nexonia

Shaping the Product Roadmap with Customer Feedback

Headquartered in Toronto, Canada, Nexonia offers an end-to-end, cloud-based solution for expense report and timesheet management. While customers are and always have been the focus, Nexonia only recently instituted a formal customer feedback process that began with a SurveyMonkey account. It was time to harness the power of surveys to actively listen to and act on customer feedback.

"We've always been a customer-focused company, but SurveyMonkey helps us be even more centered on that. By listening to our customers and getting structured feedback, we've changed our product direction to better align with what users want."

Neil Wainwright,
Co-founder,
Nexonia

At a Glance

Situation

- No formal customer feedback process in place in the company's 10-year history

- The team wants to hear user opinions on the mobile and web experience

Survey Results

- Surveys show that customers want visual modernization of both the web and mobile user interfaces

- Users love the app and want access to the full web capabilities via mobile

Smarter Decisions

- The product team rolls out a flat web user interface within 60 days of receiving the feedback

- As a result of the feedback, adding more functionality to the mobile app is under development

Neil Wainwright, Co-founder of Nexonia, understands the importance of basing business decisions on feedback from its tens of thousands of users. "Prior to using SurveyMonkey, a lot of our decisions stemmed from our own understanding of our customers. It was an ad hoc process," he says. "As part of our evolution, we needed to get structured feedback from customers."

Nexonia first sent customers a mobile app survey. "We got hundreds of responses, a very high response rate," says Wainwright. The feedback showed that customers were most interested in a flat user interface. "In less than 60 days, we made significant improvements to both our mobile and web applications," says Wainwright.

Mobile customers also wanted more information in the app like payment status and approval history. "We're now working to add these data as soon as possible," says Wainwright. "We also learned that our mobile users mostly just access our mobile apps versus our web interface. It's that good!"

The team also sent a survey to admins of Nexonia accounts. Results showed there was little to act upon. "The feedback was overwhelmingly positive, almost embarrassingly effusive," asserts Wainwright.

Wainwright is looking forward to incorporating SurveyMonkey's Net Promoter® Score (NPS) feature, a highly regarded metric that measures customer loyalty. "We want to embed NPS into all of our

What unexpected feedback did you receive from your surveys?

We want to be known as not just a great expense app but as the best app on our customers' phones. We asked, what are the best apps on your phone? Many said the Nexonia app. Customers also said they're thrilled with our service. It's the best expense system they've used in 25 years. The feedback helped affirm all the work we've been doing over the last decade.

Neil Wainwright,
Co-founder,
Nexonia

customer interactions," Wainwright adds. "It's an important measurement of performance that we will include with our other business success metrics."

Wainwright and his team plan to continue engaging with customers by sending regular surveys. "When customers come back to us and say they're delighted with our product, it gets me even more excited about delighting our customers," says Wainwright.

Learn more about how SurveyMonkey can help your business make smarter decisions.

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