



WHERE VOC360 DELIVERS THE MOST VALUE



Service-driven organizations with large, diverse customer bases and frequent customer touchpoints

Where real, timely feedback directly informs satisfaction and retention.



Teams needing a fast, low burden feedback solution

Customizable surveys that take approximately six minutes to complete, depending on customization level, and are designed to minimize friction and avoid over-contacting customers.



Companies looking to quantify customer satisfaction and loyalty

Gage across key metrics, including Gage across key metrics, including cost and value perception, Net Promoter Score (NPS), customer effort score (CES), and overall experience.



Organizations seeking actionable customer segmentation insights

Understand how perceptions of value differ across service lines, brands, and customer groups – and how those differences shape competitive positioning.



Stakeholders needing KPI-Driven Feedback

Strengthen customer relationships, track performance consistently, and generate repeatable, decision-ready data points over time.

BASE SURVEY — \$20,000

INCLUDES STANDARD QUESTION LIST

Basic Segmentation

1. Age
2. Location
3. Home Value
4. Payment Method
5. Number of Children
6. Additional Custom Segments

Service Characteristics

- Type of service provided
- Reason for service
- Marketing channel (How a client first learned about the company)

Customer Loyalty Metrics

- Overall satisfaction
- Satisfaction with price paid
- Satisfaction with quality of service
- Net Promoter Score (NPS)
- Likelihood to return

Customer Effort Metrics

- Ease of interaction with company (customer effort score)
- Ease of scheduling service

FREQUENTLY ASKED QUESTIONS



What information is required to launch the survey?

Customer email addresses are required to initiate the survey. Optional segmentation variables can be provided in the customer list and carried through the survey. (e.g., customer-facing brand, geography, purchase volume, etc.).



How long does the survey remain in field?

Surveys typically remain in-field for 2-3 weeks, supported by reminder emails sent twice per week. The fielding period can be shortened or extended based on response segmentation needs, and other engagement factors.



What incentives encourage customer response?

Acclaro administers a drawing in which five survey respondents are selected to receive a \$100 Amazon gift card.



Can the survey be customized to reflect your company's branding?

Yes. Company logos are included in the survey invitation email and additional branding elements can be incorporated within the survey as needed.



Who does the survey come from?

The survey is sent from Surveys@AcclaroPartners via Acclaro's secure survey platform. Customization of the sender's name or email address is available upon request.



What is the typical response rate?

A typical customer-list survey has email open rates ranging from 10–30%, with approximately 10% of openers completing the survey. This translates to an expected overall response rate of approximately 1–3% of the full customer list.