

vivint.

Provo, UT
www.vivint.com

Vivint is a leading provider of smart home technology, supporting nearly 900,000 customers throughout the U.S. and Canada.

“Not only has Qualtrics united our large corporation, but it’s greatly improved our research and as a result the overall experience of our customers.”

— Emma Nordquist, Customer Marketing Analyst



Challenges

- Various departments were conducting their own customer research, overlapping efforts and diluting the brand
- Survey vendor controlled the creation of all surveys and took at least six weeks to get each one up and running
- Customer support from survey vendor was slow
- Vendor charged by survey invites instead of responses, costing Vivint a lot of money for little return
- Limited features available, especially in reporting

Solution

- Using the permissions feature in Qualtrics, a few designated gatekeepers act as a point for all outgoing customer surveys across Vivint
- Ability to build and distribute its own NPS survey for several specific touch points along the customer lifecycle
- Ability to test SMS surveys on the fly and turn around results the same day
- Ability to quickly create and send ad hoc surveys to educate customers on product usage, test new concepts, and gauge product satisfaction
- Quick, responsive customer support
- Paying for actual responses instead of all the invitations
- Near real-time survey responses with Qualtrics dashboard, allowing Vivint to respond to feedback much faster
- Using the Qualtrics integration with Salesforce, emails triggered by NPS detractors are sent to Vivint’s follow-up team, automatically assigning someone to respond

Results

- Streamlined process in Qualtrics provides better visibility, reducing overlap and strengthening the look, feel, and voice of the Vivint brand
- Saved an average of 100 hours per month by building and distributing surveys on its own using Qualtrics
- Faster customer support saved average of six hours per week in overall survey process
- Saving an average of \$1.26 per survey with Qualtrics pricing model
- Thanks to advanced features and real-time insights in dashboard, the average NPS for customer touch points has improved 18 percent