Alchemer
Formerly SurveyGizmo

How Alchemer Rewrites the Rules for:

- ☑ Survey Software
- ☑ Enterprise Feedback Platforms
- ☑ VoC/CX Automation
- ☑ What's Possible

So you can listen, empower, and engage with your audiences in new and more effective ways.

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How Alchemer Rewrites the Rules.

The old rules say that digital transformation is difficult. But Alchemer makes it easier for companies of all sizes to listen, empower, and engage with their audiences and employees.

Whether your company needs to run surveys, standardize on one survey platform across a large enterprise, or build a mid-sized Voice-of-the Customer (VoC) or Customer Experience (CX) platform, Alchemer has a solution that's powerful, affordable, and fast to results.

OLD RULE #1: SURVEY SOFTWARE IS EITHER VERY EXPENSIVE OR NOT POWERFUL

Not anymore. Alchemer delivers survey software that's so robust it has almost twice as many question types as both SurveyMonkey/Momentive and Qualtrics, And you don't have to pay per responses or for lengthy implementations. Plus, most people can field their first survey on the first day.

OLD RULE #2: STANDARDIZING MEANS COMPROMISING

Our customers say untrue. There are a number of benefits to standardizing on one survey platform – lower costs, centralized IT adminstration, and (believe it or not) happy users. That's what one client reported when they standardized on Alchemer. With Alchemer, IT and InfoSec can centrally apply IT guardrails (such as roles and responsibilities and data-privacy governance) while still letting people survey who the right people in order to do their best work.

OLD RULE # 3: VOC AND CX AUTOMATIONS ARE ONLY FOR LARGE ENTERPRISES

We can prove otherwise. We have mid-sized customers who are running integrated VoC and CX programs built on Alchemer. These companies aren't just collecting feedback, they're acting on it in real time, with their customers. Most companies don't do this, which is why Forrester reports that on 24% of CX leaders believe their VoC or CX feedback is effectively addressed.

These customers have integrated their customer and employee feedback into Salesforce, Tableau, PowerBI, Slack, Jira, as well as custom CRM and databases, so they can act on the feedback and not just report it. Our superior data collection and ease of integration and implementation is why Alchemer was recognized by IT industry analysts, Gartner, as a top provider of mid-market VoC platforms in the first Gartner Magic Quadrant for Voice of the Customer.

Rewriting What Survey Software Can Do.

Survey software can help you better understand your customers and market, and it can bring you closer to your customers. But not if you can't survey everybody you need, ask the right questions, or get the answers you need.

OLD RULE #1: WITH GREAT POWER COMES GREAT COMPLEXITY

Not exactly. This is what the rest of the market wants you to believe, but it's not true. Alchemer provides almost twice as many question types as SurveyMonkey/Momentive and Qualtrics. These advanced question types, plus our simple but sophisticated survey logic, allows you to ask the questions you need without fatiguing your respondents.

We also have simplified the complexity of reporting and exporting. One customer told us that she dreaded running NPS (Net Promoter Score) reports every quarter until they moved to Alchemer. Now it takes her just a couple of clicks.

OLD RULE #2: YOU HAVE TO PAY FOR FEEDBACK

A New Fallacy. This is actually a new rule that was positioned as an old one. To be honest, we didn't rewrite the rules on pricing; we just didn't change ours when everybody else did. We still don't charge per response – even if you want to survey tens of thousands of people per month. There's also no cap on the questions you can ask, but there are some best practices we'll freely share with you to get the highest completion rates.

OLD RULE #3: YOU NEED SEPARATE SURVEY SOLUTIONS FOR EACH PART OF THE BUSINESS

Probably Not. Not only do customers use Alchemer in different parts of their companies – from beta testing to customer support, human resources to marketing and sales – you can centralize management of Alchemer, which makes provisioning and applying IT guardrails so much easier.

Rewriting the Rules for Enterprise Feedback.

There are several benefits to standardizing on one survey platform.

- Leveraged pricing due to consolidating seats (one customer saved about 30% while adding more seats).
- Consistent branding due to shared graphic libraries and surveys.
- Centralized IT administration (if you standardize on Alchemer) for data security and data protection.

But Alchemer still had to rewrite the rules for Enterprise Feedback Management. Only Alchemer gives you the power to manage a truly democratized survey platform securely. And our customers tell us that they saved money, saved time, felt better protected, and made their users happy. .

OLD RULE #1: SURVEY SOFTWARE IS NOT AN ENTERPRISE CONCERN

This Is a Dangerous Mistake. It turns out that almost everybody got this wrong. Surveys often collect sensitive information, even unintentionally. This creates pockets and silos of information across the organization that are tough to find, audit, and apply corporate data policies to. All it takes is one GDPR or CCPA violation to make centralized management of survey data corporate imperative.

OLD RULE #2: YOU CAN'T CENTRALLY ADMINISTER DEMOCRATIZED SAAS SURVEY SOFTWARE

Of Course You Can. With Alchemer, you can centrally provision, manage, and administrate tens of thousands of licenses relatively easily, applying corporate data policies while still keeping users happy. One of the biggest athletic apparel companies, one of the largest technology companies, and one of the largest online travel companies in the world all use Alchemer to do exactly this.

OLD RULE #3: YOU CAN'T STANDARDIZE ACROSS DEPARTMENTS WITHOUT REVOLTS

That Depends on Your Choice. When one of the largest online travel enterprises standardized on Alchemer, they expected people to complain. Instead, their users thanked them. People found Alchemer easier to learn and use and more robust than the solutions they were already using. The company saved between 25 and 35%, simplified IT and InfoSec governance, and made their users happy.

Rewriting How VoC and CX Can Work.

For mid-sized and growing enterprises, cost is not an accurate measure for anticipated success. The Forrester report, "Smoke and Mirrors: Why Customer Experience Programs Miss Their Mark" (Forrester, 2021), found that most customer experience programs are not set up for success, and only 29% can act in meaningful ways on the data they collect. The most alarming statistic is that over half the CX/customer insights leaders feel their data collection processes have hurt their CX strategy more than they've helped.

OLD RULE #1: HAVING A VOC OR CX PLATFORM IS ALL YOU NEED

Not Anymore. The Forrester report found that less than 25% of companies effectively address feedback, and less than one-third act on data in a meaningful way. We did that too. For years Alchemer used NPS (Net Promoter Score) as a VoC/CX measure. We reported scores and had theories about why it went up or down. Then a couple of customer-support representatives figured out how to respond to scores in real-time. This is the next step in VoC and CX – putting feedback into action and sharing it across the organization. Today, mid-sized and growing companies can act on customer feedback in real-time in meaningful ways using the systems they already have in place with Alchemer.

OLD RULE #2: A WORKING VOC OR CX PLATFORM REQUIRES EXTENSIVE IMPLEMENTATION AND IT RESOURCES

We Can Prove Otherwise. Alchemer just implemented an Activated NPS Solution for a gaming company in Europe in about 3 months, without disrupting their ongoing NPS survey. This included the time to create the integrations to their custom CRM and their player profile system. The only thing that had to be replaced in the process was their existing NPS survey tool. No other software was harmed. For companies that don't want the IT and systems overhead with its accompanying complexity drain, but need great feedback – don't wait for analysis – work with Alchemer.

OLD RULE #3: YOUR VOC OR CX PLATFORM IS FOR REPORTING, NOT ACTING

That's a Waste of Your Customer's Voice.
Quarterly reports are nice, but ongoing surveys and reporting let you know when things change in real-time. Taking it one step further, the Alchemer Activated NPS Solution notifies your team the moment a score is received – good, bad, or indifferent – so you can contact your customers and let them know you heard them. None of this takes away from your monthly or quarterly reports as the data is still collected and aggregated. With Alchemer, reporting and acting on feedback doesn't have to be an either/or issue.

OLD RULE #4: YOUR VOC OR CX AUTOMATICALLY BRINGS YOUR CUSTOMERS CLOSERS

This simply isn't true. Forrester says 76% of all CX programs fail because the company does not respond, and nobody acts on the feedback. This is because most companies take customer feedback and anonymize and aggregate it. Unfortunately, anonymizing and aggregating data further separates the customer from the conversation, so your customer feels unheard.

They are also less likely to respond to surveys because they don't believe it changes anything. Alchemer wires it into your organization, so nobody is disconnected from your customers. Everybody can see how customers feel at any given time. And respond to your customer, so they know you heard them.

Rewriting How Business Works.

Business as usual got a little complacent and not exactly profitable. Companies stopped listening to the people who made them possible – be those customers, partners, or employees. Large and unwieldy processes became standard issue. In a business world that moves at the speed of light, forms were walked around, emailed, and often lost. But it doesn't need to be that way.

OLD RULE #1: SURVEY SOFTWARE IS FOR SURVEYS ONLY

Feedback Is Core to All Aspects of Business. Most applications start by asking questions and build on the answers you provide. This is why Alchemer offers quick-start applications for Customer Support, InfoSec, Human Resources, Sales and Marketing, and more. We automate what happens behind the scenes so your face-to-face interactions can be richer and more effective.

OLD RULE #2: CREATING WORKFLOWS AND INTEGRATIONS REQUIRES IT RESOURCES

Not With Low-Code. Our customers and employees have created some incredible workflows and integrations without involving the IT department. They have automated a paper purchase-order process, work orders, product customizations, even created an internal travel review site. One client's IT team used Alchemer to create a mini-CRM. Low-code design allows creative businesspeople and IT to solve real business problems on their own. In ways that meet their very specific needs.

OLD RULE #3: YOU CANNOT CENTRALLY ADMINISTER DEMOCRATIZED SOFTWARE

They'd Like You to Buy That. When you choose a solution like Alchemer, you can provision software and apply IT guardrails centrally, saving time and resources. You can ensure that any and all data follows corporate retention and privacy rules. No matter what people create, they can only see the data appropriate for their roles and responsibilities, and all that data can be centrally managed by IT

Rewriting What's Possible .

Alchemer has always been about transforming feedback into solutions. Whether you're running surveys, conducting research, or moving closer to your customers, Alchemer gives you the ability to see what you're being told and then make things better. This is how you make decisions based on timely feedback rather than hunches.

OLD RULE #1: SURVEY SOFTWARE HAS LIMITED USE

Don't Limit Your Thinking. Even if you only use Alchemer for surveys, you'll still have a ton of headroom as a standard feature. So, you can run all the surveys you want, and somebody (even you) can mold Alchemer into the solution for a particular challenge, just by changing a few parameters – without affecting what you do. Our team streamlined our purchase order process by automating it. When a purchase order is approved, it triggers the next approval in the process. Or it notifies everybody that it's approved. We did the same thing for invoices. By automating the approval process using Alchemer, we've saved our purchasing hours each week, not to mention the frustration of lost purchase requisitions and invoices to be approved

OLD RULE #2: IN REALITY, NOBODY WANTS TO BE A CITIZEN DEVELOPER

That's Old Thinking. Today, a growing percentage of people look for ways to do their jobs more efficiently. In fact, they pride themselves on developing better systems for getting work done. Using Alchemer, they can automate things behind the scenes so that nobody must walk approvals around the company, or somebody is notified to respond to a customer right away, or training scores are reported right away, or RSVPs automatically create email reminders of events, or all the questions you've asked a customer follows that customer throughout your organization for the life of the customer.

These are all solutions developed by citizen developers at Alchemer customers. The reality is that our customers have helped us rewrite the rules for survey software, enterprise feedback management, and Voice of the Customer automations.

IT'S TIME FOR NEW RULES.

Whatever you're trying to do, if it involves feedback, Alchemer can help. It's happening all around you at companies of all sizes – from some of the largest in the world to specialists – people are tired of the old rules and ready for something new.

Isn't it time you threw out the old rules and embraced rules that better suit you? Do it now with Alchemer. ,