

CASE STUDY

Malwarebytes and Alchemer

Activating Your Customer Feedback

Diane Beaudet had a problem. As the Senior Manager for Customer Lifecycle Marketing at international cybersecurity company Malwarebytes, Diane could not dive deep enough into individual Net Promoter Score (NPS®) responses for their consumer and corporate customers. She wanted to be able to analyze responses so that she could elevate customer concerns to find cross-functional solutions.

Switching from SurveyMonkey

Diane had been tasked with ownership for their two NPS programs for consumer and corporate customers, plus partners. However, the time she spent wrestling with her survey platform and doing manual work outside of the platform took away from her analysis and impact on customer experience. “It was me against SurveyMonkey,” Diane said. She lacked nuances for each respondent and overall was not satisfied with the level of reporting, which she had to do manually by department. Diane was even manually creating customer support tickets from the survey responses — more than 400 per month.

MORE ENTERPRISE

Diane brought Alchemer to Malwarebytes in early 2021 to replace SurveyMonkey. “We selected Alchemer because it’s more enterprise than SurveyMonkey and allowed us to connect easily with Salesforce. It’s not complicated, it’s easy to deploy, and I don’t need a bunch of time from our IT folks to set it up,” adds Diane. Alchemer started by porting over her historical data so Diane would have a complete picture from Day One. A planned Salesforce integration will raise visibility into customer feedback and better uncover patterns of behavior.

BETTER REPORTING

Another reason she switched to Alchemer from SurveyMonkey is that their software wasn’t robust enough and wasn’t meeting their reporting needs because she couldn’t do segmented reporting for different customer segments — such as regions, products purchases, industries, and titles. SurveyMonkey also makes it hard to find self-training materials and it can be very hard to get direct help from them.

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Diane Beaudet,
Senior Manager for Customer
Lifecycle Marketing at
Malwarebytes

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ONBOARDING

Reviewers on G2 have ranked Alchemer as the “Easiest to Implement” for two consecutive years, but Diane had her doubts. “I was ready for implementation to be complex or difficult. Onboarding leads, Jon and Tyler, made sure it was neither.”

Diane’s team was trained and started building surveys that same day. “They made sure our team was up and running in no time.”

“Alchemer is not complicated, it is easy to deploy, and I did not need a bunch of time from our IT folks to set it up,” said Diane. “And there is excellent training and support — Alchemer University is the best. The onboarding and support team are fast and excellent!”

ACTIVATED VOC FROM ALCHEMER

Malwarebytes runs NPS surveys for 30,000 consumer customers each month and 500 business customers, too. Alchemer powers additional surveys like those delivered after product trial uninstalls as well.

Diane is using the visibility she has with Alchemer and diving as deep into her data as she needs. She uses Activated VoC (Voice of the Customer) from Alchemer, a comprehensive solution that the onboarding team helped her to setup so that she can collect and then act on meaningful NPS data.

Diane uses Activated VoC to elevate customer concerns to the departments able to drive positive change. Diane is not just creating support tickets (automatically, now) — she is identifying and sending valid comments to Product, IT, Marketing, and other departments. “NPS is too important

to not understand nuances per customer.” With Activated VoC, Diane brings the customer voice to other Malwarebytes executives and influences a positive outcome every day.

Malwarebytes has moved the rest of the company from SurveyMonkey to Alchemer, so that they now have one flexible and easy-to-use and manage survey solution across the entire company. And Diane now co-chairs the NPS Council, a collective of Malwarebytes executives dedicated to responding quickly to customer feedback.

Now, she has the momentum she needs to properly act on incoming customer feedback. Diane still faces her share of challenges, but not having enterprise-grade survey software isn’t one of them.

ABOUT MALWAREBYTES

Malwarebytes is a cybersecurity company that millions worldwide trust. Malwarebytes proactively protects people and businesses against malicious threats, including ransomware, that traditional antivirus solutions miss. The company’s flagship product uses signature-less technologies to detect and stop a cyberattack before damage occurs. Learn more at www.malwarebytes.com.

Call your account manager or 800.609.6480 to schedule a demonstration.

Alchemer
Formerly SurveyGizmo

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