

Case Studies

REVENUE AND RETENTION GROWTH

B2B2C Loyalty SaaS

Challenges:

This company struggled to collect consistent feedback across national retail brands using their product in different countries.

trustMinder Activity:

The customer team partnered with us to consolidate a multi-vendor environment onto trustMinder and support multiple integrations and languages. The migrations were easy and resulted in fully branded surveys in English, Spanish, and French launched within weeks.

Results:

The customer is estimated to realize 15-20% improvements in customer acquisition and retention which drives revenue growth worth millions annually.

"The simplicity and adaptability of trustMinder was critical for us to roll out multilingual customer feedback surveys."

— Senior Marketing Manager

