

CASE STUDY

Hunter Douglas and Alchemer

Why the Hunter Douglas CX Team Trusts Alchemer Survey

Hunter Douglas is a multinational corporation, primarily working in the window coverings industry. Todd Webster works in their Broomfield, CO, office as the CX Creative Manager in the Learning and Development Group under Customer Experience (CX).

Todd oversees all creative and multimedia efforts for the internal communications team. When Hunter Douglas needs to learn from customer and employee feedback, they turn to Todd who trusts Alchemer.

VARIETY OF USE CASES

Todd has been acting as the Product Manager for Alchemer for 8 years and helps internal teams run surveys for a variety of internal and external uses. "We just put out a survey as part of a launch event for our Sales team to get a sense of what those attendees thought about the experience."

Todd has over two-dozen surveys running at any given time, including event registrations, customer support surveys, recruitment surveys, an employee engagement program, and an in-experience survey in their reference guide app as well.

SALESFORCE INTEGRATION

One benefit Todd appreciates is the Alchemer integration with Salesforce. This simple integration allows data to pass seamlessly between Alchemer and Salesforce.

For instance, when potential installers apply via the website, Hunter Douglas serves up a 4-page survey to collect the required information about each candidate. Completion of the survey automatically creates a case in Salesforce with the feedback. Then, an alert goes to the installer recruitment team notifying them about a new candidate. In this way, the HR team is able to start the onboarding process in a much less manual and more effective way.

"We completed the Salesforce integration with Alchemer about 5 years ago and it has been invaluable ever since. It's important to start that recruitment process with new installers quickly, so the team really appreciates that the integration brings always-on automation," says Todd.

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Todd Webster,
CX Creative Manager in the
Learning and Development
Group under Customer
Experience at Hunter Douglas

“Whenever we are about to invest a lot of resources, time, and effort in creating a digital experience for the dealers, we survey them first to better understand what they want and need.”

Todd Webster,

CX Creative Manager in the Learning and Development Group under Customer Experience at Hunter Douglas

MAKING BETTER BUSINESS DECISIONS

Knowing customer feedback from installers and dealers in advance allows Hunter Douglas to make more informed decisions about their business. “Whenever we are about to invest a lot of resources, time, and effort in creating a digital experience for the dealers, we survey them first to better understand what they want and need.” In fact, Todd and his team built a mobile selling app available for iPad based on dealer feedback from an Alchemer survey.

“Alchemer gives us the data we need to make better, more informed decisions,” says Todd. The in-experience survey for the reference app is another area where Todd and team can collect valuable information. “Tell us which pages are wrong, which product may be experiencing quality issues, and we can take action to fix it. But without feedback, we wouldn’t be able to see issues that arise.”

Remember that sales launch event? Todd sent the survey findings to the VP of Marketing for analysis. The executive could draw his own findings easily from the data and make decisions that produced a better launch event. “Alchemer enabled the Hunter Douglas team to deliver a more polished launch event.”

WHY ALCHEMER?

There are other options in the market; why has Hunter Douglas been an Alchemer customer for so long? “In the eight years I’ve been using your product, I think Alchemer has been very intentional about their product roadmap and that’s reflected in the product itself. You haven’t over-engineered it.”

“Also, with another product, I don’t know that I would get as passionate a Customer Success team. It’s been great to work with my Account Executives over the years.” The team updates Todd on upcoming features and is transparent when the rare problem arises.

Todd continues to innovate with Alchemer at Hunter Douglas and the pace is not slowing. It will be exciting to see how he and the CX team continue to use the product to collect and act on customer and employee feedback. “It’s been interesting over 8 years to help transform a 100-year-old manufacturing company into the digital age.”

ABOUT HUNTER DOUGLAS

Hunter Douglas is the world’s leading manufacturer of window coverings as well as a major manufacturer of architectural products. Our strength is our ability to develop innovative, high quality, proprietary products that can be found in millions of homes and commercial buildings around the globe. We operate as a highly decentralized, global federation of small and medium-sized companies that manufacture and market similar products.

Call your customer success manager or 800.609.6480 to schedule a demonstration.

Alchemer

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