

# How Real-Time Customer Feedback Drives Fleetio's Customer-Obsessed Culture



# Understanding Complex Customer Needs at Scale.

Fleetio is a Birmingham, Alabama-based SaaS company modernizing the fleet management industry by helping today's fleet managers track, analyze and improve operations. Traditionally, a fleet manager's job is incredibly complex. They are primarily responsible for keeping a fleet fully operational and on budget. In short, fleet managers oversee and manage multiple complicated systems and processes that require simplicity, automation, and reporting.

Historically, they had no way of measuring customer happiness holistically. In most cases, they had to rely on customer happiness metrics that often didn't give a complete picture of how customers felt about their interactions with Fleetio.

Since there was no meaningful way to segment and trigger customer feedback using legacy customer happiness measurement tools, happiness metrics were not indicative of a customer's full experience with the product. These broad metrics were hard to report on and operationalize throughout the business in a sustainable and scalable way.

Since Fleetio is a multi-product SaaS company, understanding customer sentiment at every touch point (within the mobile app, each feature set, corporate website, etc), is essential to the product development, and of course, customer retention efforts.

Fleetio needed a real-time, always-on approach to understanding and taking action on how customers were feeling about and experiencing the brand, the product, marketing assets and everything in between.



We wanted a better indicator of how people were feeling about Fleetio as a whole. We decided Net Promoter Score (NPS) was the best way to do that.

**WENDY POCHOP,  
DIRECTOR OF CUSTOMER  
SUCCESS AT FLEETIO**





The reason we went with AskNicely is due to my experience with the sales and onboarding teams. They were the most responsive, the most helpful, the most proactive and were more willing to give advice where most other companies just pointed me to their support doc wasteland.

**WENDY POCHOP,**  
**DIRECTOR OF CUSTOMER**  
**SUCCESS AT FLEETIO**

## Turning Customer Feedback Into Business Impact With Integrated NPS Data

When it came to getting Fleetio up and running with AskNicely, the implementation was super quick. “We were up and running in less than a day,” Pochop said of the onboarding process. By using AskNicely’s Intercom integration, Fleetio was able to easily source more meaningful customer health data. This was achieved by leveraging real-time customer feedback data within Intercom by pushing that data directly into their customer health reporting solutions.

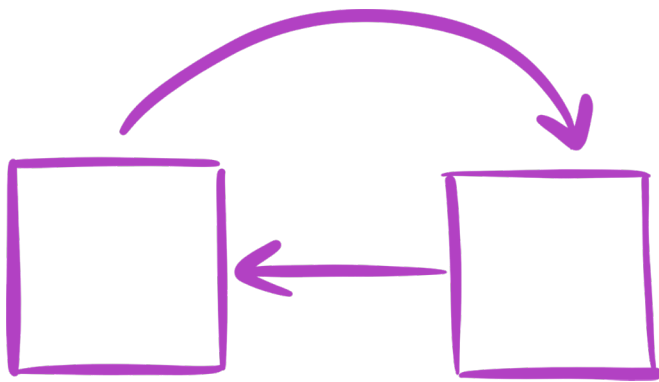
**This gave Fleetio a better understanding of customer health at multiple touchpoints, while enabling faster and more powerful internal customer support processes.**



# Automating Customer Feedback with Workflows

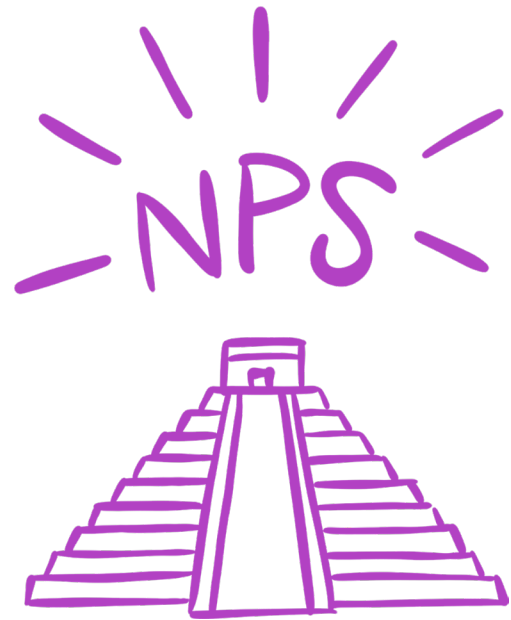
## Third-Party Reviews

Fleetio closed the feedback loop by using AskNicely's workflows feature. For instance, in the Fleetio product dashboard, if a customer gives a 9 or a 10, the customer success team automatically sends a quick, thank-you note asking for a Capterra review. "We've seen Capterra reviews go through the roof, as a result," recalls Pochop.



## Case Study Procurement

Through this process, Fleetio is also able to automate the procurement of case studies and partner marketing content by automatically connecting interested customers directly to their marketing department.



## Automating Feedback from Detractors

On the opposite end of the spectrum, when Fleetio receives a detractor score customers are automatically prompted to schedule a 15-minute feedback call with customer success.



# Customer Happiness as a Winning Sales Pitch

By honing in on customer experience and customer happiness, Fleetio was able to show, not just talk about, how useful their product is in the marketplace. “Our NPS is a huge part of sales pitch now,” says Pochop of recent sales wins. By leveraging the Net Promoter framework as a score, Fleetio was able to show customer happiness across many product touchpoints.

As a result, the Fleetio sales team has received feedback on customer happiness metrics during large, enterprise sales pitches.

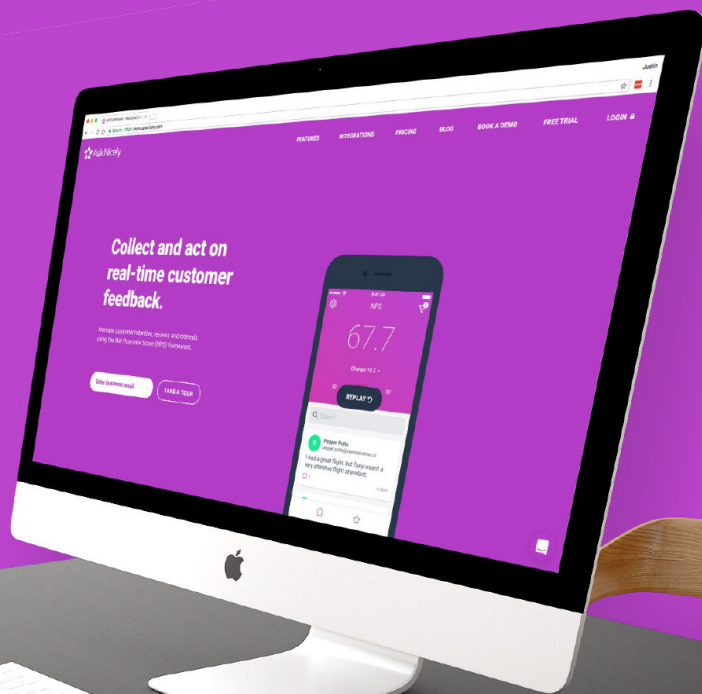
For instance, during a recent pitch with a Fortune 500 logistics company, the Fleetio team was pulled aside and lauded for their exceptional NPS rating, while noting that this would play a huge role in the decision-making process.

The result has been that customer happiness has given Fleetio additional leverage in the lengthy sales cycles typical for the industry.

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From rapid business growth initiatives to sales enablement to product roadmap development, AskNicely helps technology companies of all stripes to close the feedback loop that results in true business impact.

## Empowering Team Members With Customer Feedback.

By automating the customer feedback process, the entire Fleetio team rallies around delivering fantastic customer experiences.

The customer success team delivers this feedback via a dedicated Slack channel that everyone on the team can access. This feedback is also shared at weekly company-wide and department-level meetings. As a result, everyone in the company can engage in instant dialogue, assign action items in real time and evolve the business towards a customer-obsessed culture.





Founded in 2014, AskNicely is a fast-growing SaaS company that helps thousands of forward-thinking companies like Reddit, Xero and Jetstar transform customer experiences and drive business growth by automatically collecting and taking action on customer feedback in real time — powered by the Net Promoter Score framework. Rated #1 by G2Crowd, AskNicely empowers entire organizations with insights and understanding to reduce churn, increase customer retention and automate advocacy. AskNicely has offices in Portland, Oregon and Auckland, New Zealand.

**To learn more about how to automate your NPS for true business impact visit at [asknicely.com](https://asknicely.com)**