

CustomerGauge releases next-generation Net Promoter® Survey Builder combined with Report Designer

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SUMMARY

New self-managed system adds multiple question types and scales to well established Net Promoter questionnaire from CustomerGauge, together with enhanced reporting components to allow enterprises to easily construct dashboards.

CustomerGauge raises the bar on collecting and sharing customer insights with its new Survey Builder and Report Designer features. New survey widgets including Customer Effort Score have been added to its extensive range of questions. Now customer experience professionals can quickly build a questionnaire with “Twenty Questions” for maximum customer understanding, or a Net Promoter® style “Just One Question” survey to maximize response.

In response to client requests, the company has been extending the range of questions. It is now easy to create, customize or add additional questions to the Net Promoter survey on CustomerGauge’s self-managed Survey Builder. Additional text questions, drop down list questions, Customer Satisfaction and Customer Effort Score questions can also be included in a survey. Additional rating questions have the possibility of being a 0 – 10 scale or a 1 – 5 scale. Clients can construct surveys from 1 to 50-pages in length.

CustomerGauge also refreshed their “classic survey” which contains just two or three questions – the length recommended by Net Promoter innovator Fred Reichheld. These slim surveys help companies understand customer loyalty and regularly get survey responses of 60% or more.

The new survey template is designed to work seamlessly on any device – smart phone, tablet or desktop to maximize response. It can be completely tailored to include company logo and corporate design.

To display the results, the new CustomerGauge Report Designer feature allows customizable reporting, created easily by a user from within the platform. Pie charts, bar graphs, NPS gauges, table summaries and comment reports are all readily available.

Understanding your customers has never been more easy and flexible with CustomerGauge’s

new self-managed survey feature and template design.

Features:

- Create and edit existing survey text using the Survey Builder with just a few clicks
- Add additional questions (rating questions, customer satisfaction question, checkboxes, radio buttons and more options) to a survey
- Choose between a 0 – 10 or a 1 – 5 rating scale for any additional rating questions
- Use the Report Designer to create customizable reporting that seamlessly feeds from any additional questions
- Set any report collection as a menu item
- Have reports automatically emailed to key contacts
- View individual responses to additional survey questions in the Customer Details page
- A fresh new survey template for all existing and new users

CustomerGauge is giving their customers the freedom and flexibility to create their own surveys - This feature is available for all new Enterprise customers and for a *limited* time only on CustomerGauge Essentials. Try out the new Self-Managed Survey feature on a 30-day trial version of CustomerGauge, allowing 1000 emails for free, signup at:

<http://www.customergauge.com>



IMAGES



Welcome to the Simple Ways Customer Survey

Based on your recent experience with Simple Ways, how likely are you to recommend us to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
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Not Likely Very Likely

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This survey is conducted on behalf of Simple Ways by CustomerGauge. CustomerGauge does not use this information for any other purpose. In case of questions about the survey process, please contact us at info@customer-gauge.com.



Product Knowledge	2
Timeliness and completeness of solutions	5

Comments

5 NET	Hannah Limkang Detractor	You still have not resolved my issues or provide me with the solutions, I am not even sure you aware of the issue I face. I tried and tried to contact your CS, Hanley, but he is not always reachable, and when I can get hold of him sometimes he can be very helpful and the other times he just plainly refused to help me, what a two-faced!
9 NET	Roy Chandra Promoter	Your software is very easy to use, adequate manuals to get me started. Fiona helped me during the implementation, and what a treasure she is! very polite and courteous, always ready to lend me a hand during the setup. If only all companies follow your leads...

SPOKESPERSON



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ABOUT CUSTOMERGAUGE

CustomerGauge is a software-as-a-service platform that helps clients improve customer experiences. The system automatically measures, analyses feedback and has close-loop tools to retain customers better, and reduce churn, all based on the industry standard metric Net Promoter® System. Results are published and analysed in real-time, using highly customizable and flexible reporting tool making it suitable for global enterprises.

The company was launched in 2007. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pac business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW.




*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

CustomerGauge

CustomerGaugepressroom

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