

The logo for SWVE, consisting of the letters 'S', 'W', 'V', and 'E' in a stylized, rounded, white font. The background is a dark blue grid with faint white outlines of a smartphone and a tablet, and a faint circular pattern.The word 'BLUEPRINTS' in a white, sans-serif font, enclosed within a white double-line rectangular border. The background is a dark blue grid with faint white outlines of a smartphone and a tablet, and a faint circular pattern.The title 'Mobile Surveys: Reimagining Customer Satisfaction' in a white, sans-serif font. The background is a dark blue grid with faint white outlines of a smartphone and a tablet, and a faint circular pattern.



The Point Of Customer Satisfaction On Mobile

Use mobile surveys to gather customer insights and make better decisions.

- Do people like the login?
- How about that new feature?
- How was your flight?

Trigger surveys based on in-app behavior, and make them easy and quick to complete in the app.



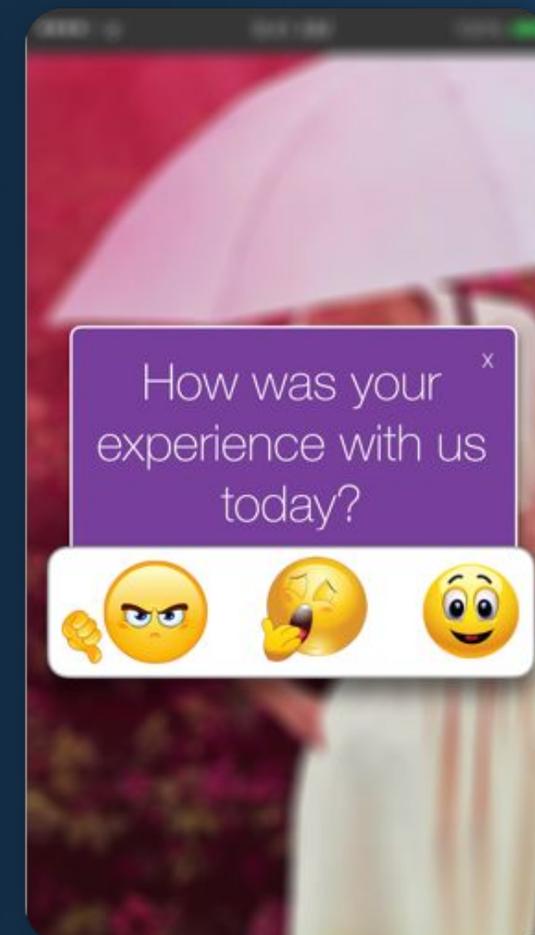
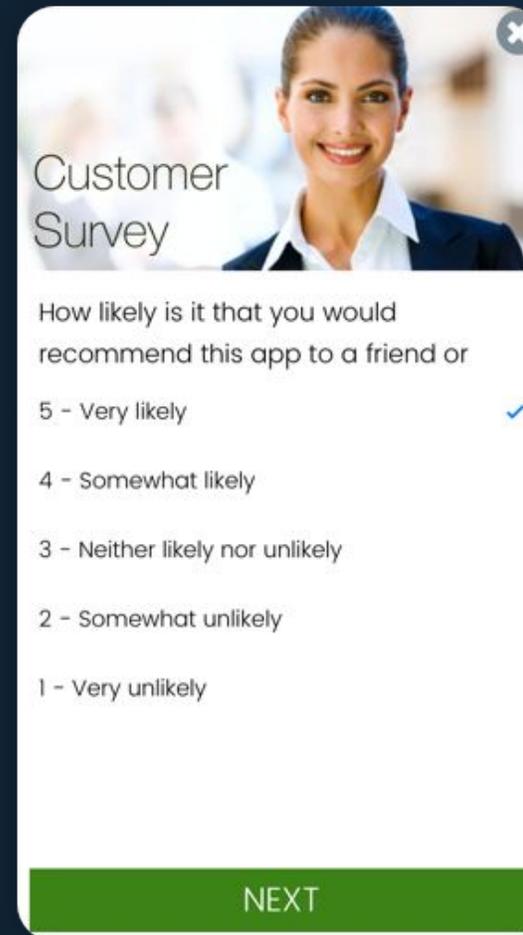
Reimagine How You Check In With Your Customers

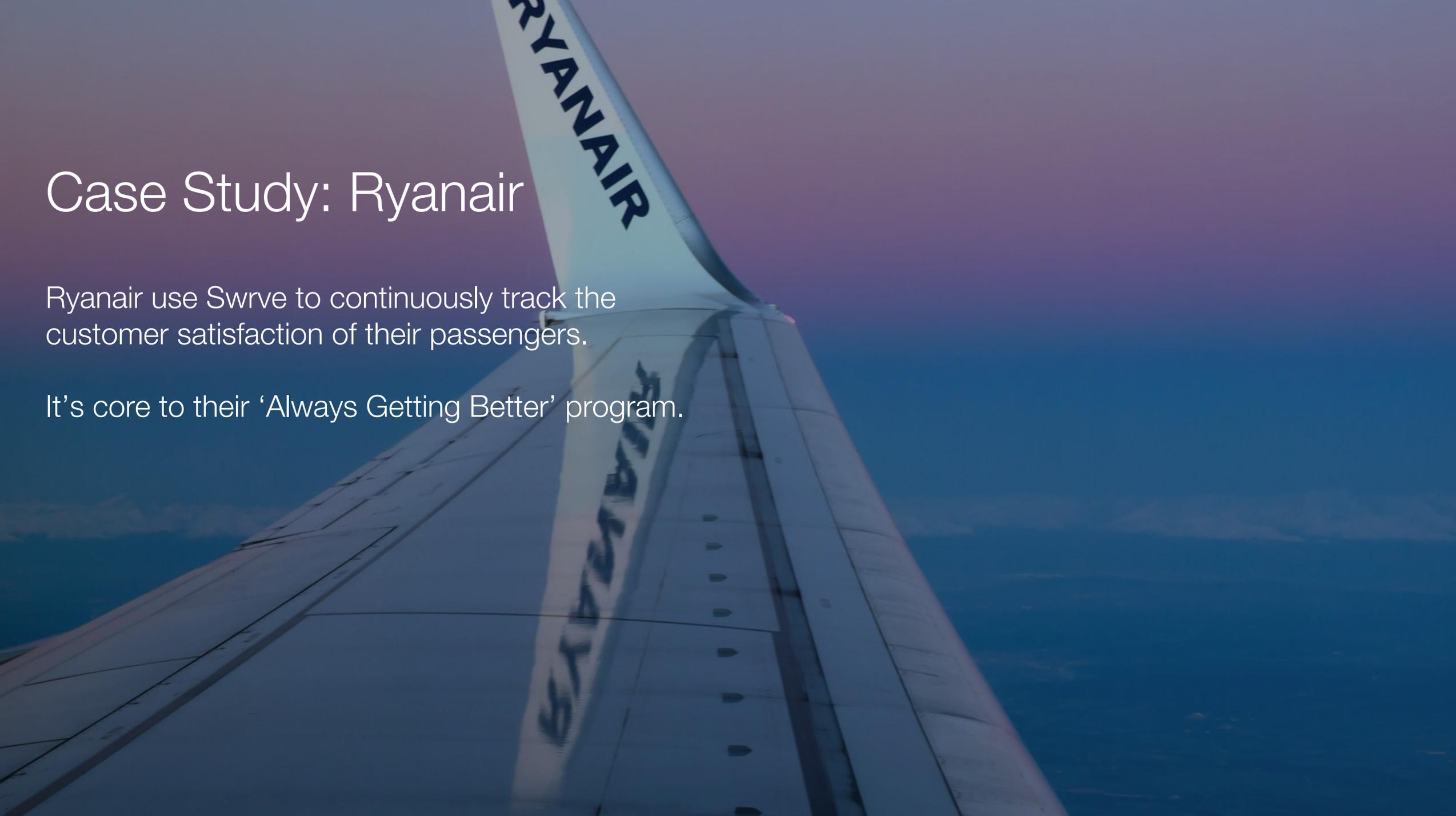
Think of the apps you use and how many times you've taken a survey for e.g. Uber or Netflix.

Apply this interaction model to your business.

Underpinning are these three components:

- Who are you targetting?
- When is the correct moment to ask a question?
- Is the interaction simple to complete?





Case Study: Ryanair

Ryanair use Swrve to continuously track the customer satisfaction of their passengers.

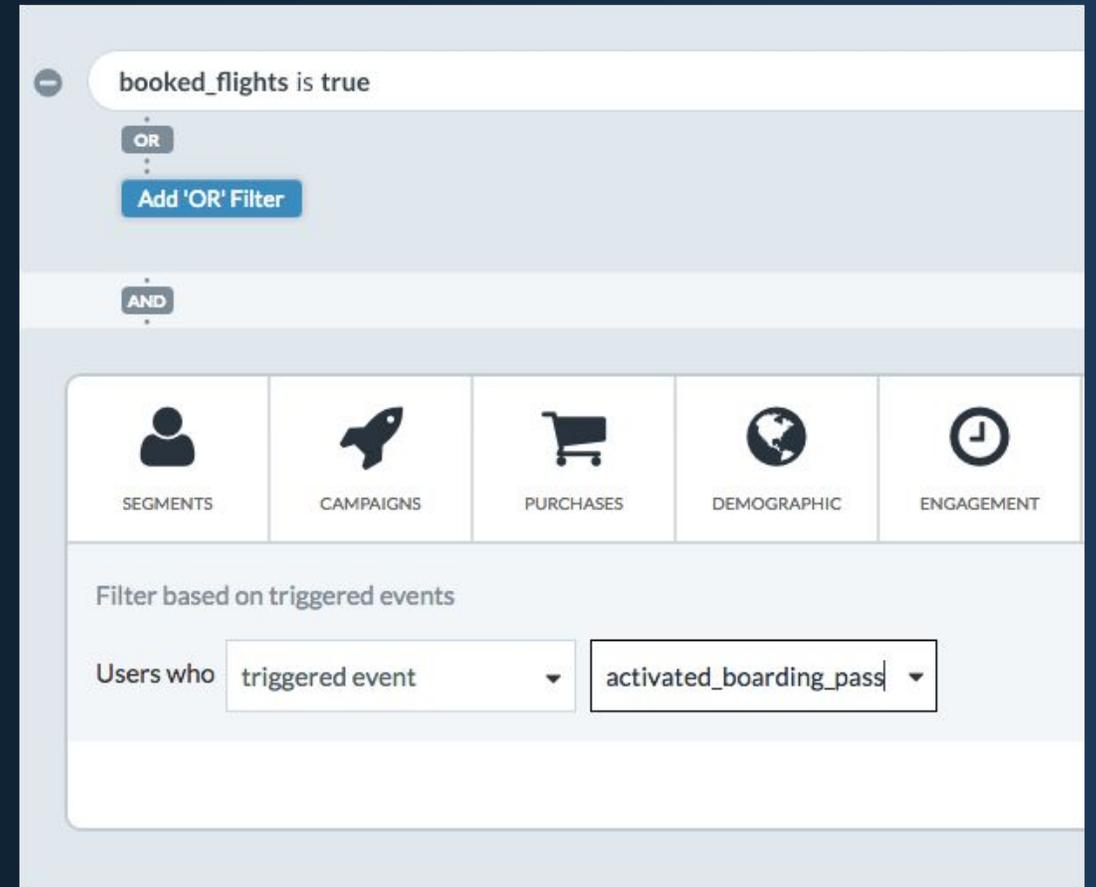
It's core to their 'Always Getting Better' program.

Speak To The Right Passengers

Ryanair want to check in with passengers as soon as they land.

To target the right passengers, Swrve takes information directly from the passenger's boarding pass.

When the passenger lands, they break a geofence and an in-app survey is served.



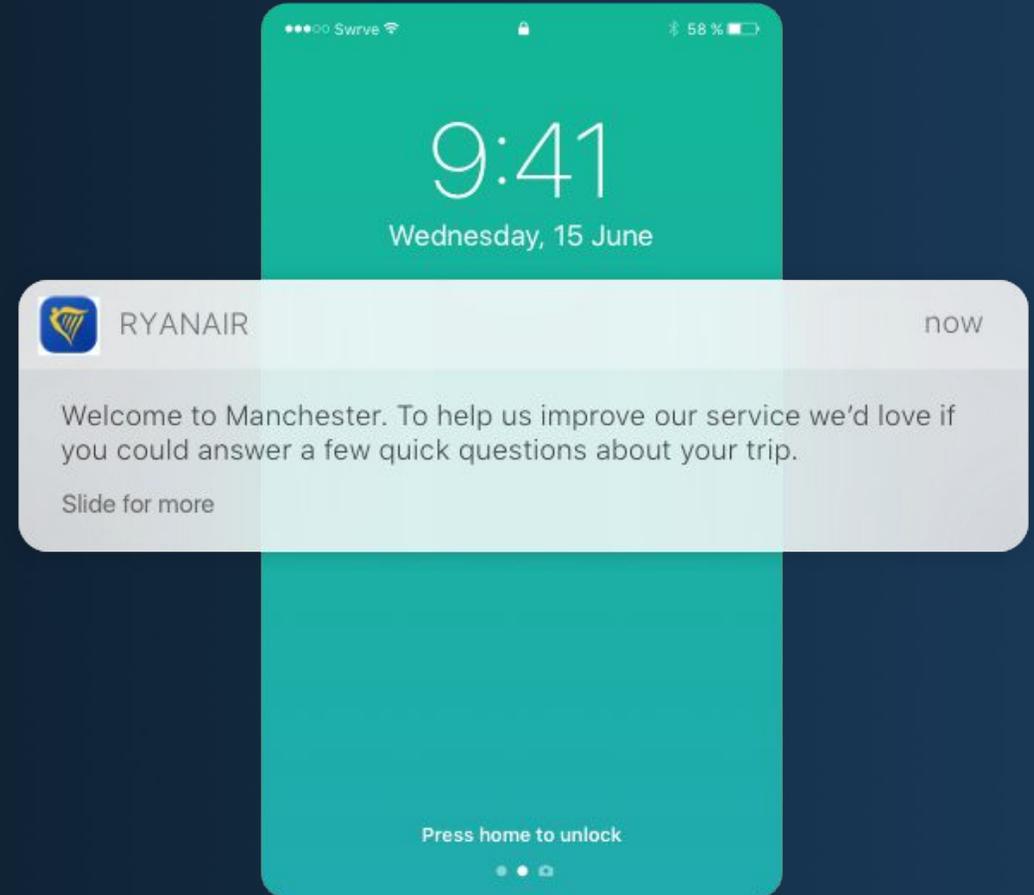
The screenshot displays the Swrve targeting interface. At the top, a filter rule is defined as "booked_flights is true". Below this, there is an "OR" connector and a button labeled "Add 'OR' Filter". Further down, an "AND" connector is visible. A horizontal menu contains five categories: SEGMENTS (person icon), CAMPAIGNS (rocket icon), PURCHASES (shopping cart icon), DEMOGRAPHIC (globe icon), and ENGAGEMENT (clock icon). Below the menu, a section titled "Filter based on triggered events" shows a rule: "Users who" followed by a dropdown menu set to "triggered event", and another dropdown menu set to "activated_boarding_pass".



Reach Out At The Perfect Moment

The moment flight mode is turned off, Swrve triggers a personalized notification asking the passenger to rate the flight.

Swrve has cached the entire interaction on their device before departure, so no internet access is necessary.

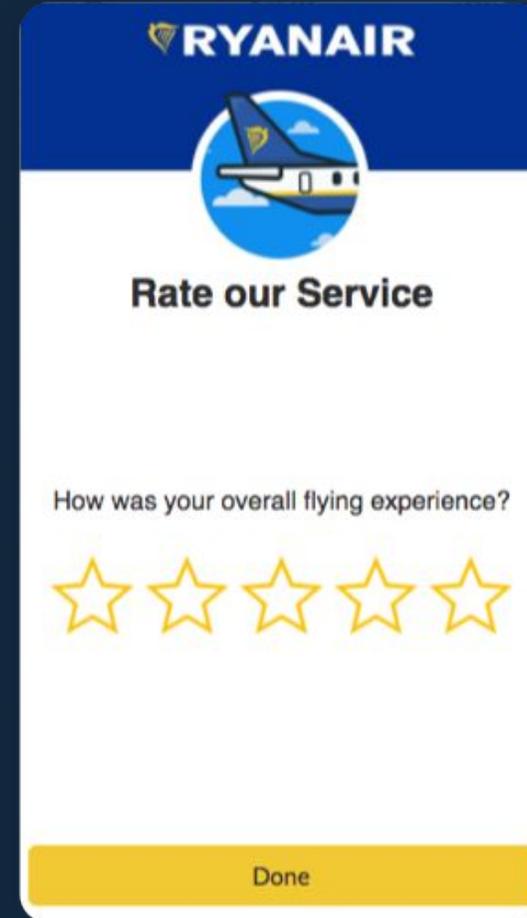


Make Surveys Quick & Easy

The push notification opens the app and serves the passenger with an in-app survey.

Speed and simplicity are the key to high completion rates.

In just a couple of screens, using star-based surveys, Ryanair can gather feedback from overall experience to service onboard and crew friendliness.



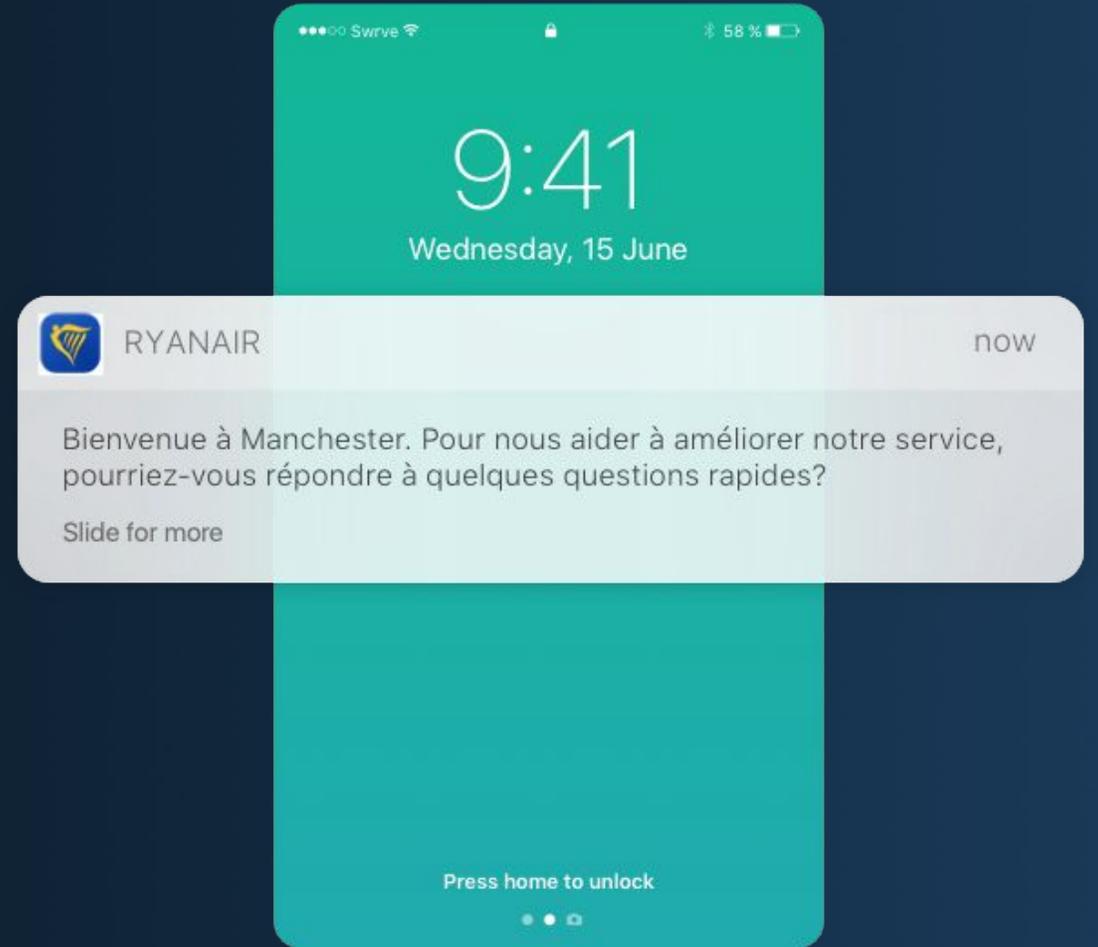
Speak Your Customer's Language

Localize your campaigns to boost engagement.

If your passenger is French speaking, Swrve will deliver the survey in French.

If German...you get the idea.

Swrve does this automatically by capturing the language setting on the passenger's phone.





The Results

Over 78% of users who start the in-app survey go on to complete it. Compare that to desktop rates of < 1%

92% of the 300,000 customers who took part in Ryanair's 'Rate My Flight' campaign were satisfied with their experience.



92%

of customers rated
they were satisfied