

# Mobile-Optimized Surveys Lead to 330% Increase in Completion Rate

*Retailer Uses Apptentive Mobile Surveys to Glean Actionable Customer Feedback*

A major retailer was looking for a better way to survey customers and discover which app features they liked and disliked. The company had an existing survey provider, but were experiencing low completion rates. Furthermore, the retailer was looking to boost their public image by reducing 1-star ratings and driving 5-star ratings in the app stores, which their current provider wasn't able to offer. They also wanted to gather and analyze customer feedback in order to improve their app.

The retailer implemented Apptentive's software and decided to run a head-to-head test between their current web survey provider and Apptentive's mobile surveys. The retailer set up an Apptentive Ratings Prompt that asked app customers "Do you love [name of retailer]?" If the customer answered "Yes," they were asked to rate the app in the app stores. If they answered "No," they were asked to take a short, mobile-optimized in-app survey so the retailer could better understand any pain they were experiencing. In the survey, the retailer asked multiple-choice questions including "What is your least favorite thing about the app?" and "What's your favorite part of the app?" along with an open-ended question, "What other feedback do you have for us?"

## RESULTS

The retailer saw tremendous success using Apptentive's ratings prompts and mobile surveys. While their current provider's survey yielded a 1% completion rate, the Apptentive survey yielded a 3.3% response rate—a **330% improvement over the existing solution**. These results were particularly impressive when looking at the number of customers who responded to the prompt: of the 111,000 people prompted, 83% (92,000) stated that they loved the app and were then asked to rate the app in the app store. Of those, 13% took the time to rate the app. This helped boost the retailer's average app ratings above 4.5 stars in the App Store.

Of the 111,000 customers prompted, only 17% (19,000) stated they didn't love the app. These people were then asked to complete a survey, and **3.3% completed the survey** (despite not loving the app). From these survey results, the company gained valuable insights into where customers were having issues in the app and what features were working well, and was able to adjust their product roadmap to better serve their mobile customers' needs. Apptentive is proud to partner with this major retailer, and continues to power their in-app customer engagement strategy.

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