

DOUBLED FEEDBACK SUBMISSION RATES —

Creating a More Effective Feedback Loop in HubSpot

The Challenge

A prominent provider of legal education tools needed a better feedback system to gather critical insights and make informed improvements. Challenges included:

- Limited feedback on customer support interactions, leaving blind spots in service quality
- Inability to identify trends in customer satisfaction or dissatisfaction
- Missed opportunities to improve the user experience, risking customer retention

The Solution

By implementing a custom solution in HubSpot, we were able to streamline the feedback process and incorporate an incentive automatically to increase response rate. Surveys were sent after support interactions, with clear messaging to encourage participation. The client could then use HubSpot's tracking features to monitor response rates and manage drawing entries seamlessly.

The Impact

The incentive-driven approach yielded immediate results:

- **Survey response rates nearly doubled:** Email/form survey responses rose from 15% to 23.4%, while chat survey responses improved from 12.5% to 16% within 30 days
- The client can now gather significantly more feedback to identify service trends and areas for improvement
- By acting on this feedback, the client is better positioned to enhance the customer experience and retain satisfied users

The Details

Industry:
Legal Education

Business Area:
Customer Support

Tools Used:

- Feedback Submissions
- Amazon Gift Cards

Hey **Contact: First name**,
Your opinion matters to us.

You recently contacted our customer happiness team. We'd love to know how we did. Share your feedback, and you'll be entered for a chance to win a \$100 Amazon gift card!

How happy were you with the overall customer support experience?

