



From customer feedback to insights, **50% faster**

SmartSurvey helps you spot customer issues early so you can fix them before they spread.

Confused.com



GOV.UK



Tripadvisor

e.on



switch



Built for CX feedback programmes that need to move fast

Running a voice of customer programme across your whole organisation means thousands of responses coming in from every touchpoint.

SmartSurvey handles that volume without breaking a sweat.

You can set up surveys in minutes, capture feedback wherever your customers are, and watch the AI instantly spot the patterns that matter. No waiting days for analysis. No drowning in spreadsheets. Just clear insights that show you exactly where to focus your energy.

Whether you're collecting ten responses or ten thousand, the platform gives you what you need to improve customer experience at the speed your business actually moves.

Let's show you how SmartSurvey makes it happen.

Trusted by global brands



Multi-award-winning software

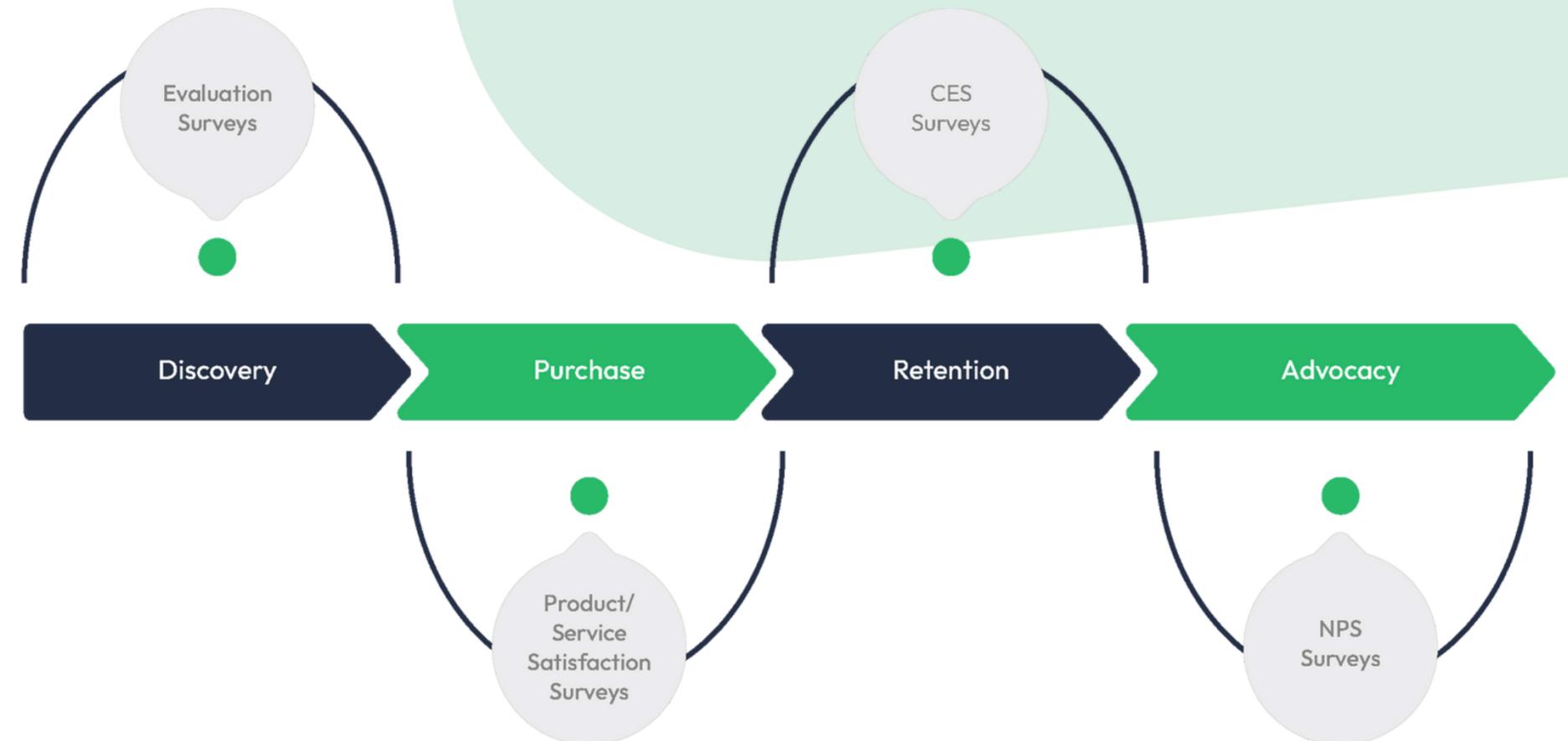


Gather feedback throughout the customer journey

Your customers interact with you dozens of times before they decide to stay or leave. SmartSurvey lets you gather feedback at every touchpoint that matters, so you can see exactly where the experience breaks down.

When you know which moments create friction and which ones build loyalty, you stop guessing and start fixing the right things. That means happier customers who stick around longer and spend more.

Real-time feedback from across the journey gives you the full picture, not just snapshots.



Case Study Spotlight

How uSwitch embeds branded surveys in webchat for **enhanced feedback reporting**

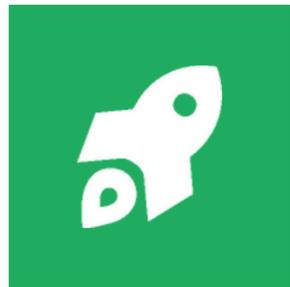
For real-time service insights, SmartSurvey's embedded survey capabilities let you capture feedback at the moment of truth. uSwitch seamlessly integrated Net Promoter Score questions directly into their web chat, turning every support conversation into actionable intelligence.

With custom variables linking responses to specific chat sessions, they were able to identify service improvements instantly and compile monthly performance reports with zero manual effort.

[Read the uSwitch Case Study >](#)

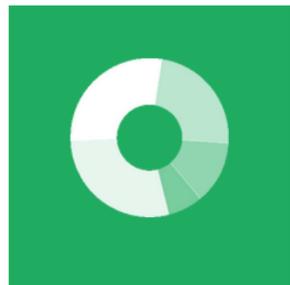
[Visit our Case Studies >](#)

Three steps to CX success with SmartSurvey



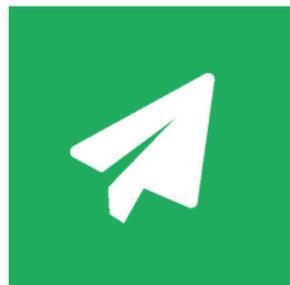
Action

From data-driven insight, you will quickly be able to identify the areas of your customer journey that need improvement to consistently deliver a better experience across different touchpoints.



Analyse

After you have collected data, you can use our built-in reporting to understand where you need to take action or use our API or native integrations to pass data directly into your CRM to populate cases, customer records and drive dashboards.



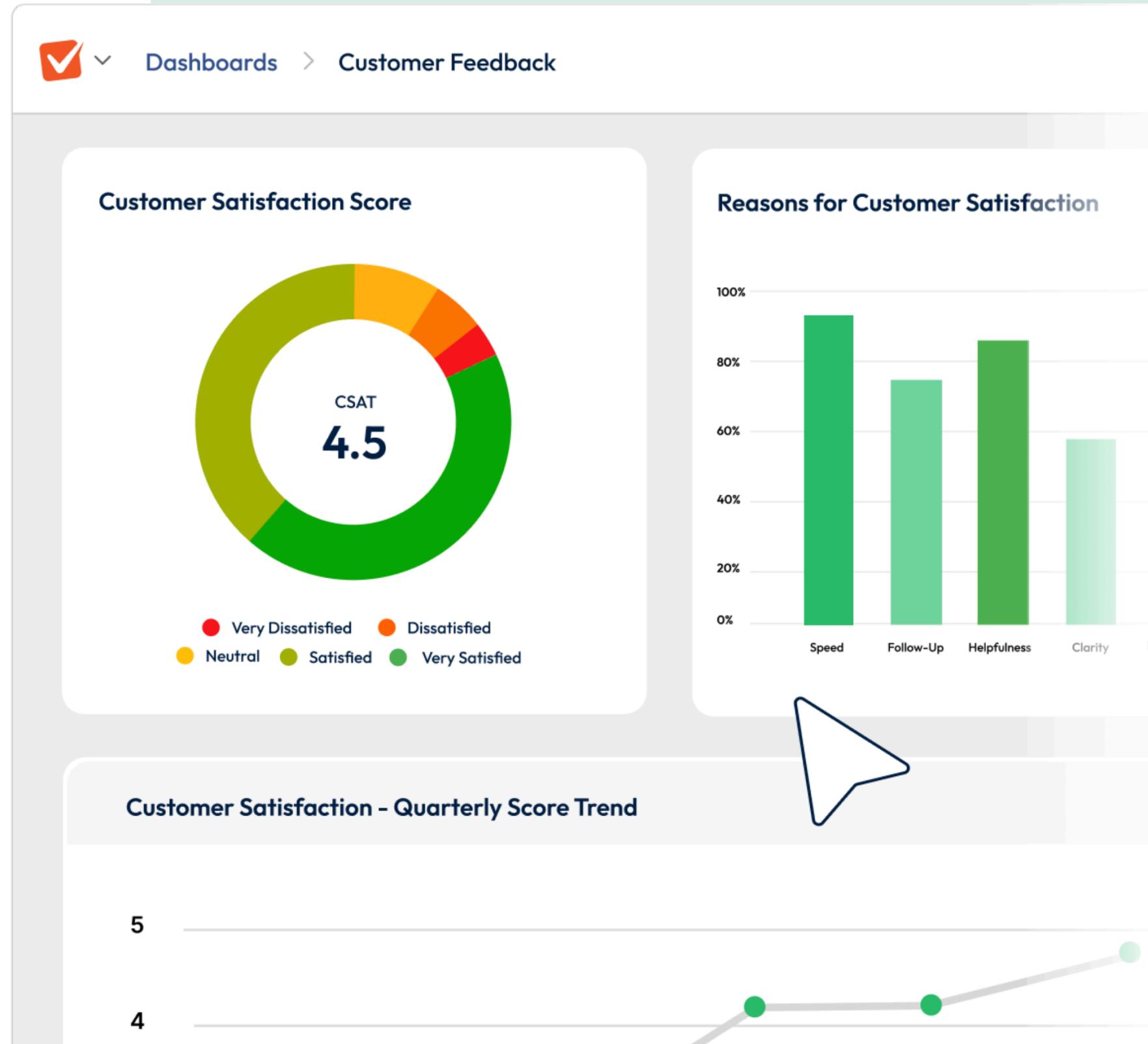
Connect

Connect with your customers across multiple channels such as email, SMS, QR codes, offline, in store, web intercepts, web embed live chat, social and more!

Improving your CX is easier with SmartSurvey

Whether you want to create a single survey to engage with a focused customer base or gather insights from thousands of customers everyday, SmartSurvey can support you to achieve your CX goals.

SmartSurvey is easy to use, but if you need a hand getting things set up we're here to help.





Let us help make your CX project a success

Our managed survey service gives you access to our in-house team who are on hand to manage the entire survey process. From building your survey to helping you to interpret the results, we're with you every step of the way.



An extension of your team

From design, layout, logic and question advice, to respondent targeting, distribution and analysis we can provide the support you need to achieve your objectives.



On brand surveys that look amazing

The look and feel of your surveys are of the utmost importance. Your respondents want to receive a survey that feels familiar from a brand they trust. To maximise engagement, we leverage your brand reputation and create a custom survey theme that perfectly reflects your brand style.

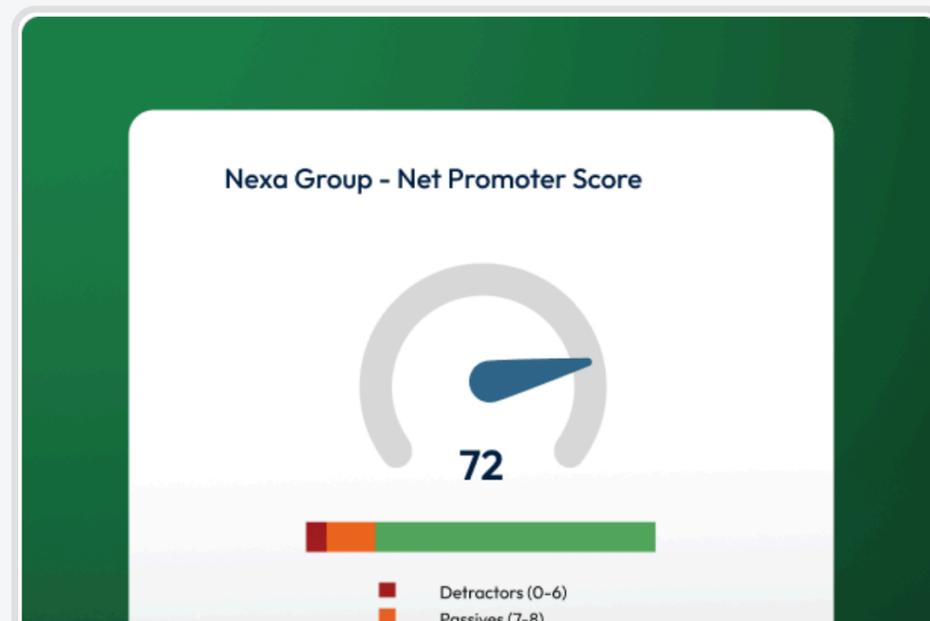


Expert Support & Advice

We work with a number of certified experts in the CX field who can provide you with additional consultancy, staff training and valuable external perspective, ensuring your CX programme achieves its objectives.

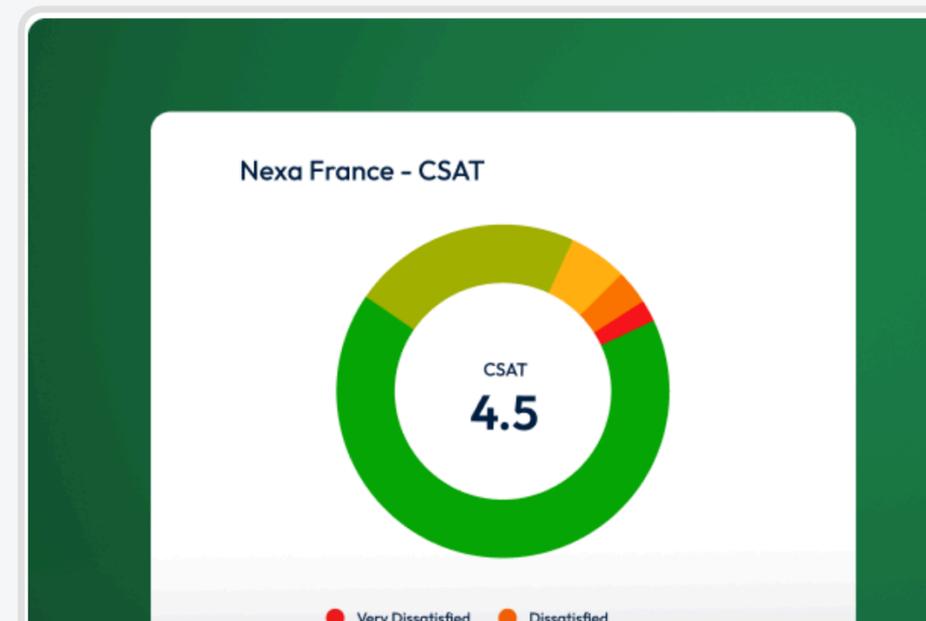


Built-in CX questions that measure what matters



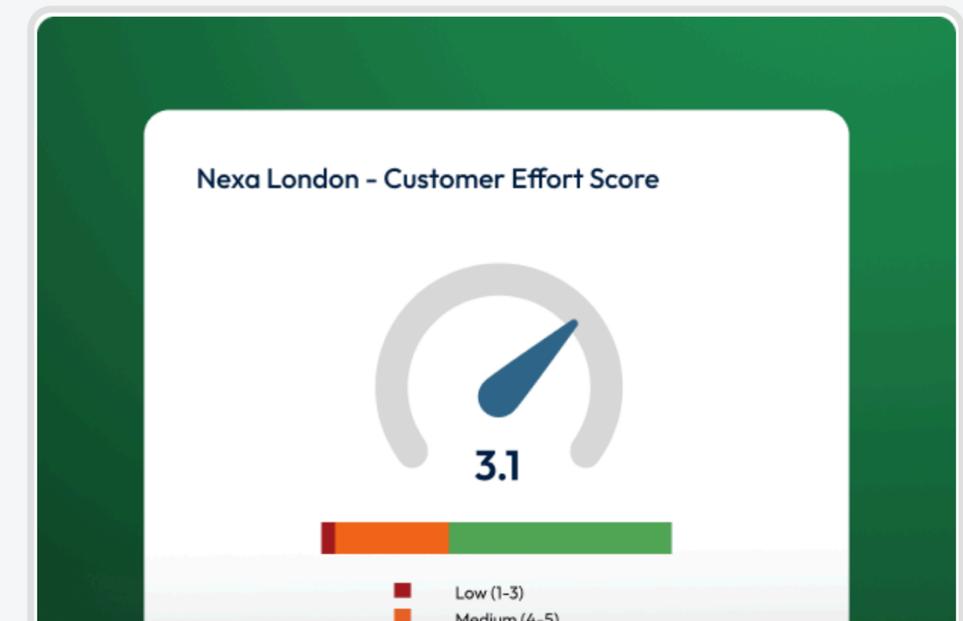
NPS

Discover what turns customers into loyal promoters. Pinpoint what to fix and what to amplify. Boost retention, grow revenue, and build a stronger brand with smart insights and action.



CSAT

Capture satisfaction after key touchpoints. Surface unhappy customers fast, remove friction, boost retention, and keep them coming back to do more business with you.



CES

CES pinpoints effort hotspots after chats, tasks or product interactions. Know where friction lives, so you can fix the issues, keep things running smoothly, and stop customers leaving.

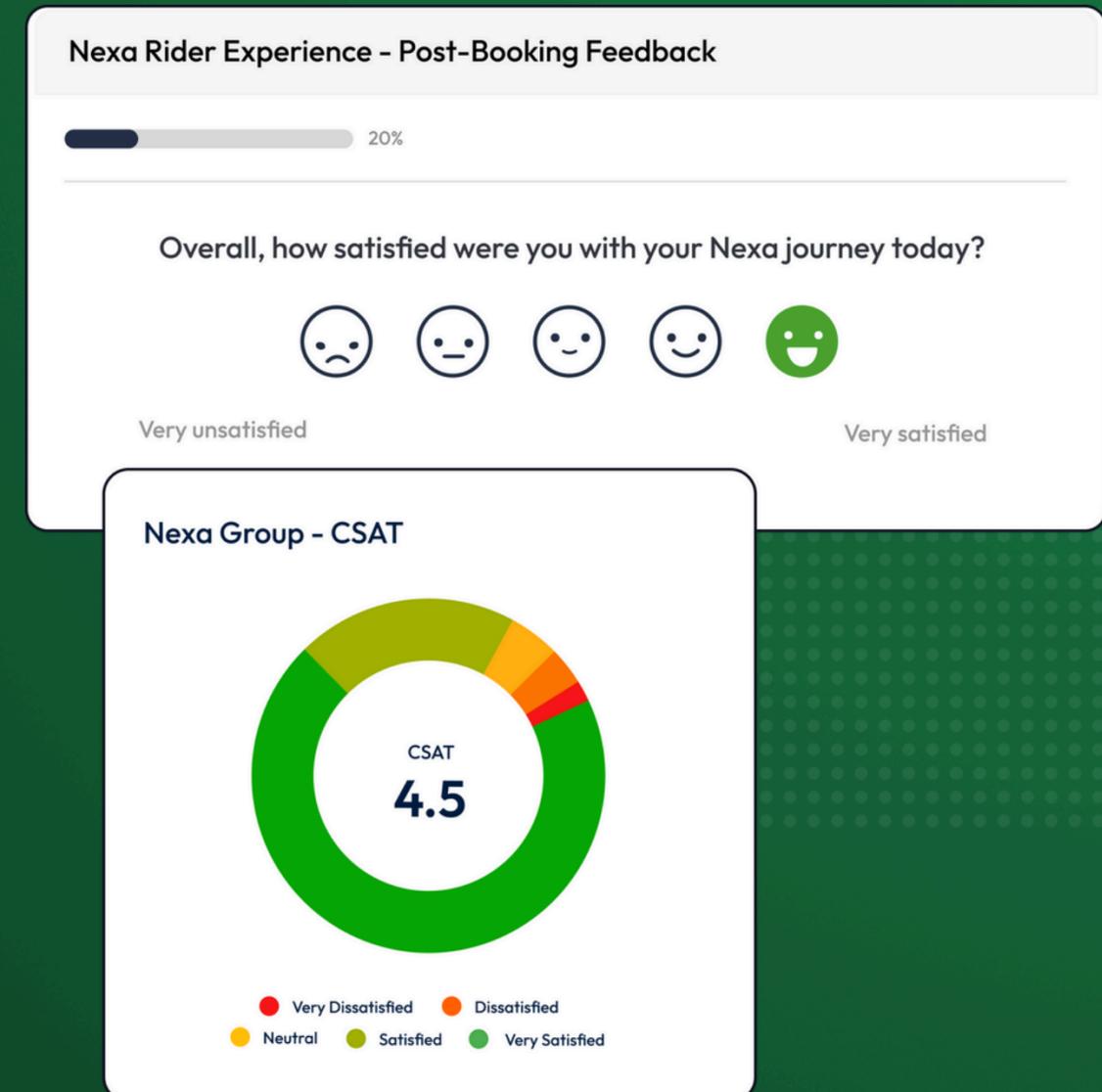
Customer Satisfaction (CSAT) Surveys

If you are looking to achieve a level of service - or a product that is a cut above the rest - CSAT surveys are key to success.

CSAT scores are usually expressed as a percentage scale: 100% being total customer satisfaction, 0% total customer dissatisfaction. SmartSurvey automatically calculates CSAT for you. You can calculate this, or feed responses into your preferred BI tool for real time metrics and trend analysis.

⚠ Don't get your CSAT and NPS mixed up!

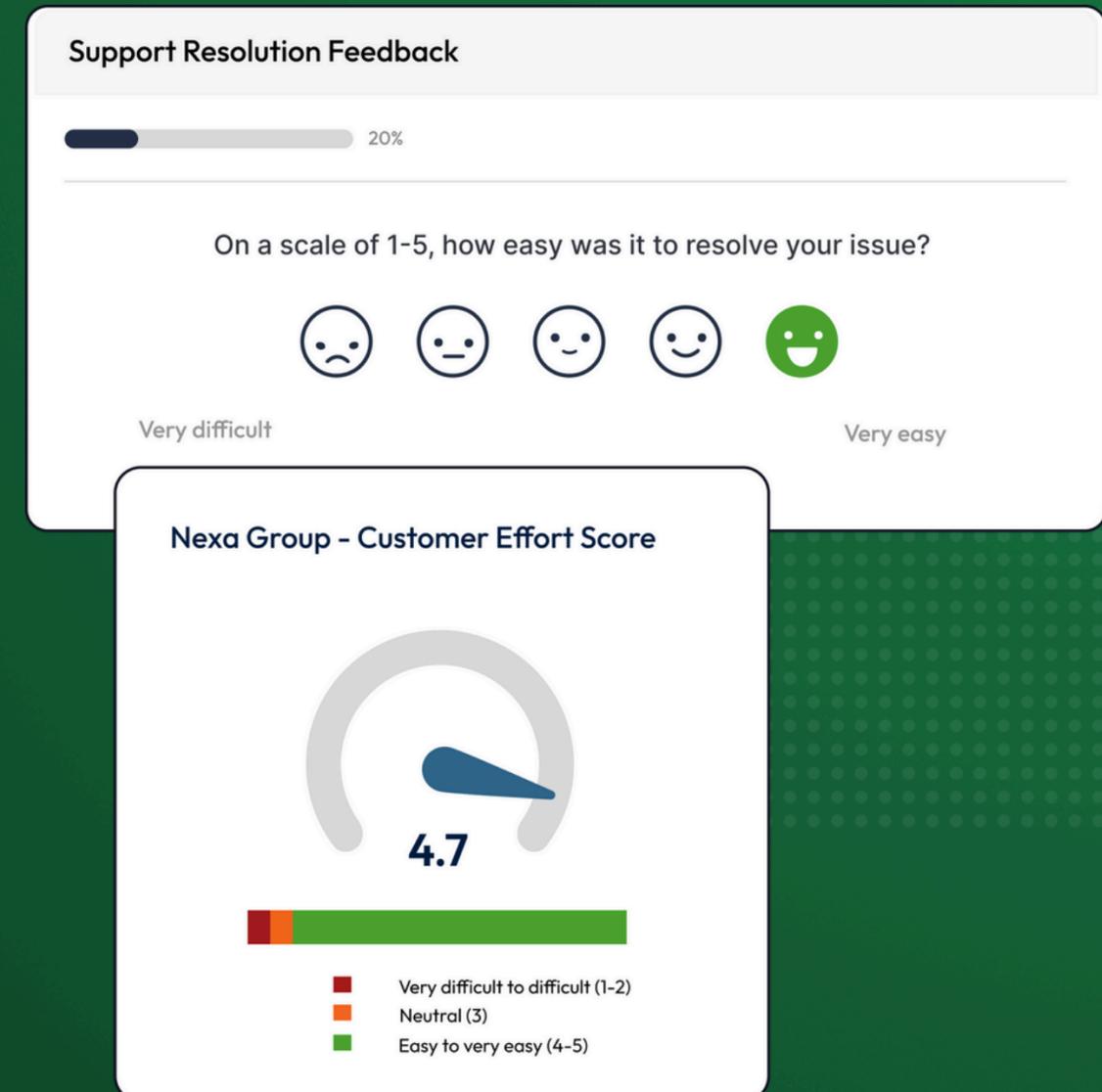
CSAT measures how satisfied your customers are, whereas NPS is measuring customer loyalty and advocacy to the organisation.



Customer Effort Score (CES) Surveys

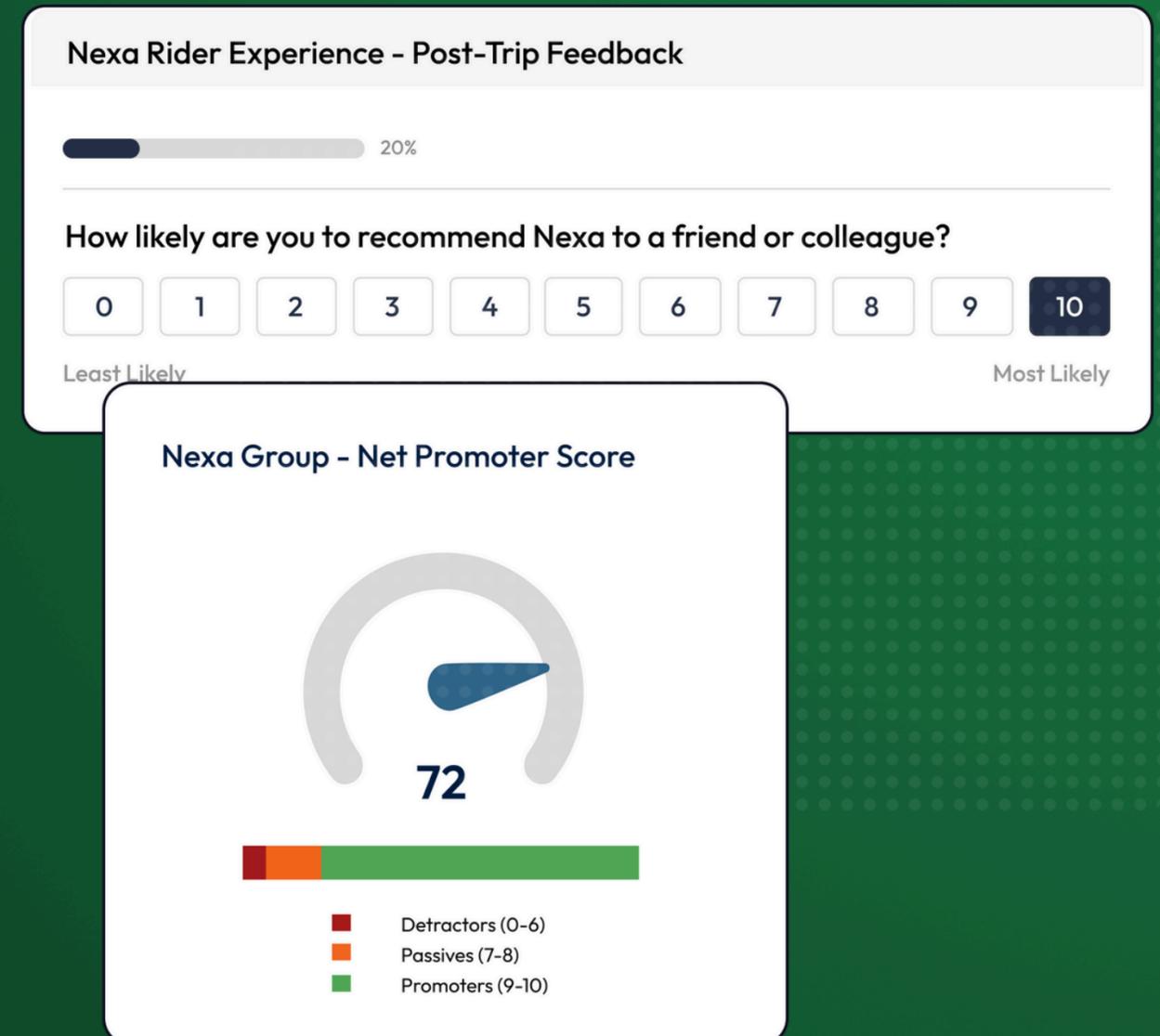
Customer Effort Score (CES) is used to measure how easy it is for customers to interact with your organisation, focusing on the effort required to resolve issues or complete tasks.

By simplifying customer interactions, organisations can enhance satisfaction and loyalty. CES feedback provides actionable data, enabling pain points to be identified at key touchpoints and processes streamlined or changed to lower effort and improve the overall customer experience.



Net Promoter Score[®] (NPS[®]) surveys

NPS[®] is one of the most recognised CX metrics. Using one simple question it enables you to measure customer perception associated with your brand, organisation, product or service.

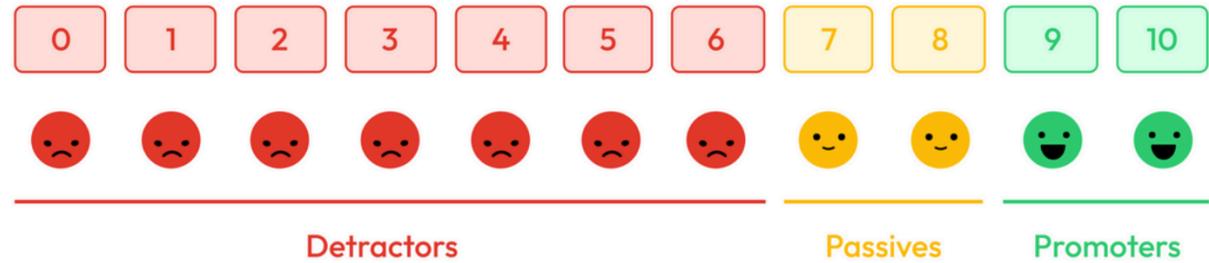


How do I use NPS[®] with SmartSurvey?

We've introduced a pre-set question type to quickly and easily add the NPS question to any survey you create. What's even better is we do all the tricky calculations for you automatically, all you need to do is focus on collecting feedback and analysing the results.

What is Net Promoter Score (NPS)?

How likely are you to recommend us to a friend or colleague?



The diagram shows a horizontal scale from 0 to 10. Below the numbers are smiley faces: 0-6 are red with sad faces, 7-8 are yellow with neutral faces, and 9-10 are green with happy faces. A red line is under 0-6, a yellow line under 7-8, and a green line under 9-10. Labels 'Detractors', 'Passives', and 'Promoters' are placed below their respective lines.

$$\text{Net Promoter Score} = \% \text{ Promoter} - \% \text{ Detractors}$$

How NPS[®] works?

The Scoring breaks down like this:



Detractors (0-6):

Unhappy customers who might warn others away.



Passives (7-8):

Satisfied but not enthusiastic customers.



Promoters (9-10):

Your biggest fans who actively recommend you.

Your NPS score = % Promoters - % Detractors

So if 80% of your customers are Promoters and 5% are Detractors, your NPS is +75. Scores range from -100 to +100

SmartCX – your complete customer experience solution

LISTEN

Get to know what your customers really think

Easily launch multiple NPS, CES, and CSAT programs. Our intuitive platform allows you to manage them at scale.

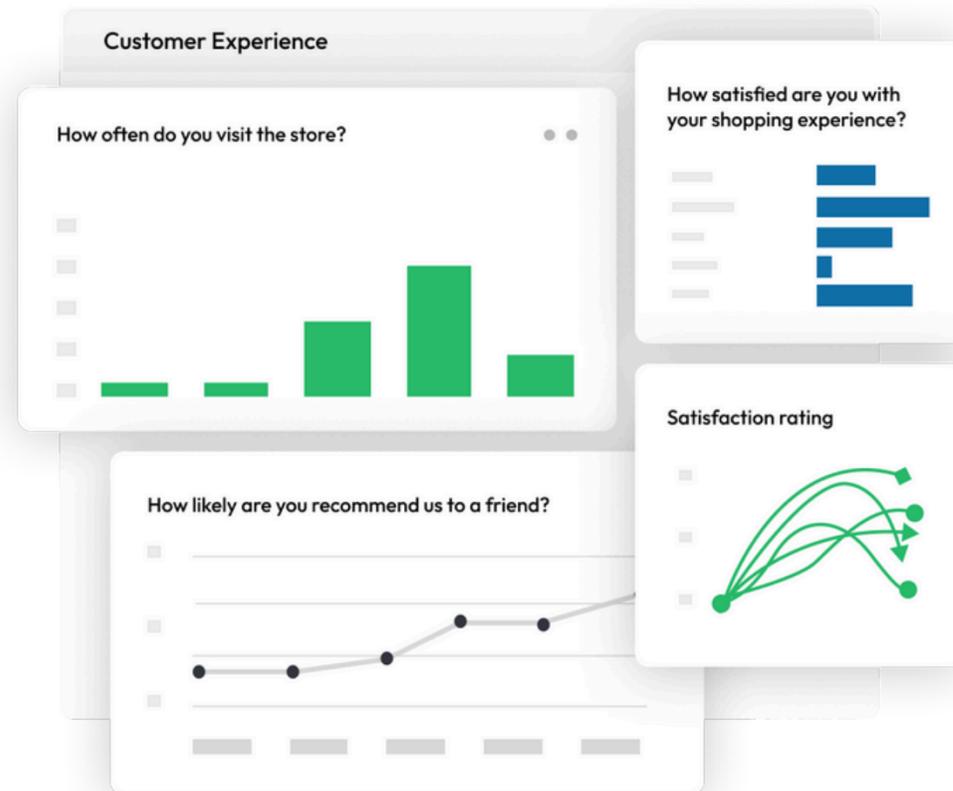
We'd like to know what you think of us

20%

How likely are you to recommend us to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Previous Page Next Page



UNDERSTAND

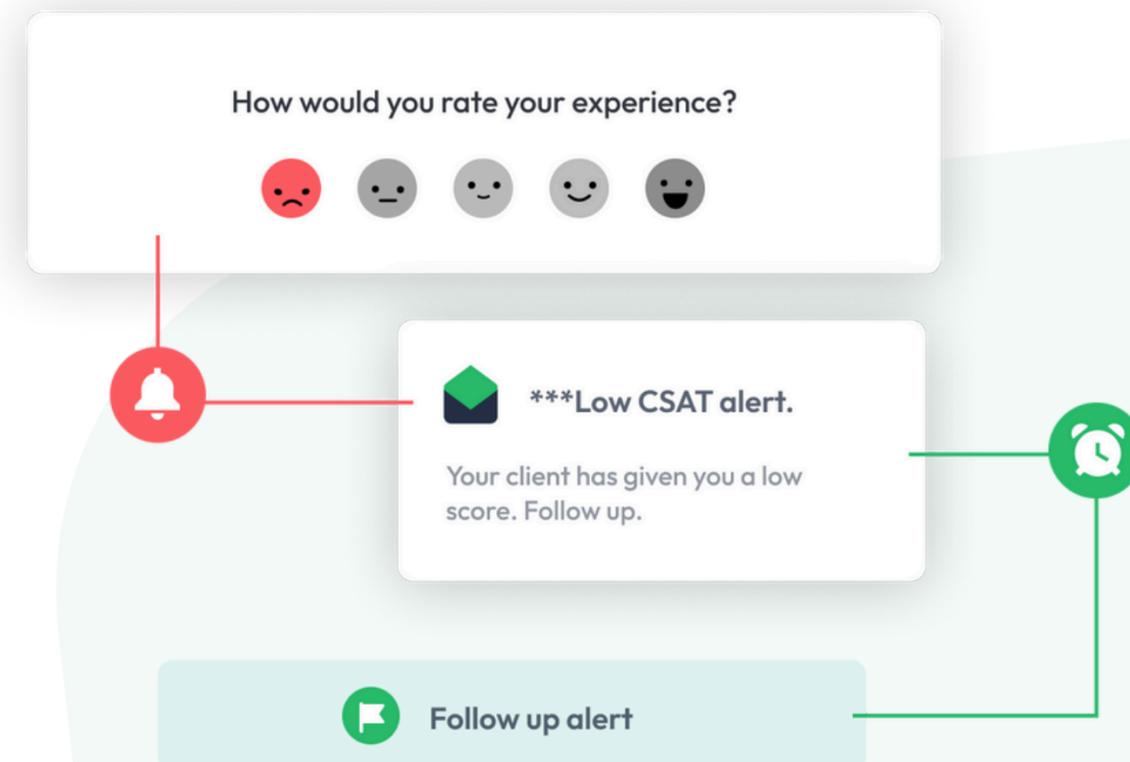
Quickly uncover and share actionable CX insights

Build, segment and share dashboards based on any attribute to quickly identify trends and gain actionable insights.

ACT

Take action on feedback to drive continuous improvement

Create custom notifications to alert your team about important feedback. Integrate with your existing systems.



Listen to your customers on their preferred channels

We meet your customers where they are. Gather feedback seamlessly across all the channels your customers love and dive deep into the data to discover valuable CX insights.



Email

Schedule reminders for non-responders to increase engagement



Pop-up

Use pop-up surveys to gather feedback on the web at key interaction points



SMS

Reach customers quickly with SMS surveys, enhancing brand recognition



Embed

Increase engagement by embedding surveys directly on your website and emails



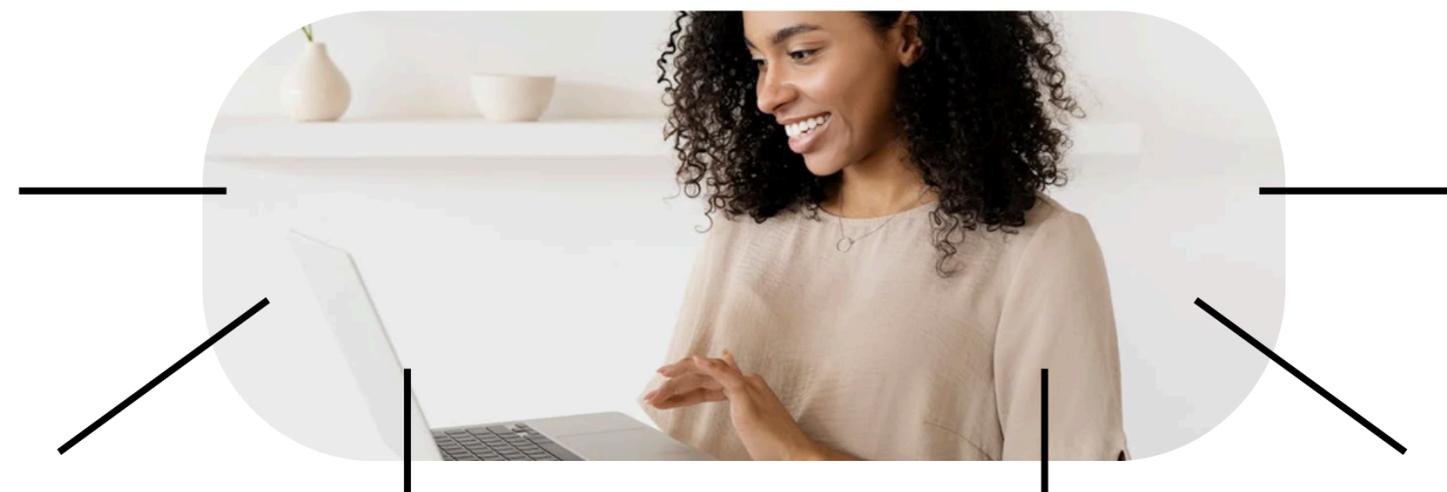
Social Media

Distribute surveys on social media platforms easily



QR Code

Use QR codes to make your surveys accessible anywhere



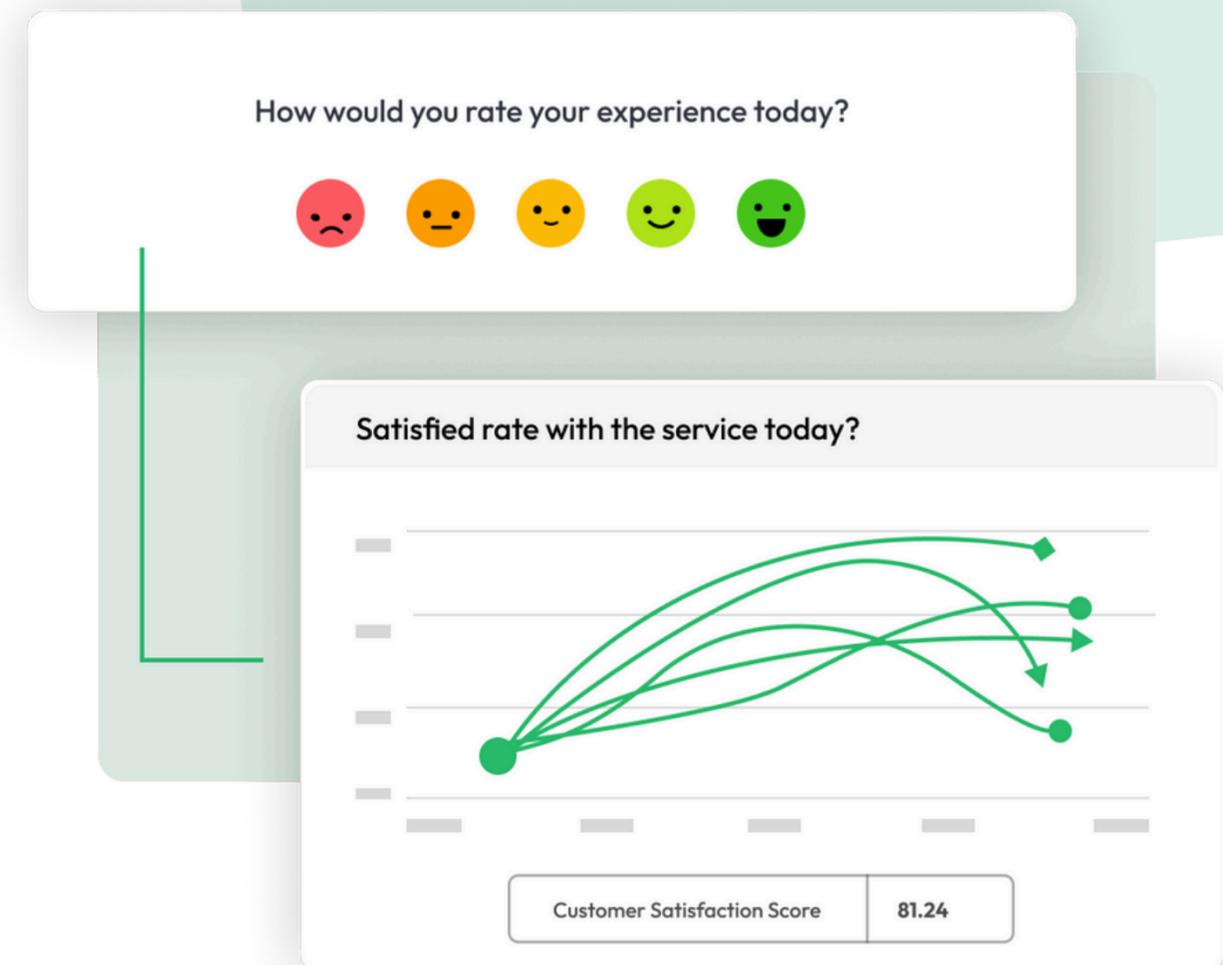
Boost engagement, drive action and improve customer experience

COLLABORATE

Create, share and customise stakeholder reports

Provide real-time access to customer insight, without additional user licenses.

- Set your CX project team up for success by sharing templates, themes, and your preferred CX questions
- Enable your team members to work together effectively and seamlessly through detailed user permissions
- Schedule automated stakeholder reports, providing real-time access to customer experience insight.

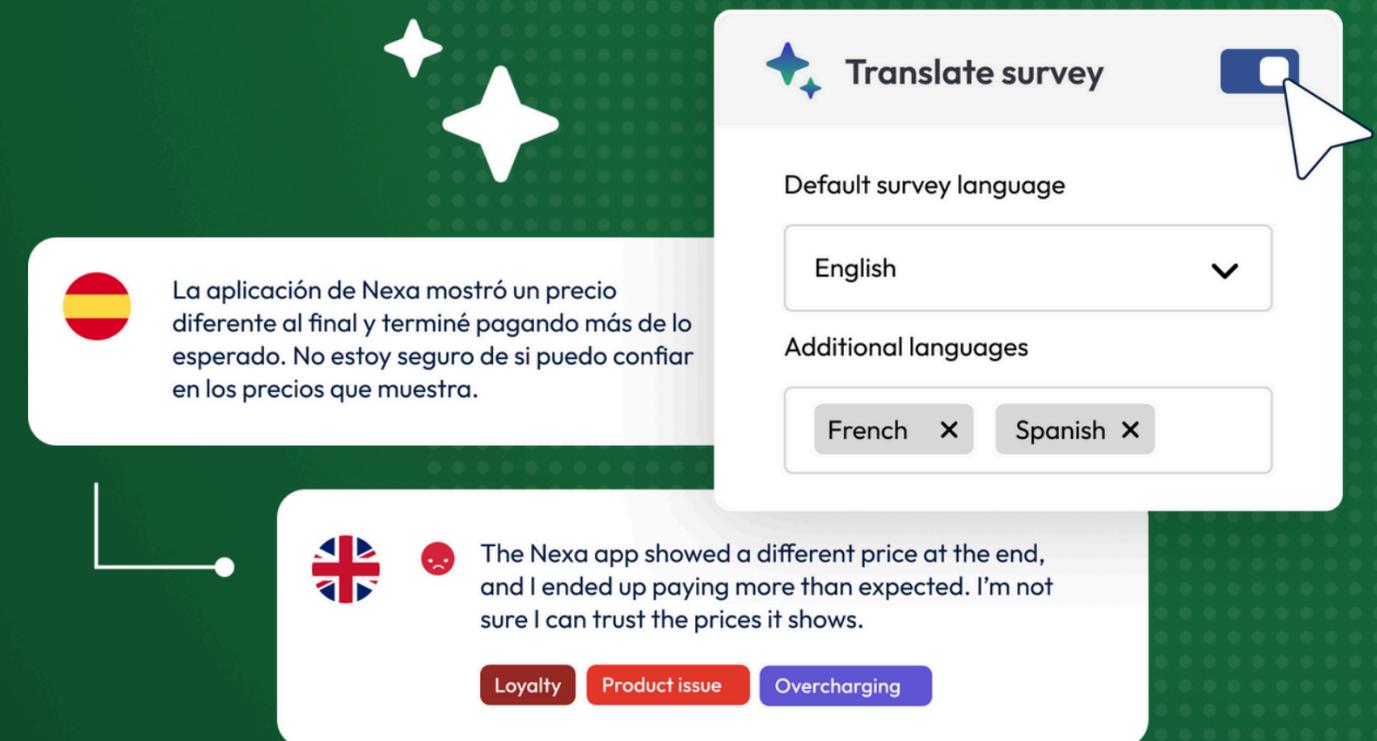


MULTILINGUAL FEEDBACK POWERED BY AI

AI translations to break down language barriers

Collect genuine feedback from anyone, anywhere, in the language they prefer.

- Let respondents answer surveys in their own language while you read everything in yours
- Launch global research programmes without hiring translation agencies or waiting weeks for results
- Gather higher quality feedback in native languages



The image displays a SmartSurvey interface. At the top right, the SmartSurvey logo is visible. The main content area features a survey card in Spanish with a Spanish flag icon. The text of the survey is: "La aplicación de Nexa mostró un precio diferente al final y terminé pagando más de lo esperado. No estoy seguro de si puedo confiar en los precios que muestra." To the right of the survey card is a "Translate survey" panel. This panel has a toggle switch that is currently turned on. Below the toggle, it shows the "Default survey language" set to "English" with a dropdown arrow. Underneath, there is a section for "Additional languages" with two buttons: "French" and "Spanish", each with an "X" icon to its right, indicating they are selected. Below the survey card, there is a feedback card in English with a British flag icon and a sad face emoji. The text of the feedback is: "The Nexa app showed a different price at the end, and I ended up paying more than expected. I'm not sure I can trust the prices it shows." At the bottom of the feedback card, there are three tags: "Loyalty" (in a dark red box), "Product issue" (in a red box), and "Overcharging" (in a blue box).

VISUALISE

Our dashboards turn data into insights

Share key metrics or data sets across your teams with ease – no data science degree required!

- Holistically analyse data and feedback across the entire customer journey
- Quickly visualise data and spot trends with out-of-the-box CX charts
- Drill into and categorise complex qualitative data, sentiment, and customer anecdotes

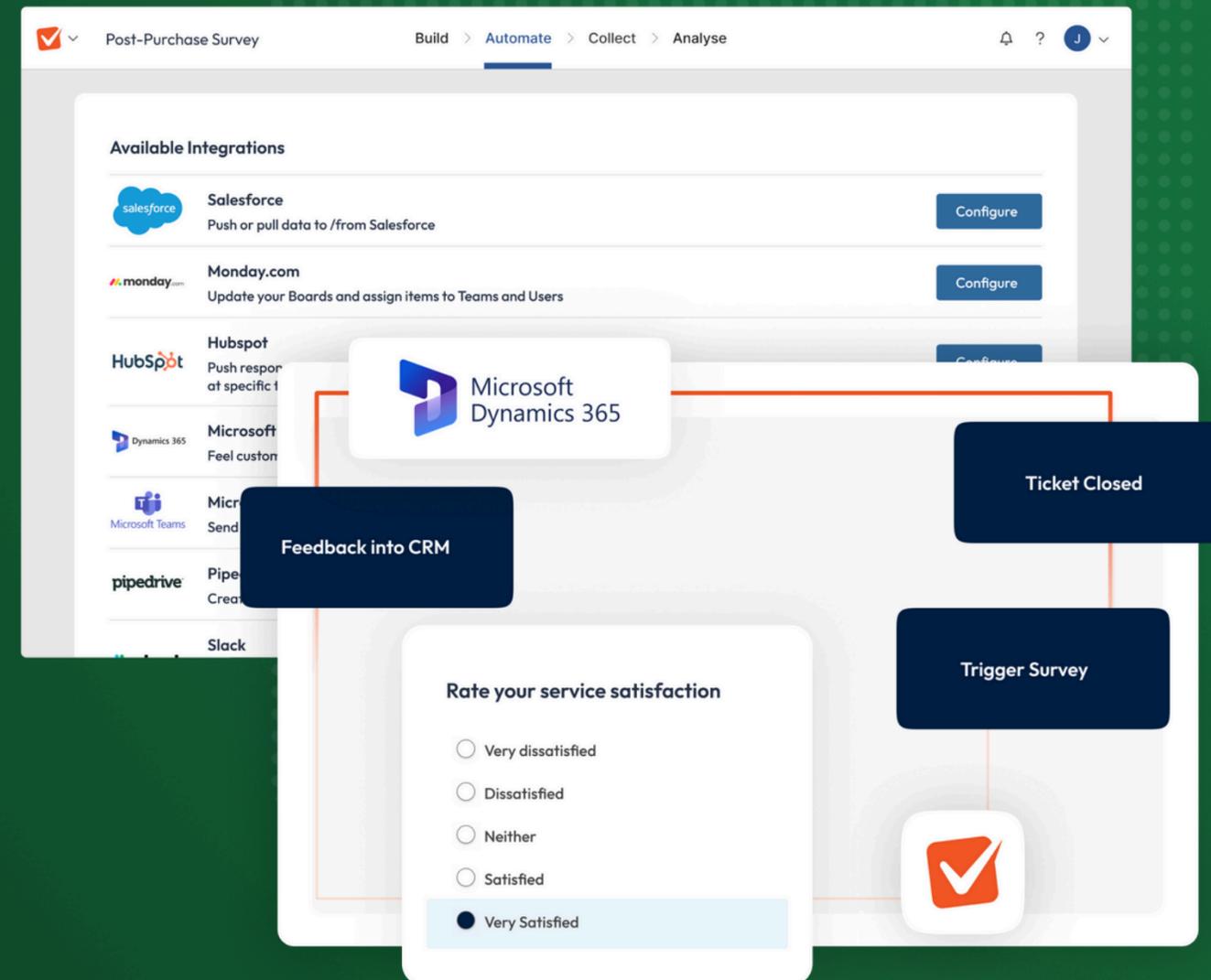


CONNECT

Integrations bring insights where your teams work

Automate your feedback workflows and sync survey data directly into the tools you use every day.

- Push responses straight into Salesforce, Microsoft Dynamics, and HubSpot to keep your CRM data complete and current
- Trigger surveys automatically when key events happen in your business systems, capturing feedback at exactly the right moment
- Stop copying data between platforms and let your teams act on insights without leaving their workspace

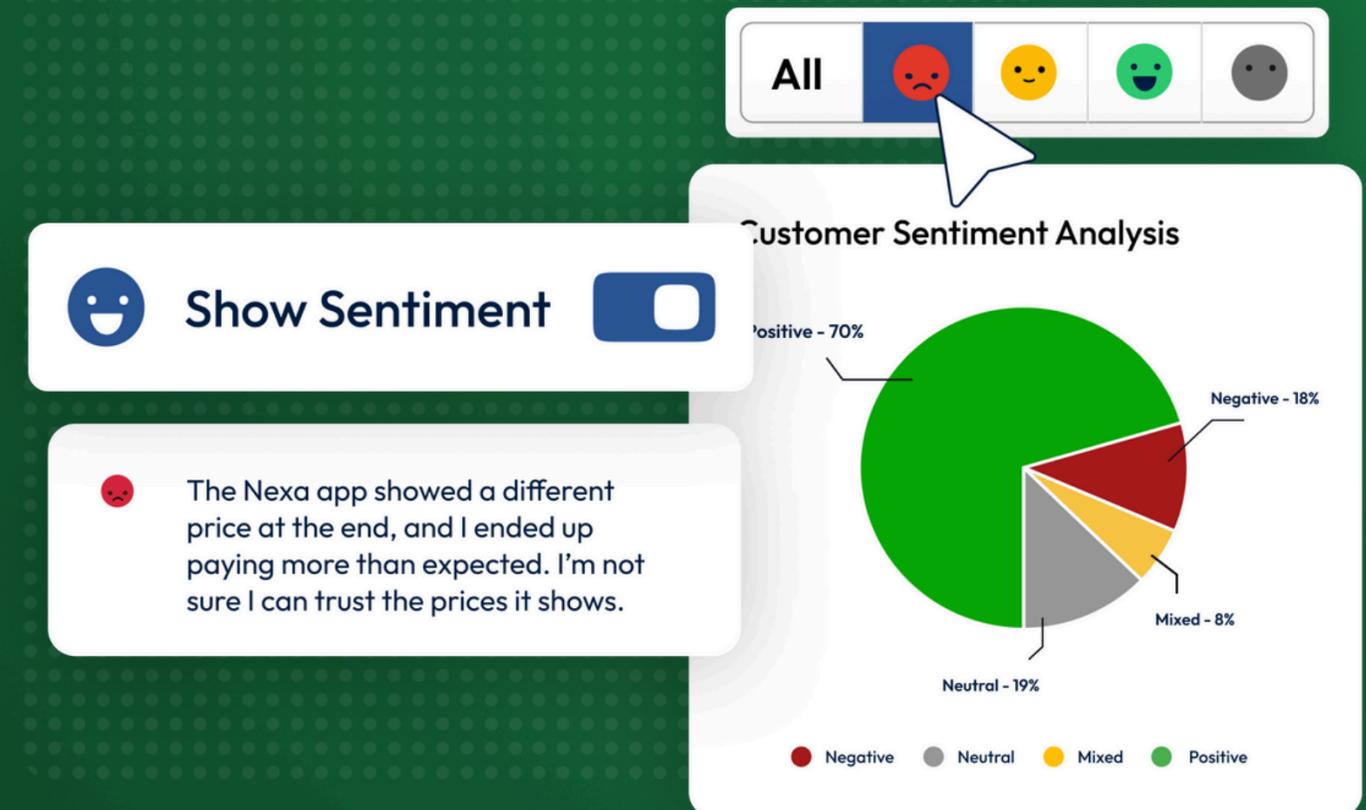


AI-POWERED SENTIMENT ANALYSIS

Detect the emotion hidden in open-text

Sentiment Analysis reveals how customers actually feel about their experience, automatically detecting whether feedback is positive, negative, or neutral the moment it arrives.

- **Stop guessing what people mean.** AI reads the emotion in every response instantly, so you know who's frustrated, delighted, or on the edge without reading thousands of comments yourself.
- **Catch unhappy customers before they leave.** Negative sentiment gets flagged immediately, giving you time to reach out and fix things whilst you still can.
- **Handle any volume without missing the urgent stuff.** Whether you get ten responses or ten thousand, the most critical emotions surface automatically so you never lose track of who needs attention.

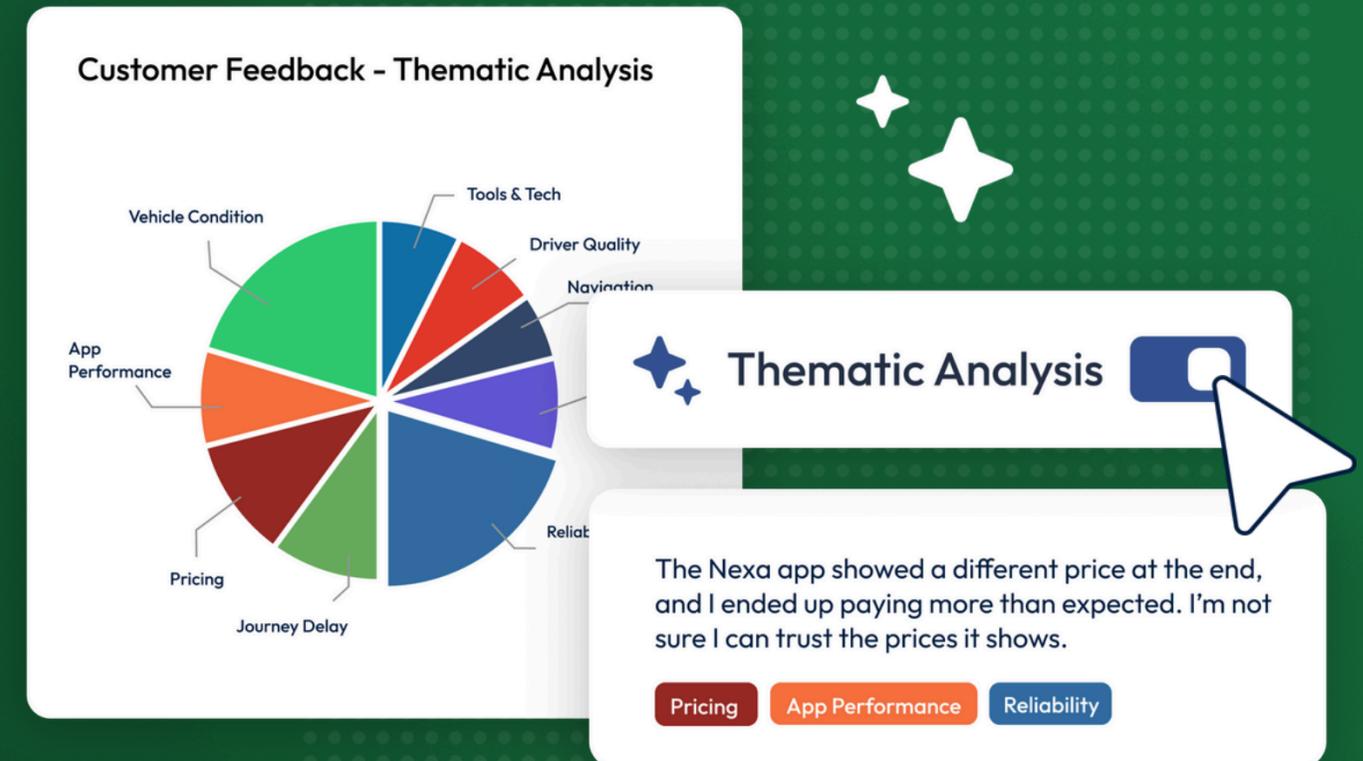


AI-POWERED THEMATIC ANALYSIS

From open-text to insights in seconds

Thematic Analysis turns open text responses into organised insights automatically, helping you spot patterns and problems the second feedback arrives.

- **Save weeks of manual work** by letting AI categorise thousands of responses instantly, freeing your team to solve problems instead of reading about them.
- **Catch escalating issues early** before they become crises - sentiment and themes surface automatically so you can act while there's still time.
- **Scale your feedback programme without hiring analysts** - one person can now manage insights from millions of responses.

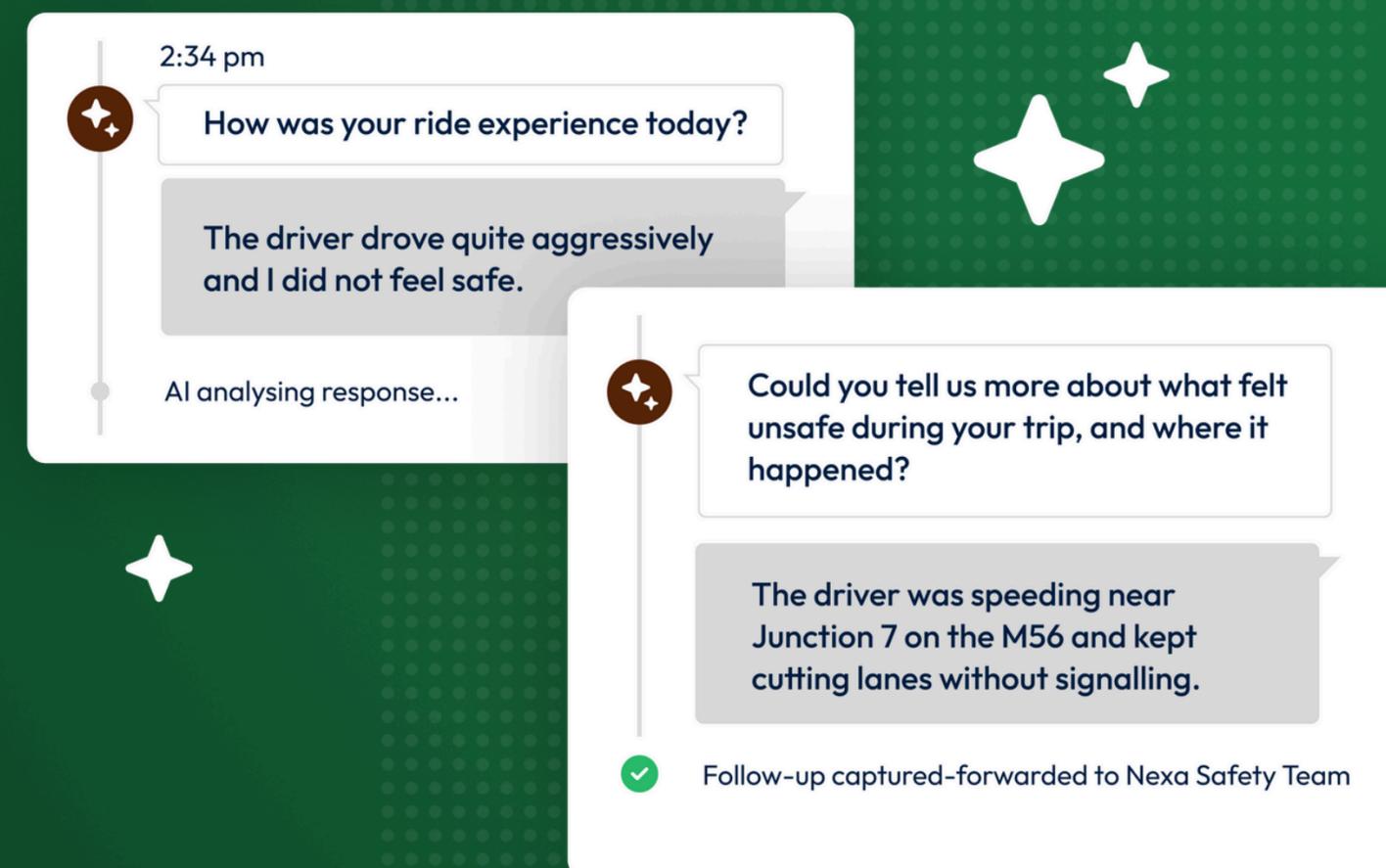


UNDERSTAND DEEPER

AI adaptive follow-ups to ask the questions you would

Get to the heart of what customers really mean without overwhelming everyone with extra questions.

- Automatically dig deeper when responses are unclear, emotional or raise concerns, while letting straightforward feedback pass through
- Ask the right follow-up at the right moment, tailored to what each person just told you, making surveys feel more like natural conversations
- Stay in control by setting the boundaries and style of follow-ups, ensuring AI only asks what aligns with your research goals



2:34 pm

How was your ride experience today?

The driver drove quite aggressively and I did not feel safe.

AI analysing response...

Could you tell us more about what felt unsafe during your trip, and where it happened?

The driver was speeding near Junction 7 on the M56 and kept cutting lanes without signalling.

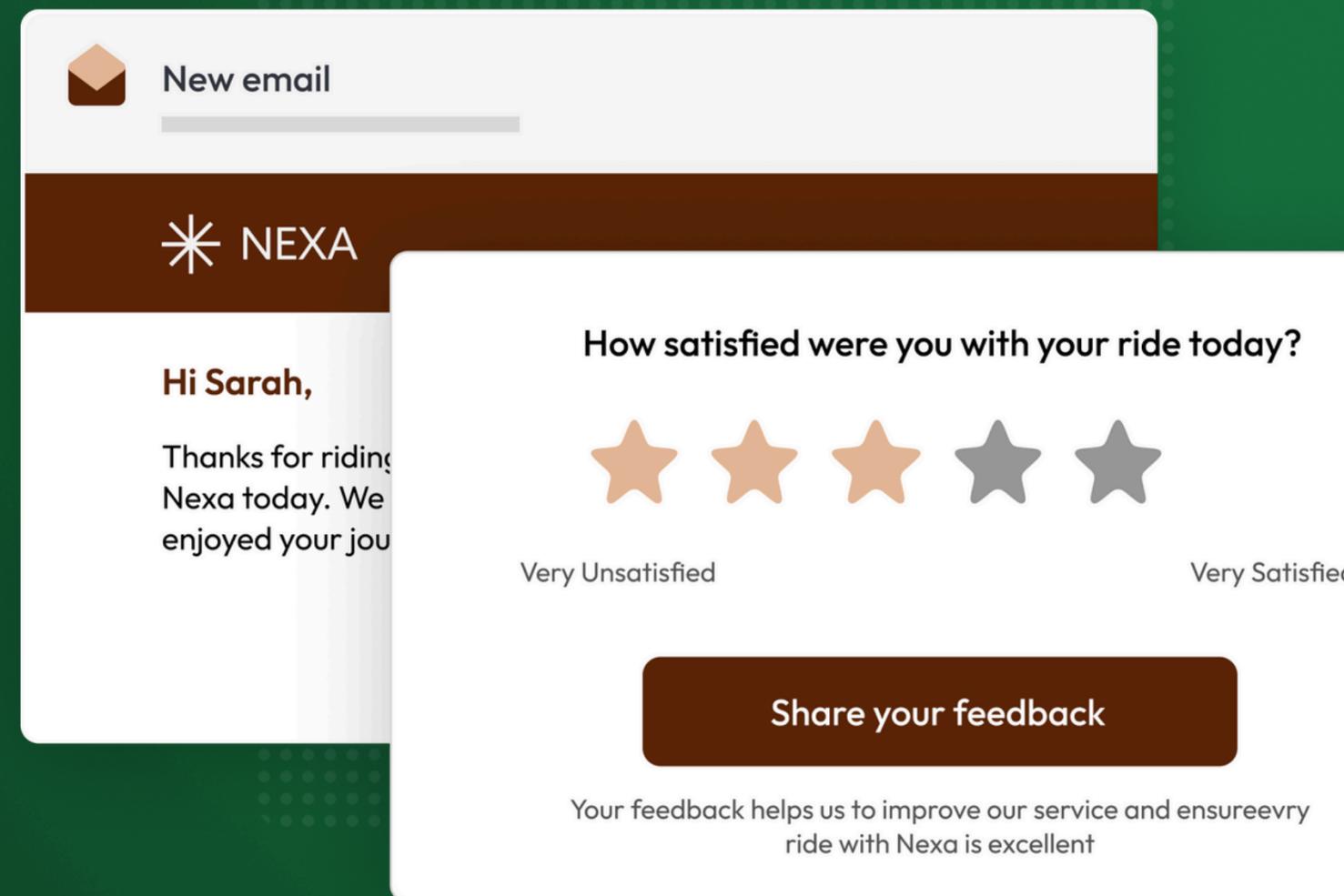
Follow-up captured-forwarded to Nexa Safety Team

COLLECT IN EMAIL

Email embeds capture feedback faster

Let customers share their thoughts right in their inbox, without opening new tabs or losing their train of thought.

- Get answers while your service experience is still fresh in their mind, increasing both response rates and the quality of feedback
- Remove the friction of clicking through to separate survey pages, making it effortless for busy customers to participate
- Track satisfaction scores and simple feedback at scale without asking people to leave their email client

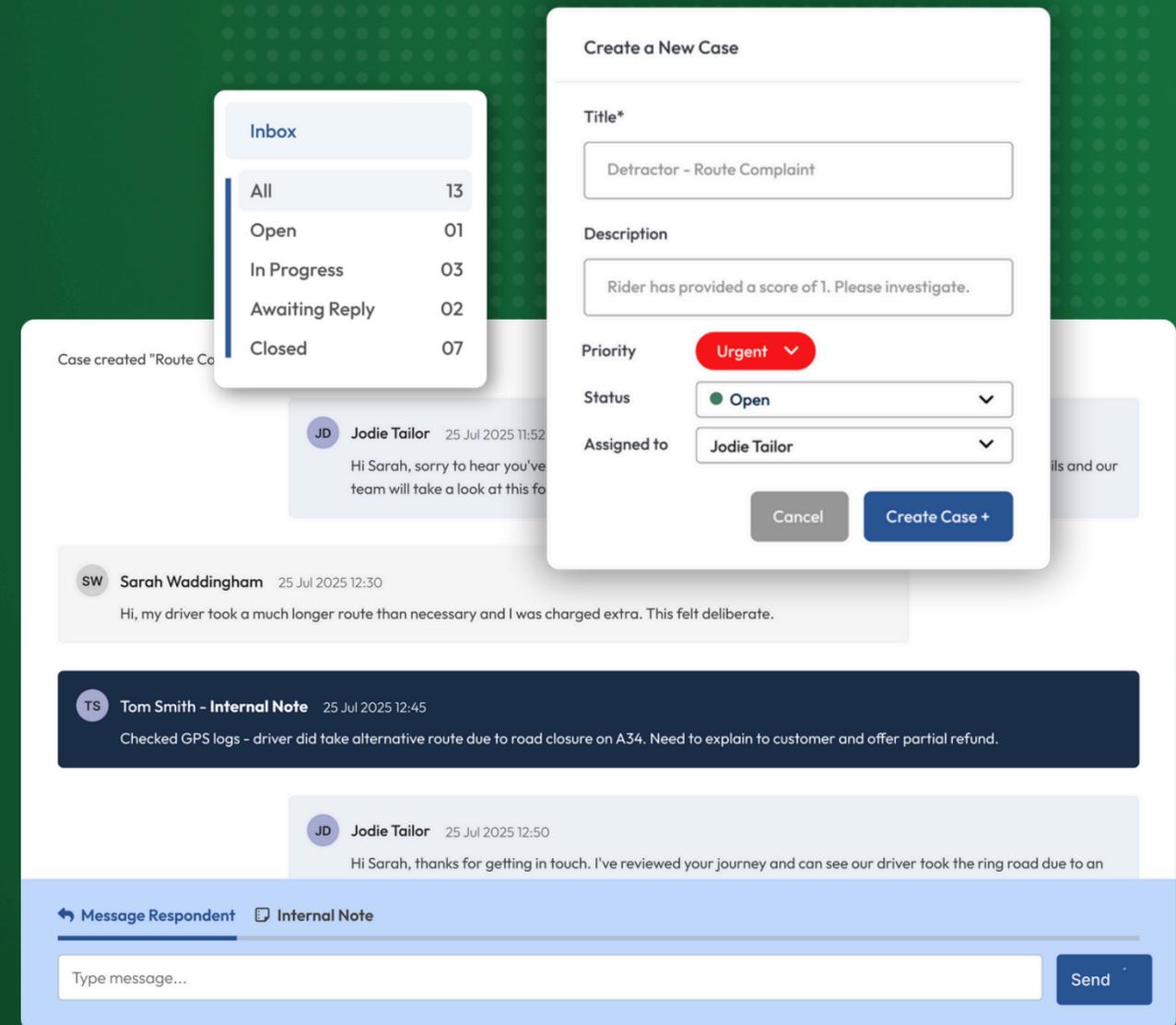


CASE MANAGEMENT

Take action on feedback and close the loop

Cases transforms scattered spreadsheet chaos into organized action, keeping your team coordinated and customers feeling heard from first complaint to final resolution.

- Stop losing follow-ups in email threads and spreadsheets - every response that needs attention becomes a trackable case with clear ownership and status
- Build trust by actually closing the loop - email respondents directly from the platform, see their replies instantly, and show customers their feedback drives real change
- Keep your entire team aligned without the meetings - assign cases to the right person, share internal notes, and give everyone visibility into what's being handled and what needs attention



The screenshot displays the SmartSurvey case management interface. At the top right, the 'SmartSurvey' logo is visible. The main interface is divided into several sections:

- Inbox Sidebar:** A sidebar on the left shows the 'Inbox' with a list of filters: 'All' (13), 'Open' (01), 'In Progress' (03), 'Awaiting Reply' (02), and 'Closed' (07).
- Create a New Case Modal:** A modal window titled 'Create a New Case' is open, showing fields for 'Title*' (Detractor - Route Complaint), 'Description' (Rider has provided a score of 1. Please investigate.), 'Priority' (Urgent), 'Status' (Open), and 'Assigned to' (Jodie Tailor). There are 'Cancel' and 'Create Case +' buttons at the bottom.
- Case Detail View:** The main area shows a case titled 'Route Complaint'. It includes a message from Jodie Tailor (25 Jul 2025 11:52) and a message from Sarah Waddingham (25 Jul 2025 12:30). An internal note from Tom Smith (25 Jul 2025 12:45) is also visible, stating 'Checked GPS logs - driver did take alternative route due to road closure on A34. Need to explain to customer and offer partial refund.' A message from Jodie Tailor (25 Jul 2025 12:50) is partially visible at the bottom.
- Message Respondent:** At the bottom, there is a 'Message Respondent' section with a text input field labeled 'Type message...' and a 'Send' button.

PRIORITISE ACTIONS (COMING SOON)

Key Driver Analysis shows you what actually moves the needle

Stop guessing which issues to fix first and start focusing on what genuinely drives satisfaction scores up or down.

- Spot the themes costing you customers right now, not buried somewhere in thousands of comments you'll never have time to read properly
- Catch emerging problems while you can still do something about them, with automatic alerts when sentiment shifts or new issues surface
- Get your entire team aligned on priorities by showing everyone the same clear evidence of what matters most to customers

The screenshot displays the 'Key Driver Dashboard' with the following components:

- Filters:** Date filter (12/03/2024 - 12/03/2025), Data source (All), Location (All). Last synced: 12 Nov 2025 • 12:03pm.
- Key Issues: Take action:**
 - Mobile App Stability (High Priority):** Seen an increase in mention of 200% in the past 30 days and is the top driver of negative sentiment.
 - Pricing Transparency (Medium Priority):** Seen an increase in mention of 30% in the past week.
- Summary Metrics:** Mentions: 4,356 (120% ↑); Sentiment Score: +0.3 (0.2 ↑).
- Key drivers:**
 - Negative:** Mobile App Stability (388), Pricing Transparency (325), Returns & Refunds (295), Feature Availability (284).
 - Positive:** Customer Support Responsiveness (412), Product Reliability (367), Ease of Use (356), Delivery Speed (291).
- Key Analysis:** Smart AI analysis of the full data set with key insights. In Q4 2025, total feedback volume increased significantly, indicating high customer engagement or usage. Sentiment is generally positive, largely driven by customer satisfaction, largely due to responsiveness and a reliable product. However, several high-volume negative drivers are present, including app instability, unclear pricing structure, and slow response times. These issues represent clear areas for improvement.
- Topics deep dive (Mobile App Stability):**
 - Topic Analysis:** Over the past quarter, user frustration with the mobile app has increased notably, driven primarily by frequent crashes and login failures. Many users report needing multiple attempts to access their accounts or losing progress due to instability during form submissions. Performance issues, especially when switching between pages or uploading photos, contribute further to negative sentiment. Customers value the app's potential but express concern that ongoing reliability problems undermine trust and reduce usage frequency. Improving app stability would likely have a significant positive impact on overall satisfaction and retention.
 - Subtopics:** App Crashes (150 mentions, -0.8 sentiment).
 - App Crashes: Sub-Topic Analysis:** In Q1 2025, 128 mentions referenced app crashes, making it the most significant driver of negative sentiment within Mobile App Stability. Sentiment fell to -0.85, with users reporting repeated failures during logins, form submissions, and navigation. Many described losing progress due to unexpected shutdowns, especially after the latest update. The data indicates that crash frequency is the primary source of frustration, and resolving stability issues would have an immediate positive impact on overall satisfaction.
 - Mention volume over time:** A line chart showing mention volume from 3 Mar 2024 to 3 Mar 2025, with a peak in late 2024.

Supporting your CX success from scale up to Enterprise

Whether you want to run a quick NPS survey or create a multi-channel, multi touchpoint customer feedback programme for a global customer base, SmartSurvey can scale in line with your requirements.



Driving action from insight

Use our powerful email triggers to drive action off the back of CX responses. When you receive a low score, SmartSurvey can send the details of the respondent and their response to any person or department.

Enable your teams to follow up and understand what needs to change to deliver a better experience. Use Salesforce? We've got you covered with a native Salesforce integration to push data into Salesforce objects for sales, support and many other interactions.



The Most Secure CX Platform on the Market

A data breach can severely impact customer experience and brand perception, adversely affecting loyalty and trust which could take years to recover. Security is paramount, and it's one of the reasons why so many leading brands partner with us.

We take data security seriously and have been independently rated the most secure survey platform on the market by industry experts SecurityScorecard, with an A grade and a score of 98 out of 100.

Our data is hosted and secured and backed up in UK data centres, with encryption in transit and at rest, ensuring your data is always safe.

SmartSurvey is ISO27001 and Cyber Essentials Plus accredited, reflecting our robust security processes and commitment to high data security standards.



**You're in
safe hands**



Why SmartSurvey stands out



Data management made simple

Drill down, segment, and share your data with senior leaders, managers and anyone else in the business who needs it.



AI analysis built-in, not bolted on

Sentiment and thematic analysis, translations, survey creation - all in SmartSurvey. No need for third-party tools or pay per analysis.



Follow up and close the loop

Turn response issues into cases, assign them to the right person, and track to resolution. Nothing falls through the cracks, even at scale.



No GDPR Worries. Super secure UK data storage

Leave security and GDPR compliance to us so you can focus on building better experience for your customers



Fanatic support to help you find success

Customer Success means we're with you every step of the way to ensure you achieve your CX goals.



Multilingual at the click of a button

AI translations for surveys and responses. Serve global customers without hiring translators or managing multiple survey versions.



SmartSurvey Ltd
Basepoint Business Centre
Oakfield Close
Tewkesbury
Glos. GL20 8SD
United Kingdom

 0800 093 7822

 sales@smartsurvey.co.uk

 www.smartsurvey.co.uk