

RavenCSI Builds Brand Reputation With Review Collection Campaigns

Client Success Story

RavenCSI built brand trust and credibility by collecting reviews and showcasing its customers' voice across Capterra, GetApp, and Software Advice.



Software category: Survey Software

Solutions used: Profiles, Review Collection Service

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"Gartner Digital Markets is the industry standard and being listed with a solid set of reviews on their sites is fundamental to being successful in the SaaS and software space, as well as being seen as a trusted brand."

Brian Boyette

Owner, RavenCSI

Gartner
Digital Markets



Problem

RavenCSI wanted to increase brand credibility and differentiate themselves from the competition by collecting customer reviews.



Solution

RavenCSI launched review collection campaigns with gift card incentives for reviewers and was able to quickly gather customer feedback.



Results

- Collected 11 customer reviews in 2 months
- Increased reviewer participation by providing gift card incentives
- Gathered customer feedback to improve its product
- Increased brand credibility

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