Manager, Uber

“Survicate is an easy to use tool that allows us to collect NPS (Net Promotor Score) data on our website. We had a company wide goal to reach an NPS score of 50% in 2015 which we easily achieved and we have now set ourselves to reach an 80% NPS score during 2016.”

Charles Deayton
Marketing Communications Manager, UBT North America, UBT IT&T; Services

“We have tested many different apps. Survicate stood out. Not to mention that we got a great feedback tool for our website in the package.”

Tom Stefanowski
Web Development Manager, Castorama
ABOUT VOXCO

Voxco offers one of the broadest and most flexible survey software platforms in the industry. Maximum survey efficiency across multiple survey channels, centralized around one single database. Collect and process respondent data any time and any place: flexible software to create device-responsive online surveys, phone interviews (CATI, IVR and dialers), or face-to-face interviewing (CAPI). Clients appreciate their engaging, interactive survey results dashboards, robust panel management capability, and their personalized customer service.

"With Voxco, not only did we get a great survey technology partner, we gained the freedom to expand. Voxco Multi-Mode allows us to scale up easily, or branch out into other data collection modes. Beyond the technology, we also are reassured by Voxco's extensive experience in social sciences and public opinion research."

Thomas Wilkinson
Vice President of Survey Research, IMPAQ International

"Relying on Voxco as our survey software provider has proved to be an excellent choice for our business. While our research requires us to use multiple survey modes (including phone surveys, online surveys, and face-to-face surveys), we're able to collect the data in one centralized database. This makes our work more streamlined."

Valeria Tsamis
Managing Director, FocusBari

"Our collaboration with Voxco has been a big success. The attendee surveys have been a tremendous source of insight to accompany the behavior tracking collected via the smart wearable technology embedded in our attendee badges. The Voxco team was also extremely efficient and reactive to our needs, which is exactly what we want in a technology..."

Pierre Noinski
Director of Participant Services, C2 Montreal

"Voxco Online is the perfect tool to run audio measurement studies for Cogeco radio stations. We now run ongoing music testing with our own listeners for quick playlist turnaround time. Voxco Online has become our preferred decision tool and has helped us achieve higher ratings."

Melanie Begnoche
Director of Research, Cogeco
WebEngage is a powerful Marketing Cloud for Consumer Businesses which automates communication and improves retention across users’ life-cycle. It enables cross-channel user engagement via these channels - Web Message (notification, survey and feedback), In-App Message, Push Notification, Email, Text Message and Web Push. In addition, WebEngage Journey Designer is a drag-and-drop user workflow builder for implementing multi-channel campaigns.

"WebEngage has a very powerful set of tools that help us keep tap of our users. Its feedback tool is a virtual customer care tool for us, that helps us answer user queries. The notification tool comes handy when we need to get attention on our new launches. We look forward to new and exciting features from WebEngage that will add more value to our..."

Ram Jalan
Head, Products - Mobile, Web and Voice, Getit

"WebEngage has been a good growth partner and instrumental in improving our engagement with our users. Their Journey Designer module ties all the engagement channels together and helps us visually design our engagement across the user lifecycle. We are able to do a lot more experimentations with our campaigns and seeing positive results."

Gaurav Maheshwari
Chief Technology Officer, PrettySecrets

"WebEngage helped us channelize our communication effectively with its Journey Designer. Using it we were able to create automated, multi-channel workflows that increased ROI on inbound traffic and reduced search drop offs across channels. Moreover, engagement with app audience as well as on the site via Web-push, In-app communication proved..."

Soyinka Majumder
Retention Marketer, Goibibo

"WebEngage enabled us to communicate with specific segments of visitors on our mobile site and website. Using the tool’s targeting rule builder, we deployed campaigns meant for a very specific audience on our site. That has helped us market our products to the relevant audience leading to enormous success. As an add on to efficiency, the tool is..."

Abhisheke Sharma
Marketing Manager, Bajaj Finserv

95 Customer references from happy Webengage users

VIEW ALL REFERENCES
RISING STARS
2019 RISING STARS

aytm

Delighted

KeySurvey

SmartSurvey

SurveyAnyplace
ABOUT AYTM

AYTM is a market research automation platform and the secret weapon that drives agile innovation for some of the largest consumer brands and agencies in the world. Researchers are empowered to conduct sophisticated research with a click of a button from a powerful but easy to use interface - cutting down the time to insights from days or weeks to hours. This researcher powered, iterative approach to actionable insights collection improves competitiveness, speed to market and revenue. Run a full range of quantitative research, collaborate on survey design in real-time and launch complex sophisticated research tests including max-diff, choice-based conjoint, automated TURF, pricing optimization and more in minutes. Gain access to over 40 million consumers via our integrated panel, which provides best-in-class levels of trust and quality, and real-time pricing with guaranteed delivery times. Tap into our flexible service options that unlock access to our team of research automation experts, when you need them (and not when you don’t).

“I’m thrilled with the efficiency with which your platform allows my organization to obtain vital information from our target customers. The price and turnaround time are great.”

Anthony Fabricatore
Vice President, Nutrisystem

“I’ve seen just about every survey platform on the market and AYTM is the most intuitive, usable, and well thought out of them all. If you’re looking for a survey platform designed so that even non-researchers can easily capture consumer insights, but with features that many enterprise level platforms don’t even offer – AYTM is the clear choice. I’ve been...

Leonard F. Murphy
Chief Editor & Principal Consultant, GreenBook

“AYTM delivers a great product with great service. They do what most other startups just talk about and frankly knock the socks off the bigger competition out there. Try it out!”

Simon Gornick
Founder, Moovd

“The AYTM toolset is exceptional, and has no equal in the small business market. AYTM is the only way a startup like ours can get effective market research without spending half our seed funding.”

Rob Millis
CEO, TinyPass
ABOUT DELIGHTED

Delighted is a cloud-based AI platform that provides customer experience intelligence and enterprise feedback management solutions. Delighted helps businesses connect with their customers— to learn, improve, and delight. Delighted is the fastest and easiest way to gather customer feedback and put it into the hands of those who can act on it. Using the Net Promoter System—a single question and an open-ended comment box—Delighted helps companies align customers’ needs with business growth, measure the customer voice over time and keep customers coming back. Bose, Target, Uber and other beloved brands of all sizes trust Delighted to collect, distribute and analyze feedback to create more delightful customer experiences.

“We’ve been able to show that increased satisfaction drives increased engagement with American Express products, and that drives shareholder value. Great service is great business.”
Jim Bush
Executive Vice President, World Service, American Express

“Every time we open up Delighted we find a new way to improve, which at the end of the day is why we are doing this.”
JT Marino
Founder, Tuft & Needle

“Delighted is an integral part of our customer feedback loop. We use it to keep a pulse on our customer satisfaction, and identify our most passionate customers. The product is very intuitive to use and simple to setup.”
Faisal Al-Khalidi
Growth, Soma

“Delighted is easy to use, presents a great experience to our owners, and has a wide variety of features, tools and integrations, all of which cost a fraction of anyone else in the market, if they can even match it.”
Dan Jahnke
Senior Manager of Global Consumer & Competitive Insights, Sonos
WorldAPP is a provider of web-based data collection solutions that enable enterprises to collect, manage and leverage data flows within their organizations and with their customers and suppliers. The Company’s products are delivered through three delivery models, On-Demand (Software-as-a-Service), On-Premise (Self-Hosted) and Separate System SaaS. WorldAPP’s products share the common objective of helping companies improve existing business processes—through customer and employee feedback and dramatic productivity enhancements. 

"Let me just say—WOW! I am very impressed by Key Survey’s functionality. Thanks for the comprehensive training session."

Dee Dee Holland
Wachovia Insurance Services, Inc.

"We greatly appreciate the excellent customer service we have received from Key Survey over the past year."

Rick O’Sullivan
Johns Hopkins University

"We’re a promotions company; we produce two in-store magazines, we collect consumer market information. Gathering information is a huge part of what we do. And Key Survey makes it so much easier."

Jackie Pink
Client Care Coordinator, Z Retail Marketing, Z Retail Marketing

"What we’ve found with Key Survey is that it’s helped to reduce costs in collection, and it’s helped to reduce some of the costs in data entry and tabulation. And the net of it is that it’s helped the bottom line of the business."

Douglas I. Sheer
Chief Executive Officer, DIS Consulting
ABOUT SMARTSURVEY

250,000+ customers use SmartSurvey to collect and analyse data in an instant. The software enables organisations of any size to connect with the world around them and gather the opinions of the people that matter most, to answer questions, solve problems and come up with the next game changing idea. With powerful functionality, UK data storage, full GDPR compliance, advanced security features and accreditation’s, SmartSurvey are trusted partners for global brands, public sector departments, local and central government. They are agile, innovative and constantly developing new ways to collect and analyse data. Their team is friendly, approachable and professional and they are focused on delivering the tools you need to conduct effective research and are trusted by a multitude of organisations to store data securely on UK-based servers.

Customer references from happy SmartSurvey users

“SmartSurvey have an excellent support team who offer immediate, helpful support that I would rate very highly. It’s great to be able to pick up the phone to speak to someone and not be in a queue.”

Luis Perpetuo
Head of Involvement and Inclusion, Parkinson’s UK

“Our survey response rates have increased greatly after changing to SmartSurvey. We find the whole team extremely professional, yet friendly. We would most definitely recommend SmartSurvey!”

Amanda Neill
Mercedes-Benz

“We couldn’t be happier with Smartsurvey, we love its functionality and flexibility. This means we have been able to use one survey tool across many parts of the business.”

Martin
uSwitch

“SmartSurvey has provided us with a high functionality, GDPR compliant survey tool. The excellent service, together with the ease of use and access, topped by its cost effectiveness, make SmartSurvey a real business must.”

Fernando
Royal College of Obstetricians and Gynaecologists
Survey Anyplace improves your data collection by improving your surveys. Most surveys today overlook the respondent’s experience, which is why they produce low response rates. Their survey maker creates modern-looking surveys that engage respondents, are easy to answer, and use cutting-edge mobile features just like your audience. And you get greater response rates and better feedback.

“Each quiz you create on the Survey Anyplace application generates a unique URL that links right to the quiz. At the beginning of each day we send a personal mail to every attendees’ mobile with that day's links. At the end of a session, attendees took the appropriate quiz using the link in their email.”

Chad Olinger
Executive Producer, StoneArch Meetings

“In less than a minute and with a few swipes, consumers tell us about their buying intentions and experiences. But just as important, because results are uploaded and available instantly, we can measure the effectiveness of our advertising efforts from day one.”

Kamil Janiszewski
Co-founder, Listonic

“The application is extremely user-friendly, yet packed with a lot of functions! The surveys are highly customizable design related, which is an absolute must in my opinion (as a digital marketer)! So far I used Surveyanyplace to get exhibition visitors to signup for app testing and to collect personal data. Everything went as expected. I’m eager...

Peter Van keer
Marketing Officer, Chestnote

“Having just one thing to interact with, and without having to download an app, was key in how readily the Survey Anyplace tool was accepted. Attendees were emailed on Day One with the URL that they would use throughout the event. From there on out, whenever they were asked for input, they’d call it up on their mobiles, and quickly respond.”

Sofie Blockx
Corporate Change and Culture Manager, KBC Group