Mobile customers engage with brands they love through both mobile apps and the web. To help our customers improve consumer communication across all of their mobile engagement channels, we released our Web SDK feature that brings the best of Apptentive’s in-app, two-way communication tools to web environments.

The Apptentive Web SDK is a simple but powerful channel to communicate with your customers. With it, you can show surveys at specific points within your website, and communicate more efficiently with your customers via the web. But don’t just take our word for it. Here’s how DirectTV has leveraged the Apptentive Web SDK to close the customer feedback loop through web experiences.
DirectTV, the American broadcast satellite service provider, first partnered with Apptentive to help survey their in-app customers. Although they were satisfied with the in-app product, they needed to survey customers across their web experiences, too. When DirectTV heard about our Web SDK product, they were eager to be one of Apptentive’s first customers to test it out.

Specifically, DirectTV needed to prove that there was a better model for surveying web customers for feedback. The company had already sent an NPS survey to a group of customers, and wasn’t satisfied with the results. Rather than asking the traditional, “How likely are you to recommend DirectTV?” NPS-style question, Apptentive’s Web SDK allowed the company to go back to the same group of customers to ask detailed questions based on demographic data. The goal was to help the company learn more in a new survey.

Apptentive’s Web SDK survey resulted in an 8% response rate. The company decided to send a follow-up survey to the customers who engaged with the first one, which received a 20% response rate.
**AT&T**, the parent company to DirectTV, also leveraged Apptentive’s Web SDK product to better connect with their web customers.

Since launching the Web SDK in June, **AT&T has connected with approximately 6% of their web customers**. Through running multiple surveys, they’ve received an average of a **12% response rate**, and have been able to measure how their NPS score has changed over time.

Most importantly, AT&T has gained insight into how many products their customers use based on demographic data, which has helped them gauge an appetite for new features. These learnings have helped the company drive its product roadmap, **resulting in more informed business decisions and less need for focus group tests**.

Join these companies in **Being Apptentive**.

Visit [www.apptentive.com](http://www.apptentive.com) to get started today.