



# Achieving 20% Customer Survey Participation Rate Within The First Year

# The Launchpad x Macorva

## Macorva's Solutions:

The Launchpad has fully adopted the Macorva Customer Experience (CX) and Employee Experience (EX) solutions to establish comprehensive, closed-loop feedback, capture actionable business intelligence, drive service improvements, and increase revenue.

By leveraging Macorva CX and EX, The Launchpad has been able to consolidate all of their feedback needs into one system. Uses include:



**Quarterly employee surveys with 85%+ response rates quarter by quarter**

The Launchpad was able to achieve and maintain best-in-class survey response rates by leveraging the lightweight, mobile-friendly user experience provided in Macorva's employee surveys. By making feedback quick and easy for employees, they avoided survey fatigue and benefitted from consistent, quality employee experience data.



**Performance Reviews**

The Launchpad saw widespread participation immediately after implementing Macorva EX's signature

unlimited 360 feedback. Employees used Macorva EX's 360 to provide voluntary, descriptive feedback on an average of 19 other coworkers.



**Customer Satisfaction Surveys**

By integrating Salesforce and Macorva CX, the Launchpad was able to establish a fully automated system to deploy personalized follow-up surveys after every client meeting, capturing detailed feedback from a remarkable 20% of customers throughout their first year.



**THE LAUNCHPAD**

The Launchpad is a lead generation data company that provides its clients with qualified leads that are ultra-closable and loaded with market intelligence. The enriched lead data that The Launchpad provides puts sales teams in the best position to close by pinpointing the technological needs of the prospect and understanding key business pains and challenges.

With a strong focus on the IT industry, The Launchpad is a leader in providing lead generating solutions to its clients.

**Macorva Client Q1 2021 - Current**

# Macorva CX: The Highlights

- ✓ **Maximizing on The Good**  
89% Customer Satisfaction  
across thousands of experiences.
- ✓ **Measured Improvements**  
One year after incorporating  
Macorva CX insights, 75%  
of Customers describe their  
experience as Organized.
- ✓ **More Data, Less Problems**  
20% Customer Survey  
Participation Rate.



## The Challenge: Customer Experience

The Launchpad was in need of a system to measure client satisfaction with their lead generation services. Their hard requirements were for this solution to be automated and actionable. They needed a solution that could follow-up up with clients immediately after a connection with a prospect was facilitated by The Launchpad and capture feedback on:

- The process of getting the client and prospect together
- The introduction of the client and prospect by The Launchpad staff

- The quality of the discussion between the client and the prospect
- The likelihood of of a business opportunity developing for the client

This type of detail would be impossible to measure with conventional customer surveys. The Launchpad was not just looking to understand if an experience was good or bad, but why an experience was good or bad. Their need was to understand what factors were influencing customer satisfaction in order to drive timely service improvements.

# The Macorva CX Solution

The Macorva CX solution has given The Launchpad a complete picture of their customer experience - and a way to measure the “why” behind customer ratings.

Using Macorva CX, The Launchpad was able to measure and track distinct qualities in their services and develop a proactive approach to improve their client experience.

Via Customer Satisfaction Surveys The Launchpad has learned...

## ✓ The What

89% of clients are satisfied with their experience, with 20% of clients giving feedback

## ✓ The Why

75% of clients describe their experience as Organized, and

...37% as Focused On My Needs

...29% as Good Communication

...26% as Actionable Opportunity

Knowing this data, The Launchpad knows where to devote resources in the form of time, human capital, and financial investments.

## Seamlessly Integrated

Macorva CX is the missing puzzle piece to The Launchpad’s Tech Stack.

Using Macorva CX’s Salesforce app, The Launchpad seamlessly incorporated customer feedback as a follow-up to every meeting facilitated for their clients, helping The Launchpad’s Account Management team to quickly and thoroughly review past performance.

This integration coupled with Macorva CX’s mobile-first design and SMS distribution enabled The Launchpad to achieve a staggering 20% response rate.

## 4 Key Attributes of a Successful CX Platform

- 1 Mobile-First, Engaging Surveys
- 2 Tappable Descriptions
- 3 Actionable Analysis
- 4 Seamless IT Integration



Ready to learn more about how Macorva CX can improve your customer experience through data-driven, simple, and accessible customer feedback solutions?

[Book a 1:1 Demo](#)

### Learn more about...

- Post Purchase Surveys
- Customer Service and Support
- Brand Experience and VoC
- Product Experience
- Radiant AI™ Closed Loop Follow-Up