

Success Story: Client Satisfaction Integration With Survey Monkey



Rootstack developed a successful integration of an existing database system with Survey Monkey.

About Tropigas

Tropigas is a 100% Panamanian company with more than 60 years of experience in the **commercialization and gas distribution**. It provides safe and quality products and offers the best gas and energy service and solutions for the home, industry, and business.

Challenge

For companies of every size and industry, it is very important to receive feedback from their customers in order to improve and adapt to their needs and requirements. An efficient way to find out customer satisfaction levels is by creating surveys on **Survey Monkey, an online survey and research service**. This platform offers the possibility of adapting the survey forms depending on the service offered and the type of client.



This service also responds to the main problem presented by Tropigas of how to **automatically and easily link particular clients with specific surveys**.

Our Solutions

Following this request, we developed an **integration of Survey Monkey with the existing Tropigas system** that stored the information related to customer contact and service in a large database.

We create a **web app** powered by this system to be able to store customer information linked to their corresponding surveys according to various criteria such as investment amount, type of customer, etc.

In turn, this web app was integrated with Survey Monkey to work with this database and to be **carrying out online surveys in an automated way**. This platform offers customization possibilities such as the scheduling of survey delivery times. It also has a **developed backend** that offers complete analytics of the responses collected and sends reminders and notifications of those who have already completed the survey, among other things.

Finally, once Survey Monkey collects these responses, our integration allows this **information to be stored back in the Tropigas system** to complete the cycle.

With Rootstack's **extensive experience** developing efficient integrations, we were able to generate a system to improve Tropigas's customer satisfaction evaluation process. This in turn allows them to improve their decision making and also save time and resources.

Technologies

