



Transform Your Business with Alchemer



Today, every organization collects feedback data — but very few act on it. Alchemer takes data out of dashboards and puts it into the hands of people who take action. Through the systems they use every day. Plus, we provide the guardrails to keep IT happy with the flexibility that users love.



Alchemer
Formerly SurveyGizmo



**Gather feedback and data your way.
Put it to work right away.
Powerful, Flexible, and Secure.**

Only Alchemer lets you gather customer feedback and data your way – from surveys, forms, reports, field data capture, wherever – and turn it into instant, customer-centric action. By not just listening to your customers, but listening in a way that helps you find them, get them and keep them. To transform your business into a customer-centric business.

SURVEYS AT THE CORE

Surveys are still a core offering. That's the foundation upon which everything is built. If we don't continue to excel at helping people gather useful and valuable feedback, nothing else works. And for a significant portion of our customers, this is what they need most from us.

Our dedication to gathering feedback will not change.





Here's how Alchemer does it.



COLLECT AND ANALYZE FROM ANY SOURCE

More than 15,000 companies – from the largest enterprises to independent researchers and small businesses – trust Alchemer to collect all their feedback with predictable costs. And to give them fast and accurate reporting. To get the best feedback in any situation, start with the easiest to use, fastest to implement, most flexible solution on the market (that's what the G2 Crowd called us).



CONSOLIDATE TO EMPOWER YOUR BUSINESS SECURELY

Let your business users solve their business challenges in their way while the IT teams provide the protections your data deserves. That's what some of the largest brands in the world are doing today with Alchemer. People are using our flexible platform to find new and better ways to serve their customers, with IT-driven guardrails to protect the enterprise.



INTEGRATE THROUGH THE CORE BUSINESS SYSTEMS YOU ALREADY USE

Every company wants to get closer to their customers. To take feedback and act on it. Alchemer helps companies integrate their feedback into the systems that drive their business (such as Salesforce, Service Cloud, Microsoft Dynamics, Tableau, HubSpot). When you integrate great feedback into core systems, you take immediate action to delight your customers and improve your business.



ACCELERATE PEOPLE'S POWER TO TRANSFORM YOUR BUSINESS

If your feedback is collecting dust and liability, it's not helping you differentiate your business or help you better serve your customers. Put data in motion, integrate it, act on it, protect it, and close the loop with customers faster. This is how you innovate – in the market, with your customers. **See how to take action now.**



The Feedback Challenge.

Feedback was never meant to appear in a pie chart or a presentation and get filed away. Nor was it intended for dashboards. It was meant to initiate action. If you're going to ignore what people tell you, why ask them in the first place? Especially if collecting that data could lead to security, governance, and compliance risks.

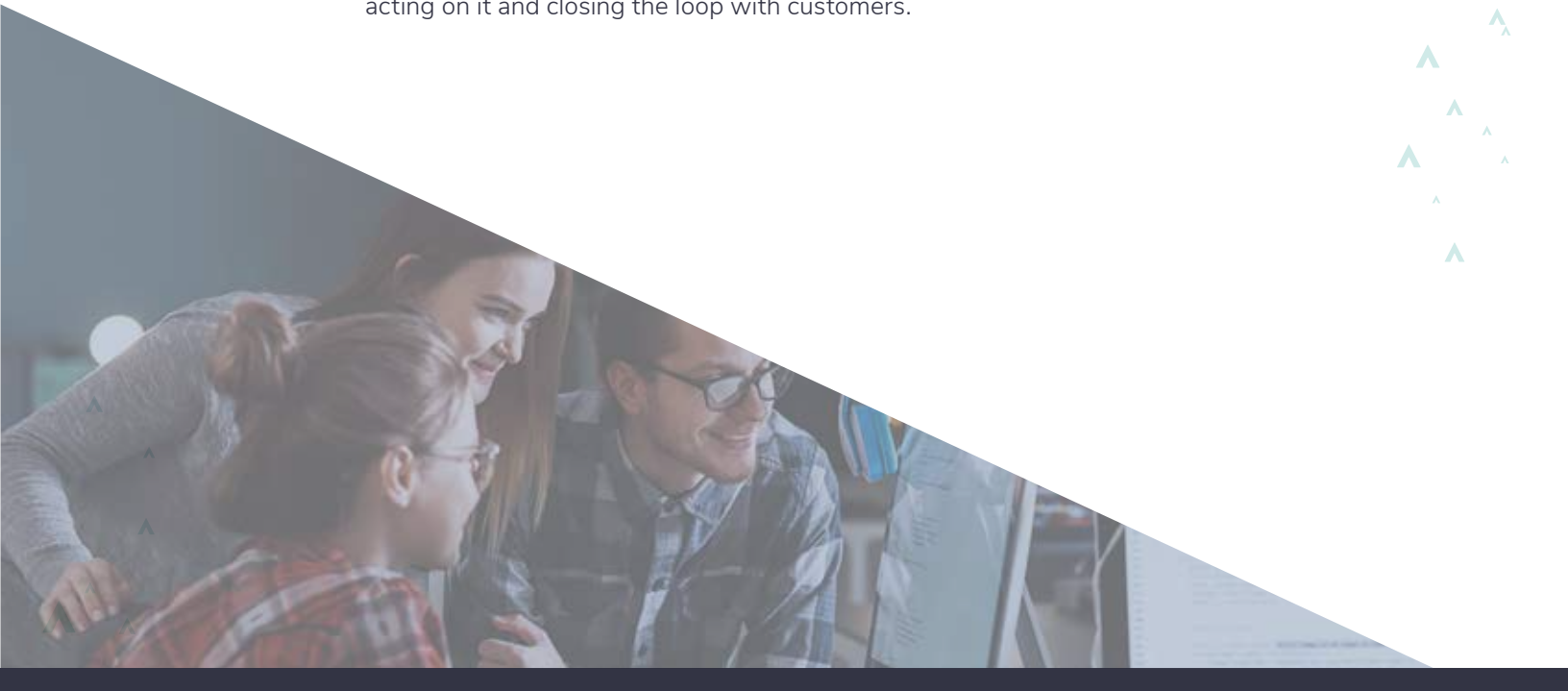
The problem is that most people initiate surveys with no clear plan for the outcome. Feedback is collected and reported as anecdotes to check the "did you ask the customer?" box. Since feedback data often contains sensitive information, it can saddle companies with loads of data, little actionable value, and significant potential risk.



Today there are two ways to address this challenge:

1. Stop asking your customers for input, or
2. **Use Alchemer**

With Alchemer, you collect the best data, integrate it into your existing business applications and processes, and act on it, all while maintaining strict data governance. We help you move from gathering feedback to acting on it and closing the loop with customers.





Collect and analyze feedback from any source, simply and without hidden costs.

1. ■ We created the most flexible and easy-to-use solution. Alchemer allows you to quickly build the right surveys and workflow solutions for your use case, without needing IT resources. The Alchemer platform is so easy to use that your team can build the surveys they need, often in less than a day. This is why the G2 Crowd voted Alchemer:

- ✓ The easiest company to do business with
- ✓ The best at meeting diverse user requirements
- ✓ The best in enterprise implementation speed, with the ability to go live in less than a month.

2. ■ We created a powerful and comprehensive solution. Our technology is designed to free people to create what they need, quickly and easily. People can build and automate new business processes without being developers. And it works for virtually any use. An oil and gas company uses Alchemer as the glue for their refinery safety and compliance systems, while a private aviation company uses it to monitor pilot fitness for flying. And yes, Alchemer also collects feedback for CX, employee feedback, market research, NPS, inventory control, risk assessment, VOC, and brand feedback surveys.

3. ■ We built a product for the connected enterprise. Our product is built to solve enterprise problems, without barriers between departments and processes. We don't partition the application into different uses – everybody gets access to the full application. What you create for CX can be accessed and acted upon by marketing, engineering, support, or any other department while maintaining the permissions you establish. We make it easy to work across departments, breaking down silos and creating a common, shared view of the company, employees, and customers.

4. ■ We have fundamentally different technology. Our extensible solution is built on an open architecture. Using Open Source and a REST (REpresentative State Transfer) architecture makes it easier to integrate Alchemer into other applications. We have common APIs across all levels and products, so you can integrate into your customer-facing products and sites, as well as your corporate applications – allowing feedback to flow throughout the demand chain. Other software requires complex implementations or heavy customization (at your expense) to get this level of flexibility and integration. Additionally, because our system is so extensible, you can modify the parts of Alchemer you need in order to collect and analyze the feedback or results you want. The power of Alchemer masks complexity for people using it, making it easy for everybody to do their job.

Our product and platform differences give you the power to start with the best possible feedback and solve your business problems. Alchemer simplifies the process of analyzing your feedback. Our automatic reports give you clear, relevant visualizations of what people are telling you. When it comes to collecting feedback, some survey software companies charge per response, which limits your ability to collect feedback. We don't do that – we give users unlimited responses at no additional cost. This frees the business to collect the right feedback and arrive at the best possible answers.

Join the thousands of companies, from large enterprises to independent consultants (and everybody in between) who use Alchemer every day to collect feedback from customers, employees, contractors, partners, prospects, even machines.

INTEGRATE FEEDBACK
WITH ALCHEMER





Integrate your feedback into your core business applications to take immediate action.

Dashboards are often the final destination for feedback's journey through the organization. But feedback needs to move up and down, in and across the enterprise at speed. Alchemer customers are integrating feedback into their systems so that it automatically creates natural ways for their people to respond to feedback and close the loop with their customers.

For example, when many companies today receive a low NPS score from a customer it gets aggregated into an overall score. It's nearly impossible to take action on aggregated feedback. Unfortunately, that customer will never feel like you addressed their concerns.

Here's an example of how we did this. Our Support Heroes (not our engineers) built an NPS feedback solution that automatically triggers Slack and Salesforce Service Cloud to have our sales and support teams reach out to the customer. New product features or process improvements trigger JIRA tickets for engineering or accounts receivable, and product or business process changes notify the team to close the loop with the customer.

Alchemer integrations are remarkably powerful, letting you see what's going on in real-time. This high-speed feedback and insight allow you to take action while you analyze root-cause issues – much like you would put out a fire before determining what caused it. And you can do it through the systems you use today.

We have integrations for many of the most popular enterprise applications, and many of our customers find it easy to create their own integrations. Additionally, our Professional Services team is ready to help you integrate just about any application.



Consolidate and connect feedback across the organization for better governance.

Today it's easy for individuals to license survey software and run a survey using their credit card, but without any IT governance for the data they collect. While this makes it easy for them to do their jobs, it's a potential liability when you consider the sensitivity of the data collected. Do you know if that data is compliant (pick one or more – GDPR, HIPAA, PHI, PII, PCI, ISO, SOC, etc.)? The risk is present, even if most of that research ends in a dashboard.

There are so many benefits to consolidating. Once you realize the inherent risks of collecting sensitive data from surveys, you can build solutions that make the risks well worth taking. The challenge comes in trying to keep users happy while protecting your assets. Consolidating and connecting your feedback with Alchemer gives you a richer point of view while enabling people to follow corporate and IT standards.

SECURITY STANDARDS INCLUDE:

- ✓ Team-based permissions
- ✓ Role-based permissions
- ✓ Single Sign-on (SSO) via SAML 2.0
- ✓ Multifactor Authentication (MFA) with TOTP or SMS
- ✓ Row-level data encryption
- ✓ Configurable restrictions in multi-user accounts
- ✓ API access permission controls
- ✓ Account-password restrictions

ALCHEMER ALSO MAKES IT EASY TO BE COMPLIANT WITH:

- ✓ HIPAA
- ✓ GDPR
- ✓ PCI
- ✓ WCAG
- ✓ EU-US Privacy Shield
- ✓ NIST CSF
- ✓ CIS

Through all the compliance and oversight, you need to keep your users happy. Customers who are standardizing on Alchemer often do because their users love us. Users are free to create what they need, while the IT teams know that the enterprise is secure.

Alternatively, forcing a solution that doesn't work for your business partners leads them to find other solutions that do work. In which case you lose the controls you tried to establish in the first place.

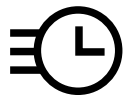
Alchemer's incredible flexibility and ease of use make it an ideal standard for an enterprise. People are empowered to create solutions faster than they can implement software from anybody else. IT can establish the guardrails to protect the enterprise while giving people the freedom to do their jobs.





It's the feedback platform that you'll love,
and your users will love you for.





Accelerate the power of people to transform your business

You won't increase the speed of your business by replacing the systems you already use – or creating shadow systems that duplicate data and work. You'll do it by integrating feedback into what people already know and do.

The easiest way to do this is to let Alchemer inject feedback in the middle of what the company is doing today.

Once you put feedback in motion, integrate it, act on it, and protect it, you can close the feedback loop faster with customers and employees. This is how you innovate where it matters most – face-to-face with your customers.

Alchemer is the easiest-to-use and fastest-to-implement solution on the market. That's why some of the biggest companies and brands in the world use Alchemer to accelerate how feedback flows into and through their enterprise.

While other survey software providers limit the amount of feedback you collect, we believe that when you're operationalizing feedback, you need to hear from everybody. Then you can seamlessly integrate that great feedback into your existing systems and easily consolidate it across your enterprise.

**In short, we help you collect the best feedback.
We provide the source for acting on it.**





This is how you make feedback core to your business.

Get started with Alchemer today.





Find, Get, Keep

Alchemer helps marketing teams and market researchers better understand their markets, so they can find more of their best customers. We help sales and sales operations understand and engage with their prospects, so they can get more of their best customers. And we help customer success and customer experience connect and respond, so they can keep more of their best customers.



FIND

Customer identification. First you have to find them. So this is about helping marketing and market research do their thing with more power. Flexibility. And security. To do more than just listen. To act.



GET

Customer acquisition. You found them, now you have to get them. This is where we help sales and sales operations build customer relationships. Authentically and powerfully.



KEEP

Customer Success. We think every customer ought to be a best customer. So we help customer success and customer experience connect and respond. So you can keep your customers. Heard and seen.

To start your corporate transformation to customer centricity, contact us today by visiting [Alchemer.com](https://www.alchemer.com) or by calling 1-800-609-6480.

