

CUSTOMER EXPERIENCE

# Case Study



Vistaprint

**How Vistaprint Increased NPS Response Rate from 6% to 14% in 36 Hours**

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# Vistaprint

## How Vistaprint Increased NPS Response Rate from 6% to 14% in 36 Hours

### Challenge

- Increase responses to understand customer sentiment
- Fragmented data collection
- Conduct offline satisfaction surveys
- Understand the customers' brand experience

### Solution

- Deploy NPS surveys via SMS to increase response rates
- Track customer sentiment over time using NPS methods across key touchpoints
- Aggregate data from all feedback channels, including offline

### Results

- Increased response rate from 6% to 14% within 36 hours
- Gained real-time insight on the customer experience and satisfaction with over 1,365 responses collected
- Aggregated customer feedback in 50+ offline locations using QuestionPro's Offline App



Vistaprint is one of the largest global e-commerce brands that specializes in custom print marketing materials.

Vistaprint's mission is to empower small business owners to have access to the same high-quality, custom-printed products that larger companies.

Vistaprint was the first to revolutionize its business model to take a process that was traditionally only available offline and made it possible for business owners to create and order their custom materials online — from the convenience of their own computers.

The Vistaprint division now serves millions of customers in over 120 countries.

## About Vistaprint



25 localized  
websites



Empowers 16M+  
business owners



Ad Age Best  
B-to-B Award



Operates in  
120+ countries

## Challenge

Vistaprint has millions of customers worldwide and has over 20 divisions to manage its respective regions. Serving customers have always been central to Vistaprint's mission. The Vistaprint division we worked with had millions of customers in over 40 countries - online and off.

First, Vistaprint needed a solution to capture feedback at all touchpoints throughout the customer journey to help them understand customer sentiment. Second, they needed to maximize the customer feedback responses to ensure valid data. Lastly, offline customer feedback had to be captured and aggregated seamlessly.

## Solution

QuestionPro CX partnered with a division of Vistaprint to unify customer data across platforms, increase customer feedback to identify key bottlenecks, and centralize data to empower immediate action.

### Measuring Net Promoter Score (NPS)

To understand customer sentiment and loyalty over time, Vistaprint used the QuestionPro Customer Experience solution to deploy Net Promoter Score surveys to measure the brand shareability among customers. The simple question "How likely are you to recommend us to a friend or colleague?" helped Vistaprint spot trends and monitor the promoters and detractors. The NPS surveys were personalized to create a seamless brand experience to increase engagement at each touchpoint.

### Increased Customer Survey Response Rate via SMS

QuestionPro Customer Experience provides real-time data to the right people at the right moment. With role-based reporting, only the most relevant information is presented to the right people.

### Aggregated data from the web to offline

This Vistaprint division operates primarily online, however, they had over 50 offline locations to support the main operations. As a customer-centric company, wireless connectivity issues had to be eliminated to optimize response rates and ensure the highest accuracy. QuestionPro guaranteed the accuracy and aggregation of data through our Offline App, optimized for mobile or tablet devices. The Offline App enabled the survey responses to be stored without internet connectivity. Whenever the device is connected or re-connected to the internet, the offline responses are automatically synced to our cloud system which then can be viewed and analyzed from anywhere.

## Conclusion

Customer response rate was increased almost three-fold, but the most notable are the processes set in place that will allow Vistaprint to scale their efforts. The QuestionPro Customer Experience platform facilitates a two-way conversation between Vistaprint and their customer and provides closed-loop feedback features so the organization can follow-up with all customers. With the substantial amount of customer data collected and analyzed, the brand can maximize improvements in the most critical areas while walking in their customer's shoes.

## About QuestionPro

With over 2.5 million users across 100 countries, we are a leading provider of online survey software that allows our users to generate the insights they need to make better business decisions. Our software includes not only tools for creation, distribution, and analysis of surveys, but also provides a platform for polling, tablet-based mobile research, and data visualization. We have provided reliable and innovative technology to Fortune 100 companies, academic institutions, small businesses, and individual DIY researchers for over 12 years. Learn more at [www.questionpro.com](http://www.questionpro.com)