



From customer feedback to insights, 50% faster

Public Sector CX

Trusted by 300+ public sector organisations



Llywodraeth Cymru
Welsh Government



Built for CX feedback programmes that need to move fast

Running a voice of customer programme across your whole organisation means thousands of responses coming in from every touchpoint.

SmartSurvey handles that volume without breaking a sweat.

You can set up surveys in minutes, capture feedback wherever your customers are, and watch the AI instantly spot the patterns that matter. No waiting days for analysis. No drowning in spreadsheets. Just clear insights that show you exactly where to focus your energy.

Whether you're collecting ten responses or ten thousand, the platform gives you what you need to improve customer experience at the speed your business actually moves.

Let's show you how SmartSurvey makes it happen.

Trusted by 300+ public sector organisations

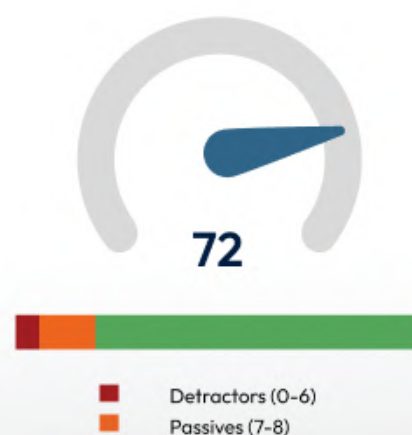


Multi-award-winning software



Built-in CX questions that measure what matters

Nexa Group - Net Promoter Score



NPS

Discover what turns customers into loyal promoters. Pinpoint what to fix and what to amplify. Boost retention, grow revenue, and build a stronger brand with smart insights and action.

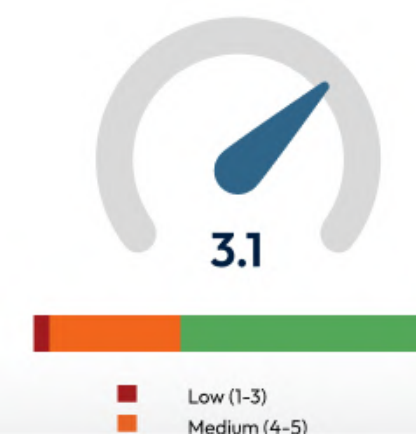
Nexa France - CSAT



CSAT

Capture satisfaction after key touchpoints. Surface unhappy customers fast, remove friction, boost retention, and keep them coming back to do more business with you.

Nexa London - Customer Effort Score



CES

CES pinpoints effort hotspots after chats, tasks or product interactions. Know where friction lives, so you can fix the issues, keep things running smoothly, and stop customers leaving.

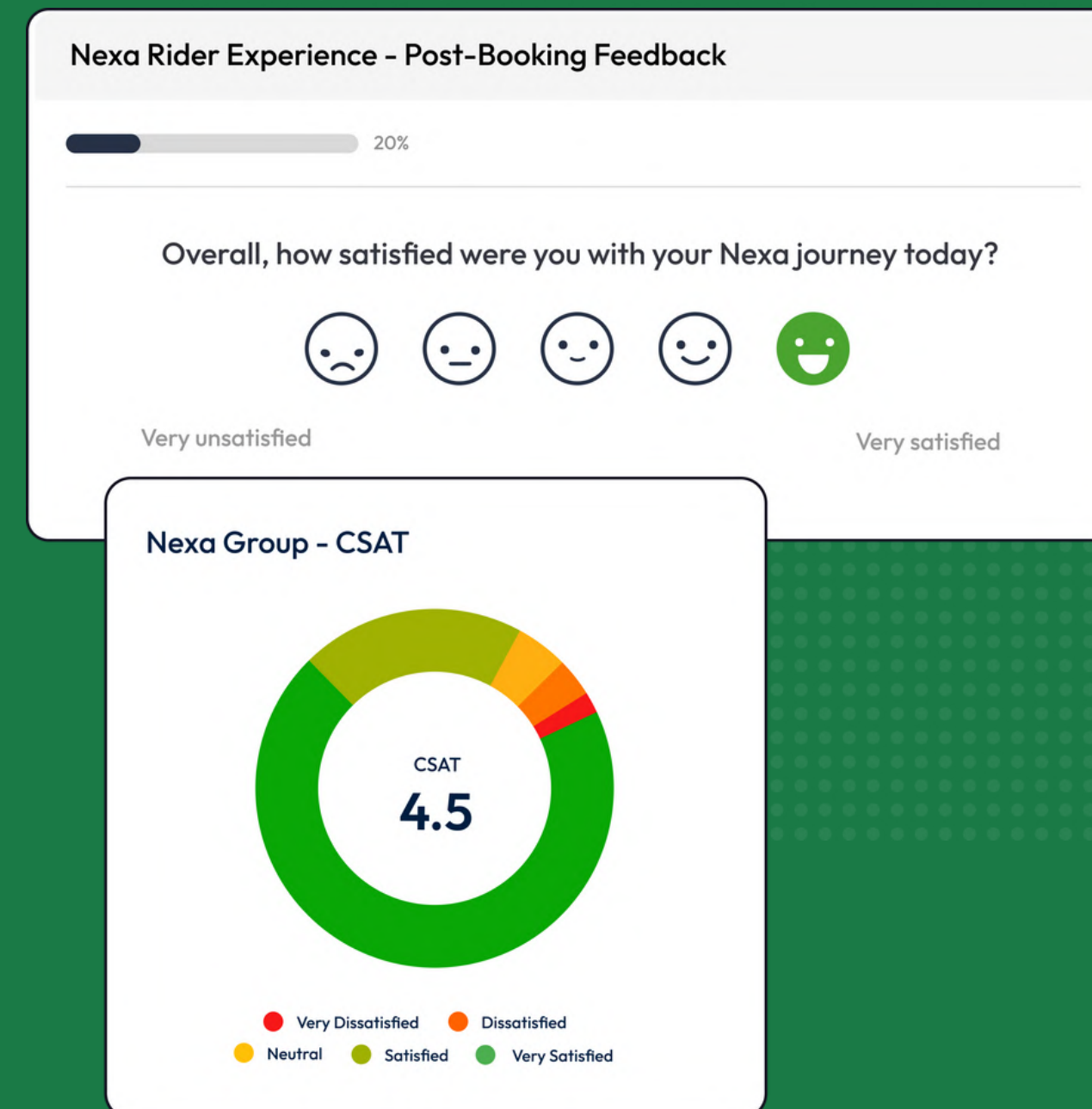
Customer Satisfaction (CSAT) Surveys

If you are looking to achieve a level of service - or a product that is a cut above the rest - CSAT surveys are key to success.

CSAT scores are usually expressed as a percentage scale: 100% being total customer satisfaction, 0% total customer dissatisfaction. SmartSurvey automatically calculates CSAT for you. You can calculate this, or feed responses into your preferred BI tool for real time metrics and trend analysis.

⚠ Don't get your CSAT and NPS mixed up!

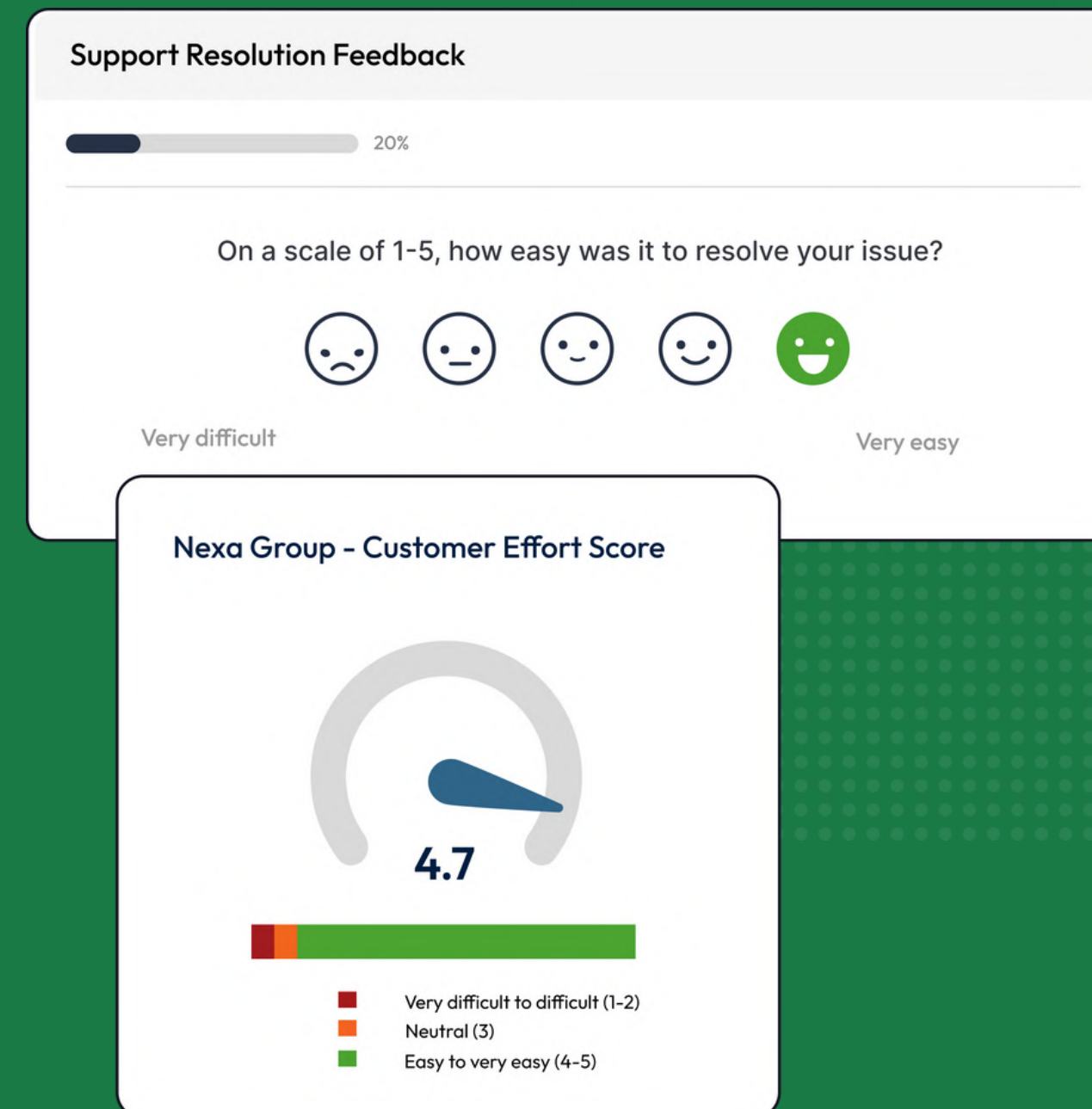
CSAT measures how satisfied your customers are, where as NPS is measuring customer loyalty and advocacy to the organisation.



Customer Effort Score (CES) Surveys

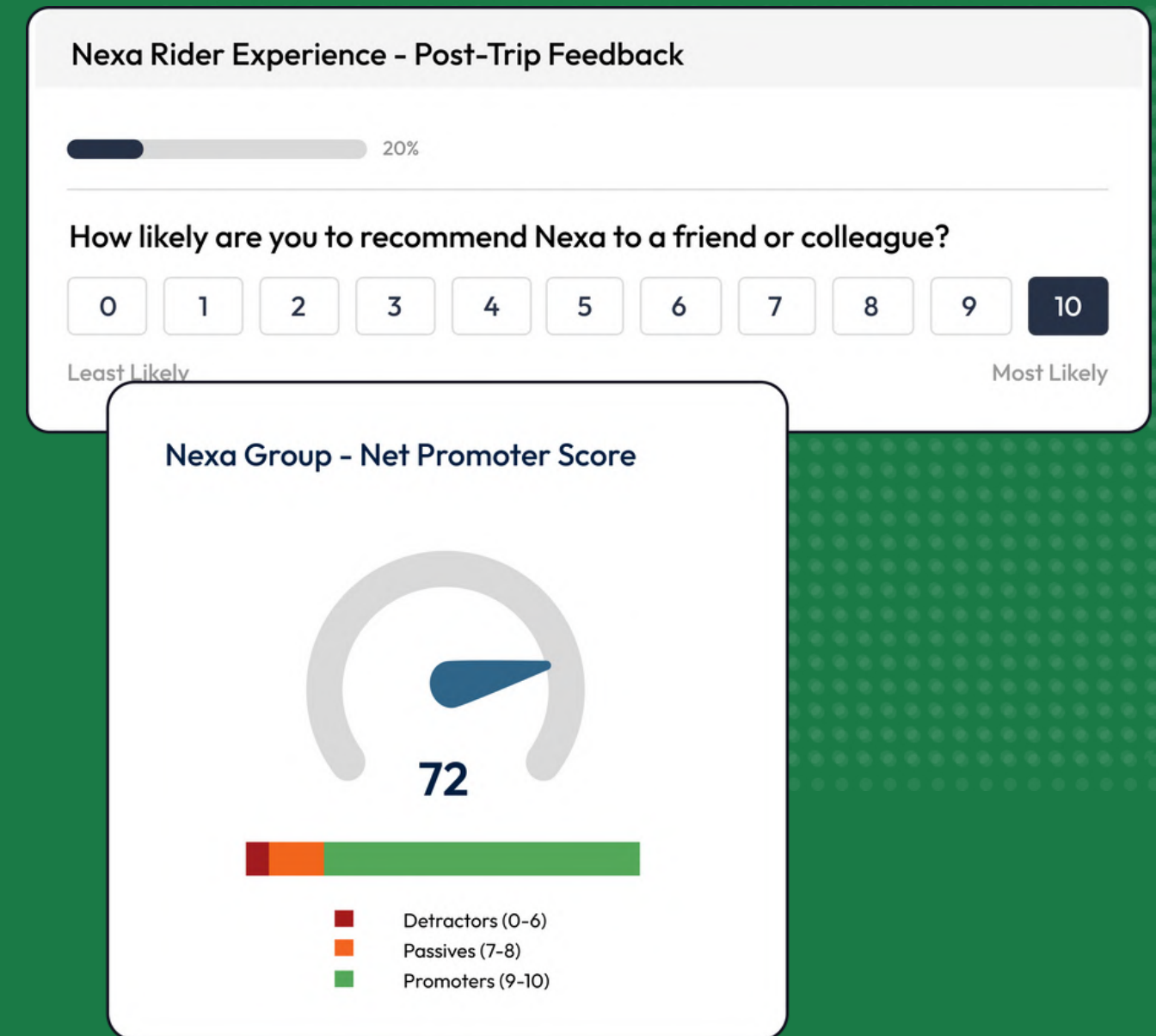
Customer Effort Score (CES) is used to measure how easy it is for customers to interact with your organisation, focusing on the effort required to resolve issues or complete tasks.

By simplifying customer interactions, organisations can enhance satisfaction and loyalty. CES feedback provides actionable data, enabling pain points to be identified at key touchpoints and processes streamlined or changed to lower effort and improve the overall customer experience.



Net Promoter Score[®] (NPS[®]) surveys

NPS[®] is one of the most recognised CX metrics. Using one simple question it enables you to measure customer perception associated with your brand, organisation, product or service.



Listen to your customers on their preferred channels

We meet your customers where they are. Gather feedback seamlessly across all the channels your customers love and dive deep into the data to discover valuable CX insights.



Email

Schedule reminders for non-responders to increase engagement



Pop-up

Use pop-up surveys to gather feedback on the web at key interaction points



SMS

Reach customers quickly with SMS surveys, enhancing brand recognition



Embed

Increase engagement by embedding surveys directly on your website and emails



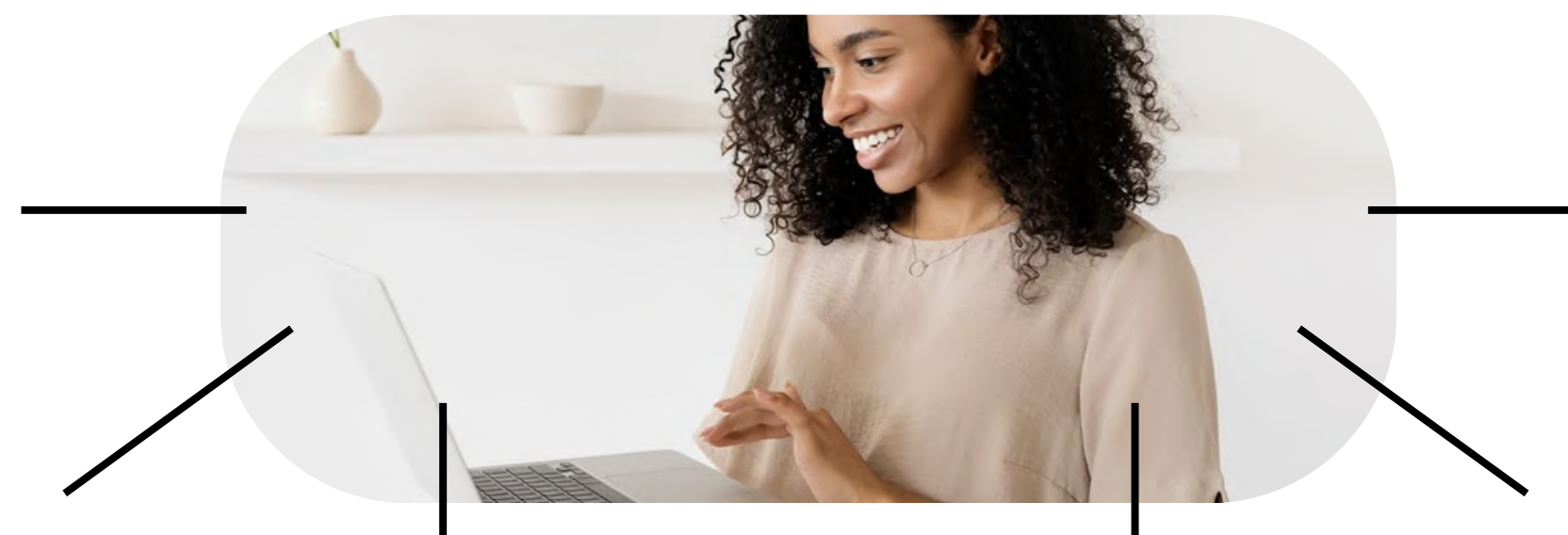
Social Media

Distribute surveys on social media platforms easily



QR Code

Use QR codes to make your surveys accessible anywhere



VISUALISE

Our dashboards turn data into insights

Share key metrics or data sets across your teams with ease – no data science degree required!

- Holistically analyse data and feedback across the entire customer journey
- Quickly visualise data and spot trends with out-of-the-box CX charts
- Drill into and categorise complex qualitative data, sentiment, and customer anecdotes
- Combine NPS, CSAT or CES scores from multiple surveys into a single chart that calculates your total automatically. No more exporting data and building reports elsewhere to see your complete picture.

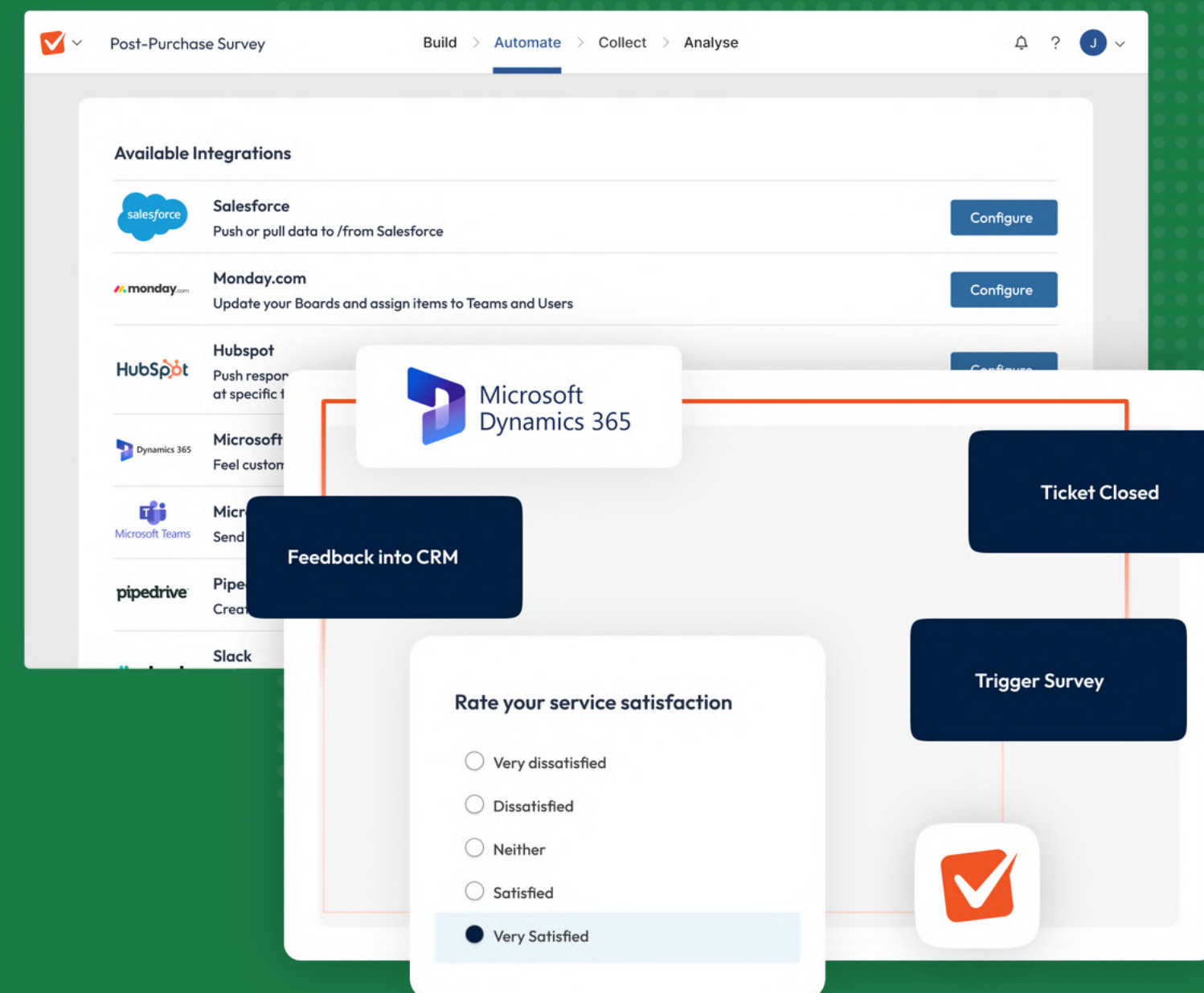


CONNECT

Integrations bring insights where your teams work

Automate your feedback workflows and sync survey data directly into the tools you use every day.

- Push responses straight into Salesforce, Microsoft Dynamics, and HubSpot to keep your CRM data complete and current
- Trigger surveys automatically when key events happen in your business systems, capturing feedback at exactly the right moment
- Stop copying data between platforms and let your teams act on insights without leaving their workspace

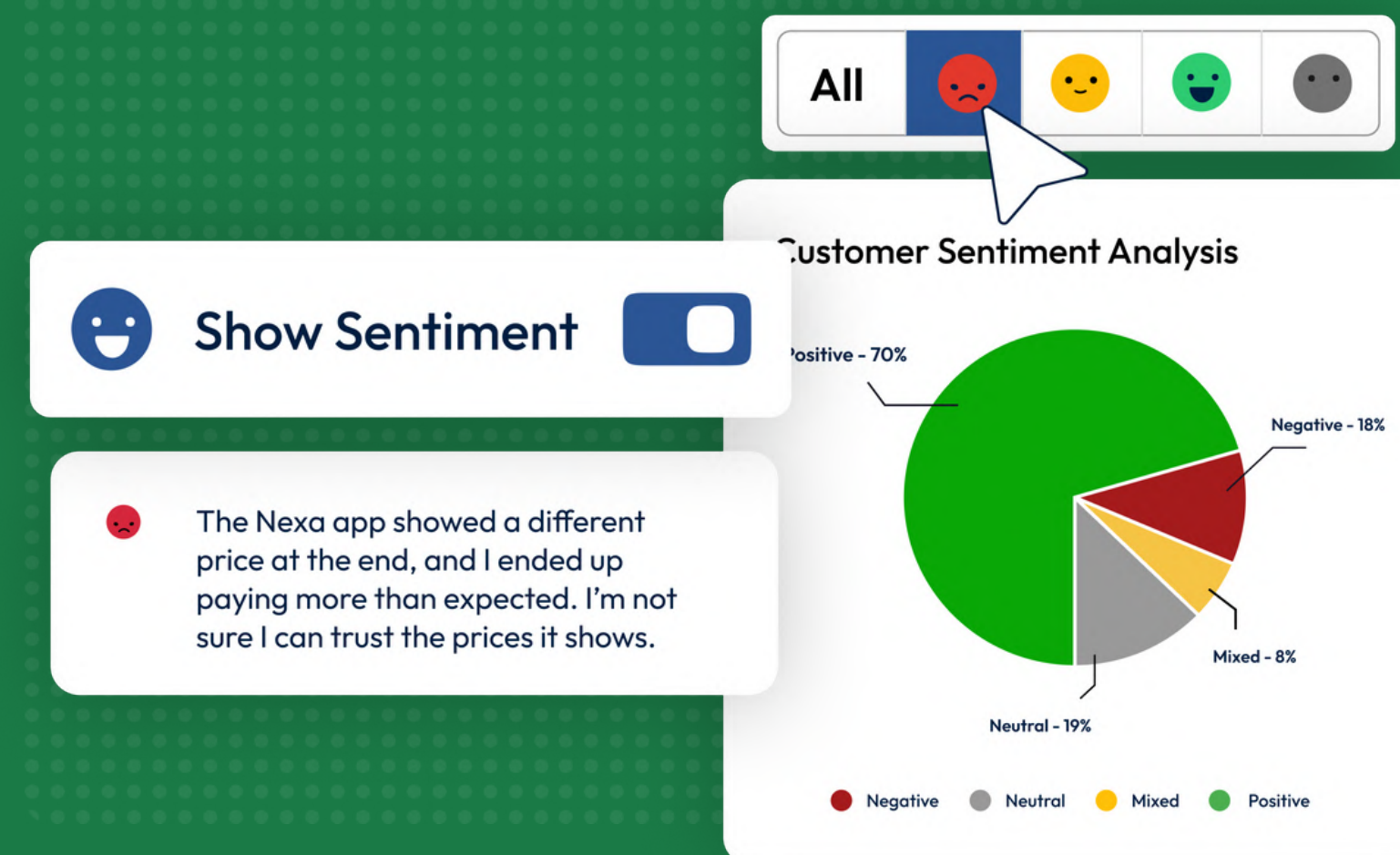


AI-POWERED SENTIMENT ANALYSIS

Detect the emotion hidden in open-text

Sentiment Analysis reveals how customers actually feel about their experience, automatically detecting whether feedback is positive, negative, or neutral the moment it arrives.

- **Stop guessing what people mean.** AI reads the emotion in every response instantly, so you know who's frustrated, delighted, or on the edge without reading thousands of comments yourself.
- **Catch unhappy customers before they leave.** Negative sentiment gets flagged immediately, giving you time to reach out and fix things whilst you still can.
- **Handle any volume without missing the urgent stuff.** Whether you get ten responses or ten thousand, the most critical emotions surface automatically so you never lose track of who needs attention.

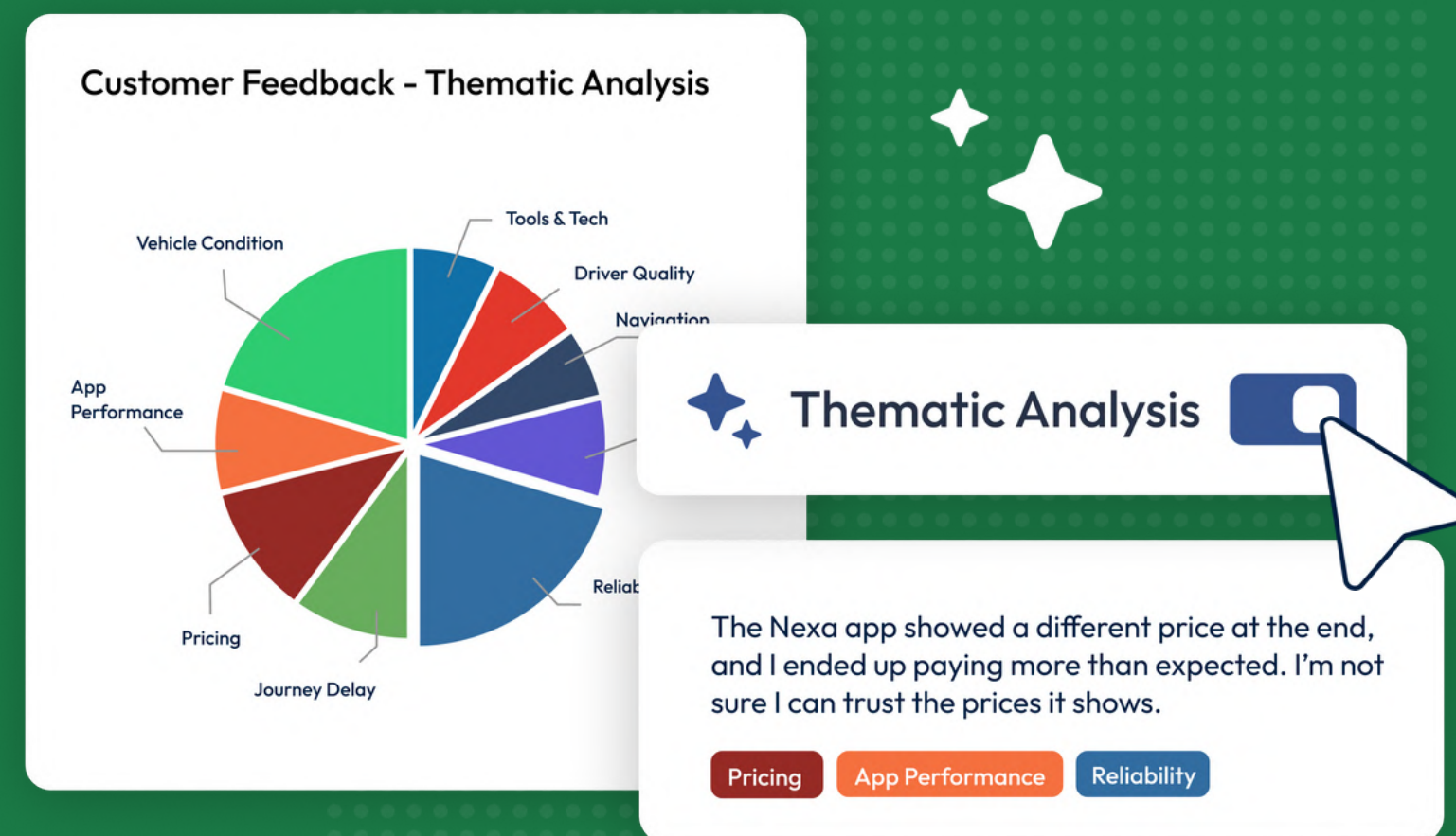


AI-POWERED THEMATIC ANALYSIS

From open-text to insights in seconds

Thematic Analysis turns open text responses into organised insights automatically, helping you spot patterns and problems the second feedback arrives.

- **Save weeks of manual work** by letting AI categorise thousands of responses instantly, freeing your team to solve problems instead of reading about them.
- **Catch escalating issues early** before they become crises – sentiment and themes surface automatically so you can act while there's still time.
- **Scale your feedback programme without hiring analysts** – one person can now manage insights from millions of responses.

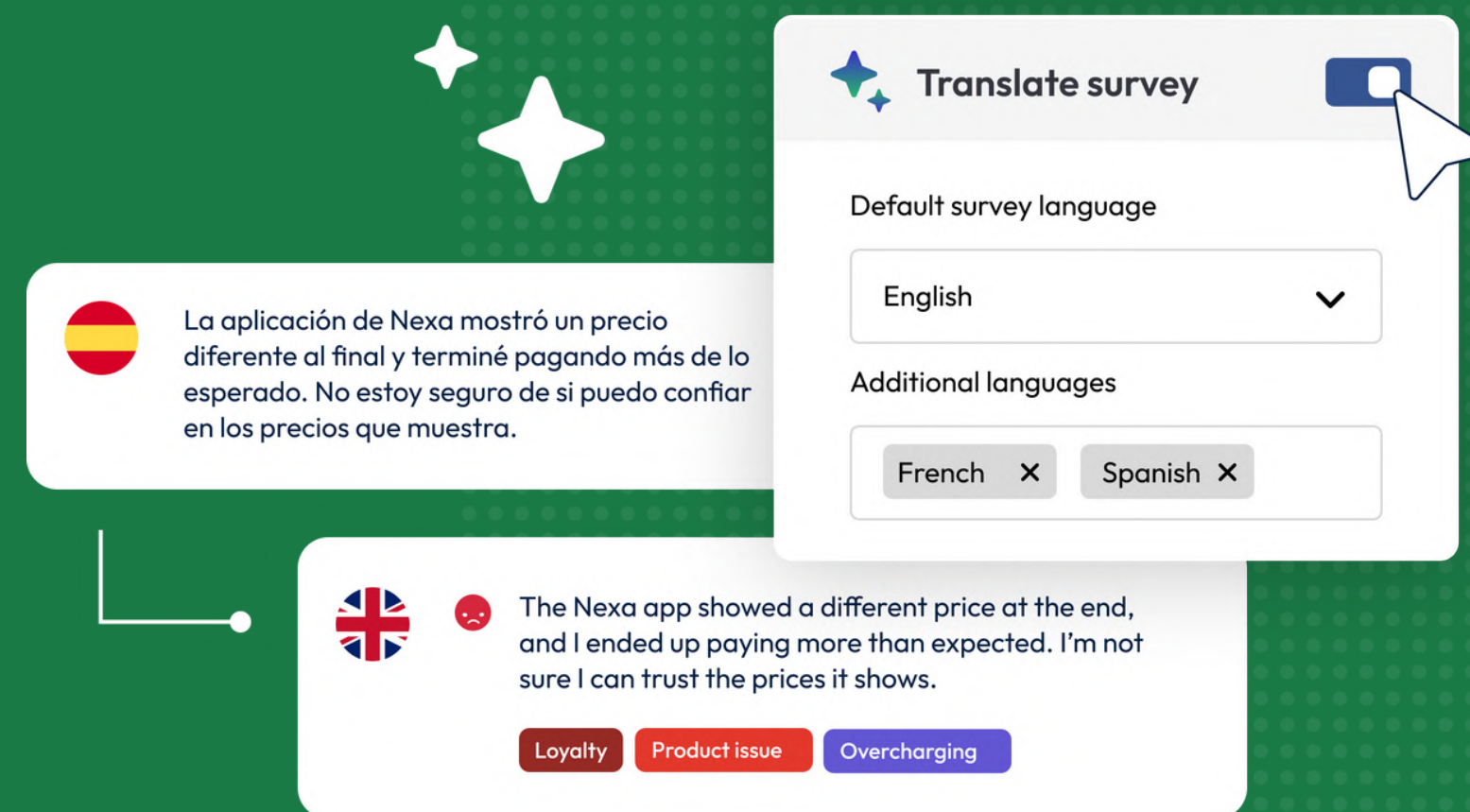


MULTILINGUAL FEEDBACK POWERED BY AI

AI translations to break down language barriers

Collect feedback from anyone, anywhere, in the language they prefer.

- Let respondents answer surveys in their own language while you read everything in yours
- Launch global research programmes without hiring translation agencies or waiting weeks for results
- Gather higher quality feedback in native languages

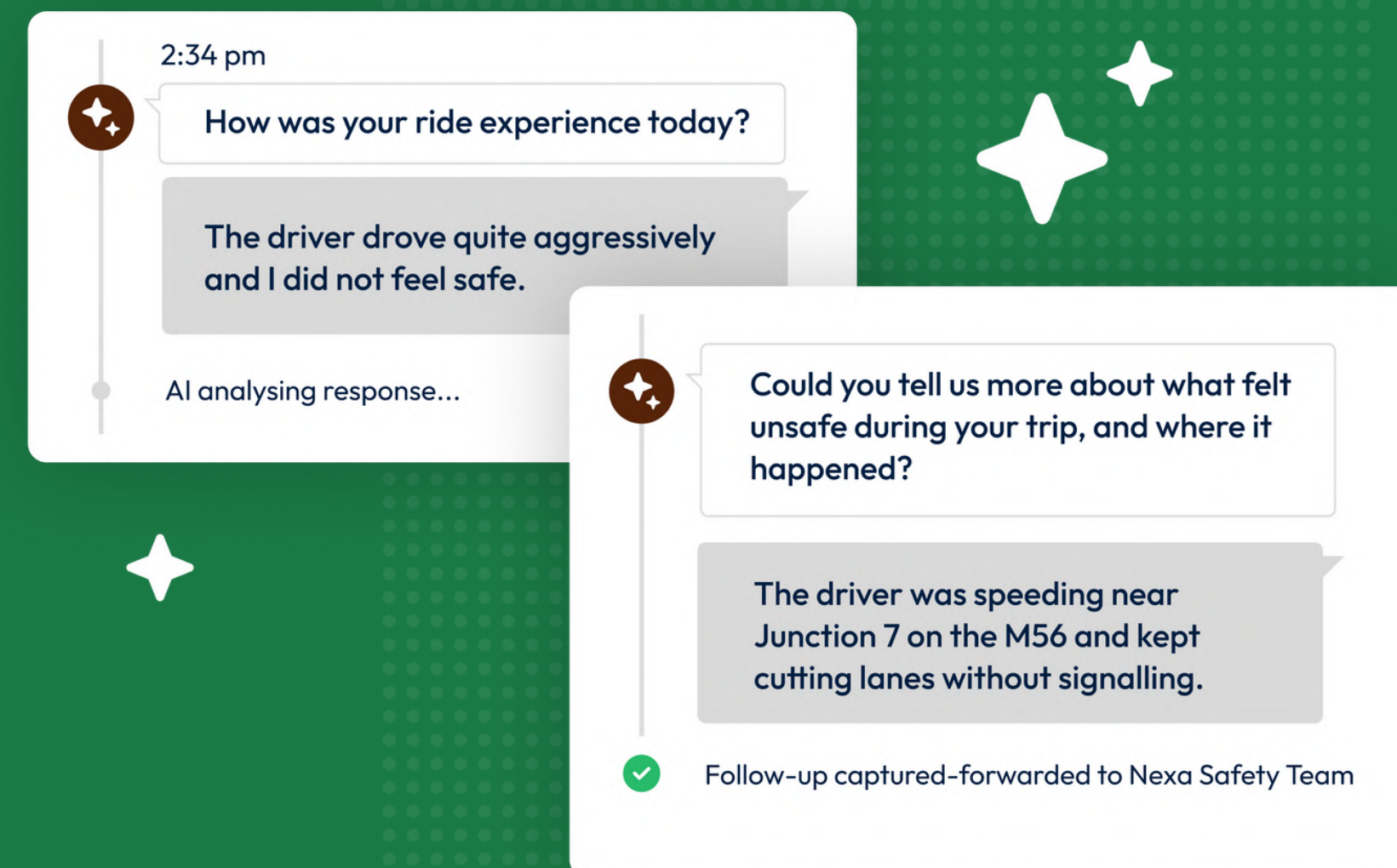


UNDERSTAND DEEPER

AI adaptive follow-ups to ask the questions you would

Get to the heart of what customers really mean without overwhelming everyone with extra questions.

- Automatically dig deeper when responses are unclear, emotional or raise concerns, while letting straightforward feedback pass through
- Ask the right follow-up at the right moment, tailored to what each person just told you, making surveys feel more like natural conversations
- Stay in control by setting the boundaries and style of follow-ups, ensuring AI only asks what aligns with your research goals

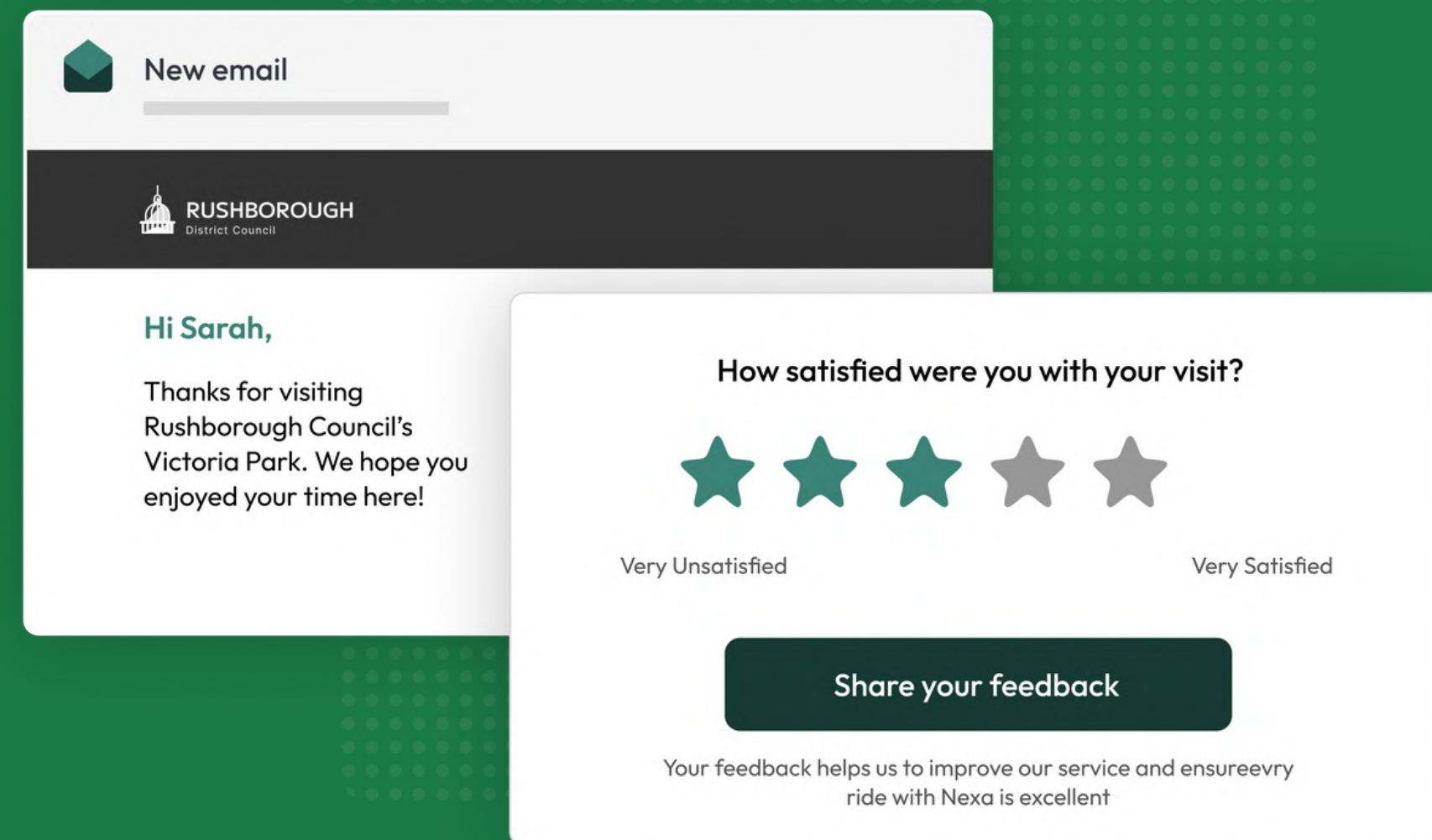


COLLECT IN EMAIL

Email embeds capture feedback faster

Let customers share their thoughts right in their inbox, without opening new tabs or losing their train of thought.

- Get answers while your service experience is still fresh in their mind, increasing both response rates and the quality of feedback
- Remove the friction of clicking through to separate survey pages, making it effortless for busy customers to participate
- Track satisfaction scores and simple feedback at scale without asking people to leave their email client



The image shows a simulated email interface. At the top, there's a header bar with a dark background and the Rushborough District Council logo and name. Below this, the email body contains a personalized greeting 'Hi Sarah,' followed by a thank you message. A survey is embedded directly into the email body, asking 'How satisfied were you with your visit?' with a five-star rating scale. The first three stars are filled, and the last two are empty. Below the stars, the text 'Very Unsatisfied' is on the left and 'Very Satisfied' is on the right. A dark button labeled 'Share your feedback' is positioned below the stars. At the bottom, a small line of text states: 'Your feedback helps us to improve our service and ensure every ride with Nexa is excellent'.

New email

 RUSHBOROUGH
District Council

Hi Sarah,

Thanks for visiting Rushborough Council's Victoria Park. We hope you enjoyed your time here!

How satisfied were you with your visit?

★ ★ ★ ★ ★

Very Unsatisfied Very Satisfied

Share your feedback

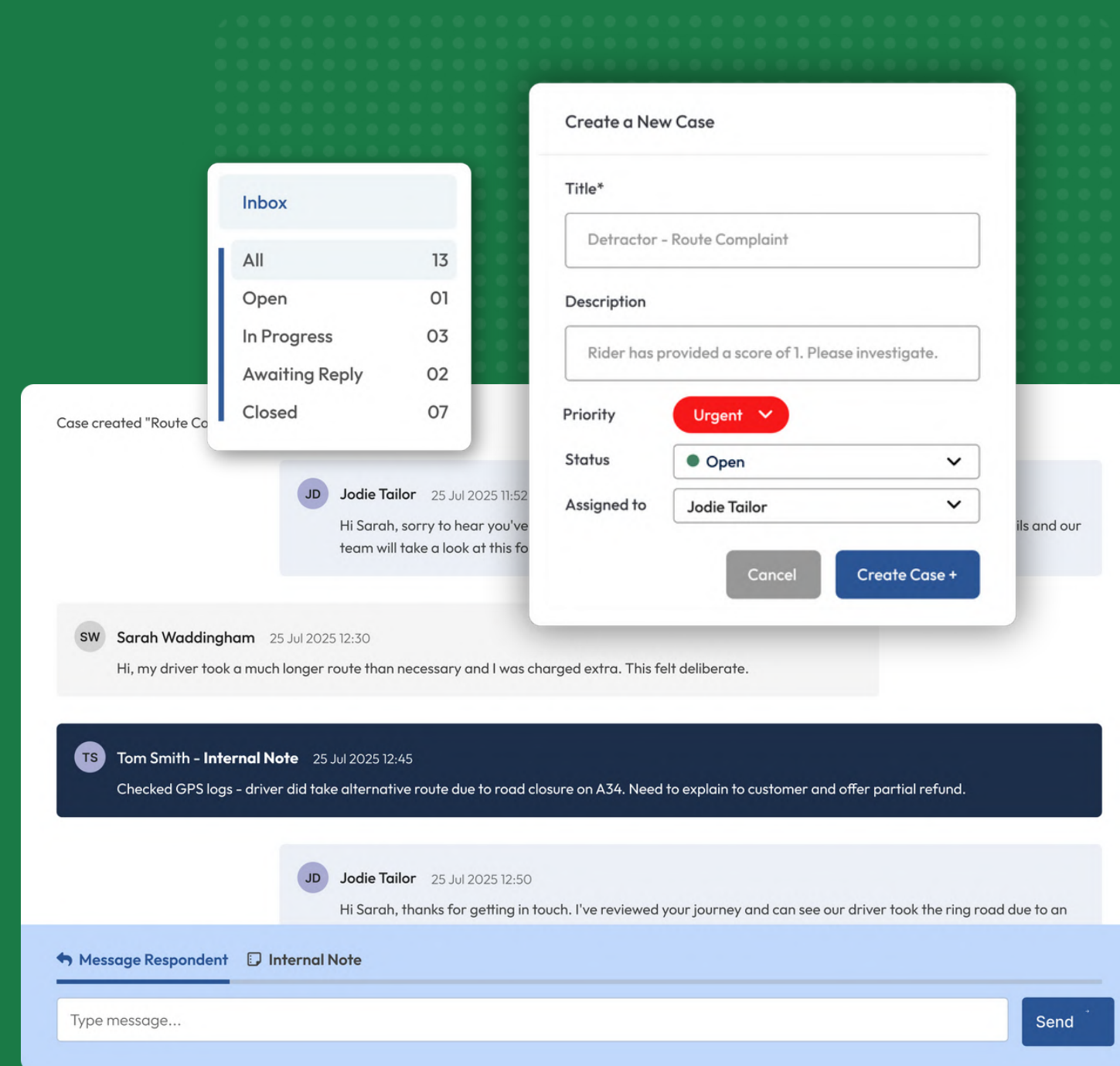
Your feedback helps us to improve our service and ensure every ride with Nexa is excellent

CASE MANAGEMENT

Take action on feedback and close the loop

Cases transforms scattered spreadsheet chaos into organized action, keeping your team coordinated and customers feeling heard from first complaint to final resolution.

- Stop losing follow-ups in email threads and spreadsheets - every response that needs attention becomes a trackable case with clear ownership and status
- Build trust by actually closing the loop - email respondents directly from the platform, see their replies instantly, and show customers their feedback drives real change
- Keep your entire team aligned without the meetings - assign cases to the right person, share internal notes, and give everyone visibility into what's being handled and what needs attention



The screenshot displays the SmartSurvey Case Management interface. A 'Create a New Case' modal is open, showing the following details:

- Title***: Detractor - Route Complaint
- Description**: Rider has provided a score of 1. Please investigate.
- Priority**: Urgent (selected)
- Status**: Open (selected)
- Assigned to**: Jodie Tailor (selected)

Below the modal, an 'Inbox' sidebar shows the following counts:

Category	Count
All	13
Open	01
In Progress	03
Awaiting Reply	02
Closed	07

The main case timeline shows the following interactions:

- Case created**: "Route Complaint" created by Jodie Tailor on 25 Jul 2025 11:52. Message: "Hi Sarah, sorry to hear you've team will take a look at this for you."
- Message from Sarah Waddingham**: 25 Jul 2025 12:30. Message: "Hi, my driver took a much longer route than necessary and I was charged extra. This felt deliberate."
- Internal Note from Tom Smith**: 25 Jul 2025 12:45. Note: "Checked GPS logs - driver did take alternative route due to road closure on A34. Need to explain to customer and offer partial refund."
- Message from Jodie Tailor**: 25 Jul 2025 12:50. Message: "Hi Sarah, thanks for getting in touch. I've reviewed your journey and can see our driver took the ring road due to an"

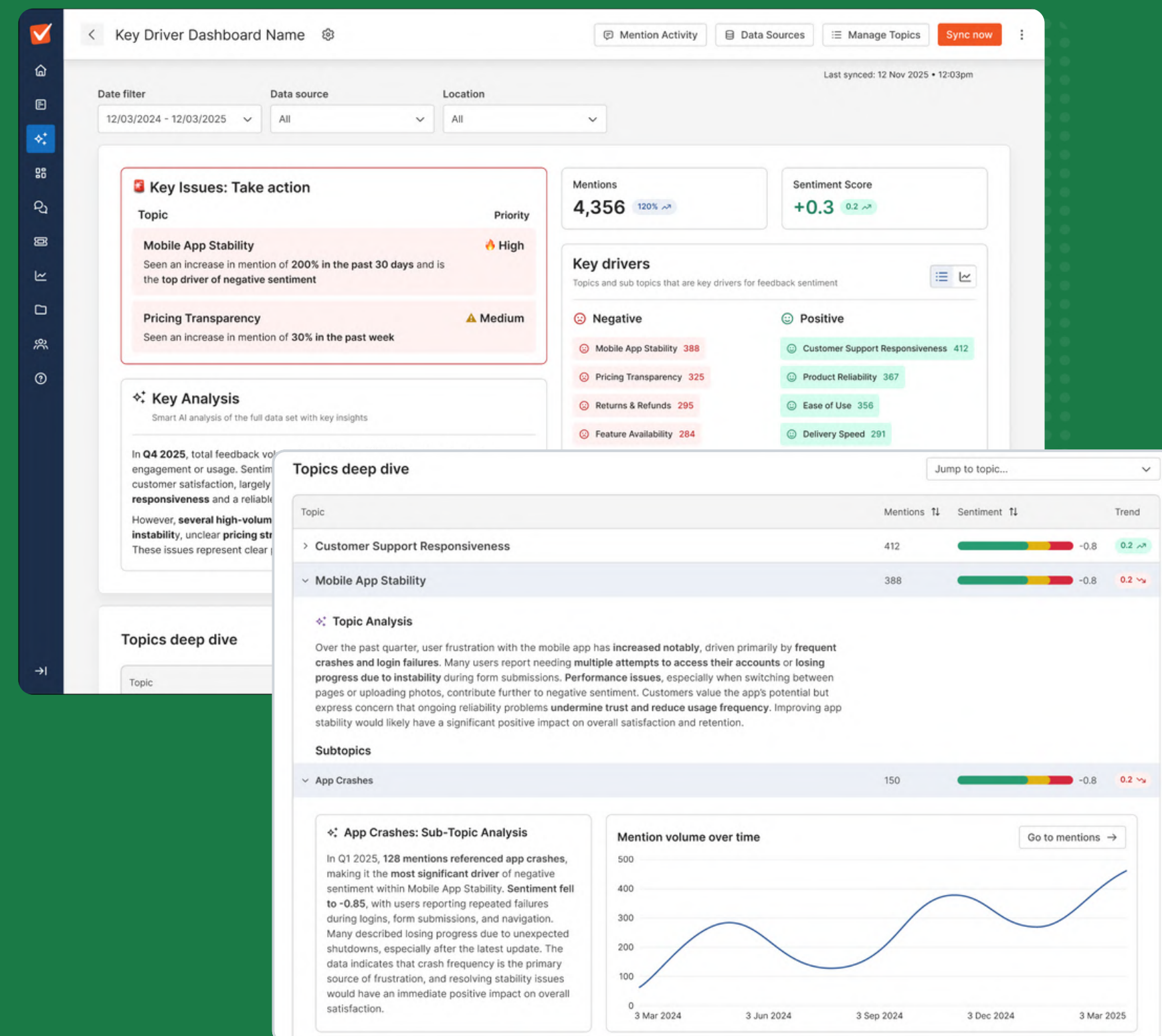
At the bottom, there is a 'Message Respondent' section with a text input field 'Type message...' and a 'Send' button. An 'Internal Note' section is also visible.

PRIORITISE ACTIONS

Key Driver Analysis shows you what actually moves the needle

Stop guessing which issues to fix first and start focusing on what genuinely drives satisfaction scores up or down.

- Spot the themes costing you customers right now, not buried somewhere in thousands of comments you'll never have time to read properly
- Catch emerging problems while you can still do something about them, with automatic alerts when sentiment shifts or new issues surface
- Get your entire team aligned on priorities by showing everyone the same clear evidence of what matters most to customers



CENTRALISE THIRD-PARTY REVIEWS

Protect reputation and improve ratings with Reputation Management

Stop guessing which issues to fix first and start focusing on what genuinely drives your ratings up or down.

- See every Google and Trustpilot review in one place, with AI tagging sentiment and themes automatically so you know where to focus
- Respond to reviews without switching tools, route issues to the right teams, and track whether fixes actually moved your ratings
- Compare performance across locations to spot which sites are thriving and which need attention, then replicate what's working



The Most Secure CX Platform on the Market

A data breach can severely impact customer experience and brand perception, adversely affecting loyalty and trust which could take years to recover. Security is paramount, and it's one of the reasons why so many leading brands partner with us.

We take data security seriously and have been independently rated the most secure survey platform on the market by industry experts SecurityScorecard, with an A grade and a score of 98 out of 100.

Our data is hosted and secured and backed up in UK data centres, with encryption in transit and at rest, ensuring your data is always safe.

SmartSurvey is ISO27001 and Cyber Essentials Plus accredited, reflecting our robust security processes and commitment to high data security standards.



 **SecurityScorecard**

**You're in
safe hands**



Why SmartSurvey stands out in the crowded customer?



Data management made simple

Drill down, segment, and share your data with senior leaders, managers and anyone else in the business who needs it.



AI analysis built-in, not bolted on

Sentiment and thematic analysis, translations, survey creation - all in SmartSurvey. No need for third-party tools or pay per analysis.



follow up and close the loop

Turn response issues into cases, assign them to the right person, and track to resolution. Nothing falls through the cracks, even at scale.



No GDPR Worries. Super secure UK data storage

Leave security and GDPR compliance to us so you can focus on building better experience for your customers



Fanatic support to help you find success

Customer Success means we're with you every step of the way to ensure you achieve your CX goals.



Multilingual at the click of a button

AI translations for surveys and responses. Serve global customers without hiring translators or managing multiple survey versions.



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