Survey Advantage

Capturing Customer Feedback. Driving Business Results.

12-POINT SIGNWORKS

SIGNWORLD BUSINESS PARTNERS
NOT A FRANCHISE, A BUSINESS OWNERS ALLIANCE

The Problem

Murray Johns was searching for an automated system capable of gathering customer feedback while growing his business. After hearing from another marketing company in his network, Murray decided to learn more about SurveyAdvantage's all in one marketing concierge service.

The Solution

Soon after implementing SurveyAdvantage, Murray and his team were being fed timely customer feedback while accumulating Google reviews. Murray was also surprised to be collecting new sales leads for his team to follow up with. Existing customers of 12-Point SignWorks expressed interest in other services provided by 12-Point SignWorks, after learning about Murray's full service offering in his survey. Murray can now quickly delegate and track the progress of new sales opportunities through his SurveyAdvantage dashboard. Not only does Murray continue to learn about his existing customers, but grows his share of wallet while doing so. In the absence of a CRM system, Murray leverages his dashboard tools to manage his client leads.

Murray is also able to benefit from SurveyAdvantage's automatic integration with Corebridge. Data is pulled from Murray's system seamlessly without any effort other than reviewing his feedback, and driving testimonials to his website and social media platforms. SurveyAdvantage has provided Murray with the comprehensive marketing solution he had been looking for to spend more time working on his business rather than inside of it.

The Results...and counting

Feedback: Received 116 customer responses in 1 month producing an average Net Promoter Score® of 91.

Reviews & Testimonials: Generated 59 testimonials and yielded 15 positive Google reviews, increasing their average Google star-rating by 4%.

Leads & Referrals: Uncovered 50 new sales opportunities with existing customers, and 7 referrals.

"SurveyAdvantage has provided terrific ROI for us, much more data and information than I anticipated that it would provide for what it costs. I would really encourage Signworld to consider working with SurveyAdvantage and promoting them to the SW community. And it integrates with Corebridge for an automatic data feed on a periodic basis..."

Murray Johns
12-Point SignWorks

Give us a call or drop us an email to learn how we can help you too!

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