

## CLIENT TESTIMONIAL:

“ Through their consulting services, AND Agency offered unique insights and an approach that increased response rates by 125%—well exceeding our expectations. ”

## Online Survey Response Rates Increased by 125% for a National Bank

### CHALLENGE:

The client wanted to transfer the decades-old telephone data collection methodology to online for their principal programs, with the objective of gaining feedback from a larger and broader customer base. A key success criterion for the project was that response rates hold steady.

After a soft-launch of the new digital program, it was quickly realized that response rates were falling below expectations. The client asked AND Agency CX consultants to recommend strategies to optimize response rates.

### SOLUTION:

- Enhanced the user experience among multiple platforms, including smartphones, tablets and desktop; this was important since a slight majority of respondents completed surveys using a mobile device.
- Simplified the email invitation and created a more impactful subject line to improve click-through rates.
- Provided a neutral incentive (VISA gift card) to boost participation rates.
- Changed the email domain name of sender to reflect it coming directly from client instead of AND Agency.
- Implemented reminder emails, sent three days after the initial invite.
- Ran diagnostics to ensure that all improvements made to the email invite passed through spam filters.
- A/B tested sending email invitation on various dates and times to determine optimal delivery moment.

### THE CLIENT:

AND Agency manages the customer experience (CX) program for one of Canada's largest financial institutions. As part of this program AND Agency completes hundreds of thousands of telephone B2C and B2B interviews per year across multiple lines of business in North America.

### RESULTS:

- Increased response rate by 125% after all optimization strategies were implemented.
- Response rates were close to double that of telephone, allowing client to reach more customers/ segments and obtain higher quality, actionable data.

### ABOUT AND AGENCY:

AND Agency, LLC delivers an innovative brand of marketing and business process outsourcing. Our mission is to provide engaging solutions designed to improve your brand and strengthen your customer relationships. In simple terms, we strive to inspire and be inspired, and offer a wide range of services to fit your needs and turn big ideas into reality.

### Would you like to know more?

Email: [info@andishere.com](mailto:info@andishere.com)  
Call: (800) 461-3924

### Contact information:

1220 Sheppard Avenue East  
Suite 100 Toronto, ON  
M2K 2S5 Canada  
Phone: 800-461-3924