

NPS Mobile Surveys Drive a 17% Response Rate

Apptentive Surveys Offer NPS+, a Customer Satisfaction Score Plus Actionable Customer Feedback

A global financial company needed a way to measure customer loyalty via Net Promoter Score (NPS) for their mobile app customers. The company used NPS across their desktop experience for many years, but weren't able to pull the same customer sentiment from their mobile audience. In addition, the company was looking to gather customer feedback around how they could improve the app to better their customers' experiences.

The company had already been using Apptentive to boost their 5-star ratings in the app stores. They began working with Apptentive's Customer Success team to create a mobile-optimized survey that asked two questions to help make more meaning out of their NPS: "How likely are you to recommend [the company] to a friend or family member?" and "Why did you select this rating?" The company chose to use an open text box field for the second question to gather context around the NPS score selected.

RESULTS

In just two days, the company served 3,085 surveys and received 514 customer responses, a **17% survey response rate**. The company was thrilled to see that 64% of respondents gave them a score of 10, which meant they were extremely likely to recommend the company to a friend or family. In addition to gathering a significant number of positive NPS ratings on the survey, **93% of respondents gave insightful feedback** about why they chose their score.



"Apptentive surveys make NPS meaningful—not only do they provide the standard score, but also serve as a vehicle for customers to provide actionable feedback and give context to the number they picked." -Sr. Product Manager at Global Financial Company

About Apptentive

At Apptentive, we're the experts in mobile customer experience and in-app communication. Our in-app messages, surveys, and intelligent rating prompts empower brands to build meaningful relationships with their customers. Our software makes it easy for any company with a mobile app to grow retention, boost app store ratings, drive downloads, and earn customer loyalty. Apptentive powers millions of mobile customer conversations every month across the world.

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