



# Micro Case Study

Feedback Collection

**GLOBAL 500 COMPANY REDUCES COST  
PER SURVEY BY 98% AFTER SWITCHING  
FROM CATI TO SMS SURVEYS**

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## Feedback Collection



### Key Results

20% average SMS response rate

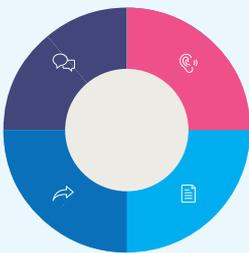
Average response time for SMS surveys is less than 2 hours

42% of incentivized customers renew



### Company spotlight

5.5 million customers  
\$10 billion in revenue  
Averaging 3.5 million survey completes annually



## Challenge

This brand wanted to gain a holistic picture of its customer experience across all channels – retail, contact center, field operations, and web. Unfortunately, their costly CATI surveying technique restricted survey volume, and limited the amount of customer feedback being collected, creating a high cost per survey. CATI is a lengthy and more intrusive means to surveying as it requires speaking to a customer on the phone at times that may or may not be convenient to them. They needed a method that would scale as their business operations grew, reducing their costs while increasing responses.

## Solution

The company decided to switch to SMS surveys across its channels because SMS surveys are shorter, allow for greater personalization, and are a more convenient touchpoint for customers to provide feedback. As a telecom, the company already had access to customer mobile numbers and the infrastructure to deploy SMS surveys, making the decision to switch from CATI to SMS even more practical. Given the control over SMS deployment, inconvenient times such as holiday or the middle of the night can be avoided. Survey invitations are automated, SMS surveys are sent out within 24 hours following a transaction. The timeliness of this yields higher value feedback as the transaction is still recent in a customer's mind as opposed to calling them to request feedback weeks after a transaction.

## Results

As a result of switching from CATI to SMS surveys, the company is seeing higher response rates and faster response times enabling them to action feedback they collect faster with 96% of all responses being received within 24 hours. With CATI surveys, the company was spending \$8 per survey, and now with SMS are spending \$0.20 per survey – a reduction of 98%! This will continue to decrease further as they survey more and more customers.

## What is CATI?

Computer Assisted Telephone Interviewing (CATI), is a surveying technique where an Interviewer conducts a feedback survey over the phone using a computer populated script.