Vision Critical Surveys

Drive better business outcomes with broad customer feedback
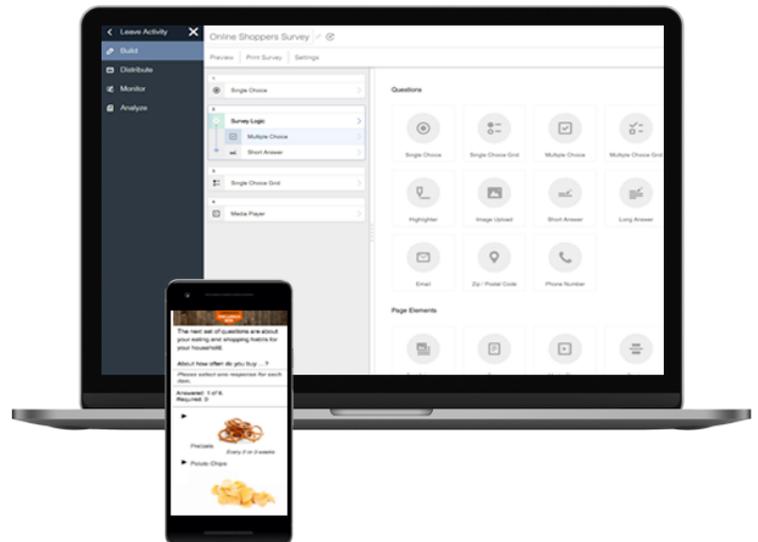
VISIONCRITICAL®

Vision Critical Surveys is an enterprise-grade survey tool designed with 20 years of best practices to enable brands to collect broad feedback from customer audience and external markets. Whether looking to source feedback about customer satisfaction, user experience, product innovation, brand loyalty or any other business critical initiative that requires direct customer feedback, Vision Critical Surveys has the flexibility and depth of features to turn feedback needs into actionable data. Our survey creator enables organizations to choose from 25+ survey question types that offer an engaging respondent experience on desktop and mobile. Choose from visual, dynamic question types as well as advanced multiple-choice and logic-based research questions. All the functionality brands need to build and distribute a survey, and then analyze results is available in an intuitive interface.

Surveys

Drive better business outcomes with broad customer feedback

- Launch interactive surveys on any device and in multiple languages
- Shorten the time to collect actionable data by using our activity templates or by customizing and building your brand's own personal and shareable template library
- Leverage advanced methodologies and capabilities within our intuitive platform
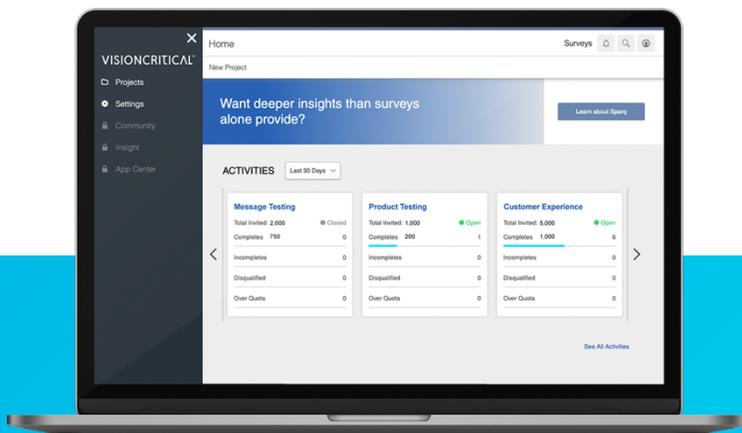

Reporting & Analysis

Reveal patterns and trends

- Advanced reporting and analysis capabilities reveal customer insights from new and existing data, often without having to ask your customers anything new

- Apply advanced tools (including text and sentiment analysis and weighting) for critical insight on customer segments
- Create and share reports or export in various formats for fast, in-depth analysis

Text Analysis

Organize text responses in seconds to deliver hidden insights

- Capture real-time qualitative feedback
- **Star member responses:** Save memorable text and filter later for reporting
- **Tag responses:** Machine Tags are created automatically through Artificial Intelligence for categorization

- **Sentiment is generated automatically:**
- Positive, negative, neutral or mixed
- **Multiple visualizations:** Visualizations include word clouds, tables, and graphs—in your choice of colors

The Vision Critical Difference

Simple and advanced survey features

Our survey creator enables organizations to choose from 25+ survey question types that offer an engaging respondent experience on desktop and mobile. All of the functionality you need to build a survey, distribute it, and analyze results is available in an intuitive interface.

Exceptional support and guidance

Vision Critical's customer support is trained and ready to support your success. As a Surveys customer, you have access to online guides and extensive FAQs, free survey templates, live and on-demand training, and more.

Leading security and compliance

Our platform is delivered as a cloud-based, multi-tenant, Software as a Service (SaaS) application accessed by respondents via a web browser. No software or add-ons are installed on computers ISO compliant, and GDPR, CCPA, and HIPAA ready surveys that also host survey data in localized servers.

Upgrade to Sparq for deep customer insights

Unlike other survey solutions, Surveys provides brands with the opportunity to upgrade to Sparq – Vision Critical's digital insight community solution to inform strategy and improve customer experience. Upgraded Surveys customers keep their adhoc surveys and data, which provides a thread of continuity in insights collection.

See Surveys in action

www.visioncritical.com/surveys