

Net Promoter Score



While behavioral tracking and analytics provide a lot of great insight about visitor and user interests and motivations, you can often obtain valuable feedback and input by simply asking questions. Use Evergage to propose questions - or a series of questions - in an attempt to manage customer expectations, get feedback on new services, or further segment your audience for more targeted campaigns.

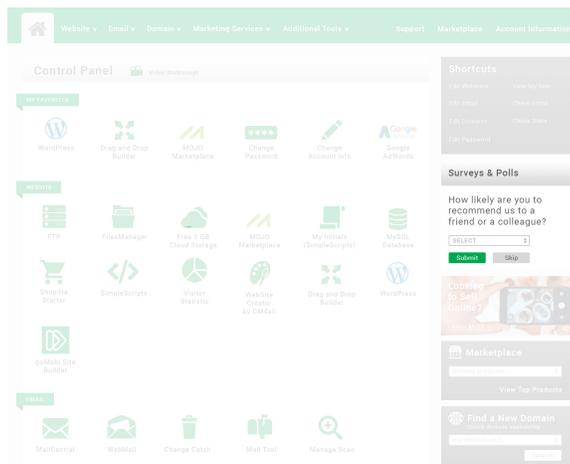
Category	Customer Success	Vertical	Technology, SaaS
Topic	Use Evergage to propose questions to gain insight into customer expectations	ID #	167

Sections in this Article

- [Example](#)
- [Segment](#)
- [Measure](#)
- [Setup](#)

Example

Your marketing team is interested in growing referrals and they're willing to offer an incentive to customers who promote your services to others who may be interested (in your solutions). Since they don't want to provide the incentive to just anyone, it's important that they identify enthusiastic customers, or those willing to make a referral. To identify this segment of customers, they want to begin by asking a simple survey question (e.g., How likely are you to recommend us to a friend or a colleague?) as seen below.



Segment

Display to all logged in users.

Measure

Success in this cases can be measured in two ways. It can be based on the number of people that submit an answer to your question and it can also be based on how many people answered positively. In setting a goal of "Clicked Submit" (on the message), you can define an action for the button and when tracked, create a user segment of those most interested referring people to your company.

Setup



Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create or Edit a Web Campaign](#)
- [Message Types](#)
- [Add Rules for Campaigns, Messages, and Experiences](#)
- [Create a Segment](#)
- [Target Users Based on a Segment](#)
- [Segment Rules](#)

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create a visitor segment to target those visitors meeting the key segment criteria such as in the example listed above
2. Develop the applicable experiences to target those visitors, in this case, you can consider using an inline survey or a pop-up, or even an info-bar. In this example we'll use an inline survey which will be less intrusive to the visitor.
3. Configure the survey's "submit" button to dismiss permanently, once it is clicked, so this particular survey message will not be shown again.
4. You may not choose to have a control group, as you'll want to get as much feedback as possible, though you may want to consider alternate survey experiences to identify what format works best for your customer base.
5. If you plan on running periodic or follow up surveys, clone the prior survey to create a new campaign with new field values – so you can maintain a clear history of prior campaigns and responses to manage trends more effectively.