

TeamUp Collects 100 New User Reviews in 2 Months

Client Success Story

Since launching in 2012, most of TeamUp's review generation came from manual review collection and customers leaving testimonials at their leisure. TeamUp wanted to accelerate review collection to help attract new customers and close deals faster.



"We've worked with Gartner Digital Markets for several years and we've always been very impressed with the innovation of new features like the Review Collection Service and the team at Gartner that makes it happen."

Tim Green

CEO, TeamUp



Software category: Membership Management Software

Solutions used: Profiles, Review Collection Service

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Problem

TeamUp was looking to accelerate review collection with a less manual process that would help attract new customers and close deals faster.



Solution

TeamUp worked with Gartner Digital Markets to regularly survey their customers and encourage them to leave reviews in exchange for a gift card incentive.



Results

- Collected 100 new user reviews in 2 months
- Improved review collection efficiency based on timely customer touch points
- Built stronger customer relationships
- Improved product based on customer feedback

Highlights

100

Reviews collected
in 2 months

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