

The AskNicely use case across departments

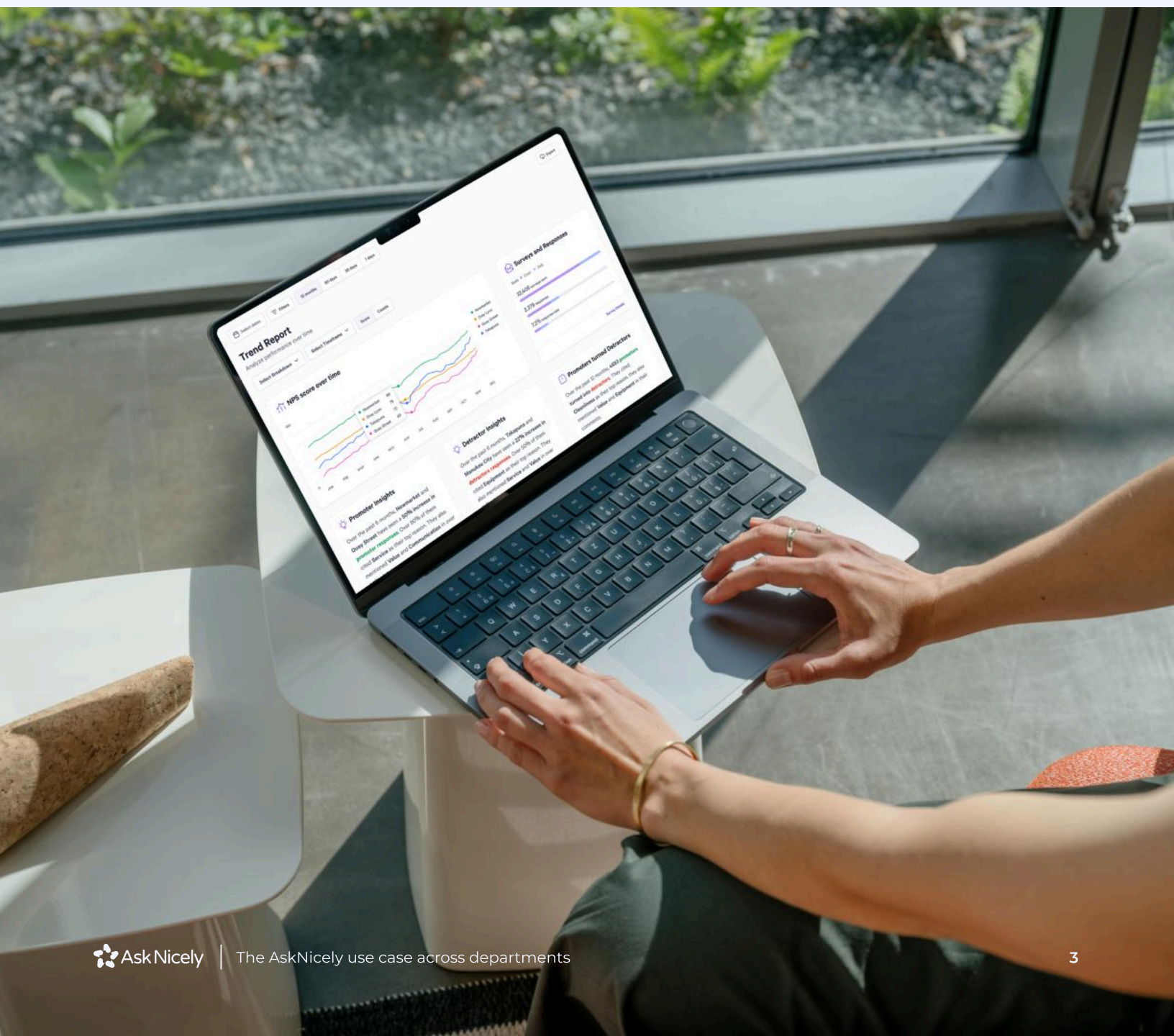


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What is AskNicely?

AskNicely is a real-time customer feedback platform designed to help you collect, analyze, and act on the insights gained from Net Promoter Score (NPS), customer satisfaction, and 5-star surveys. Built with scale and automation in mind, it helps teams across the business surface insights and take timely, personalized action to improve the customer journey. AskNicely integrates with tools like CRMs, Zendesk, email systems, Microsoft Teams, and Slack, providing visibility and actionable data where it's needed most.



How lifecycle marketing teams can use AskNicely

Common challenges for lifecycle marketing teams

- ✗ Limited visibility into customer sentiment across the journey, from onboarding to renewal.
- ✗ Difficulty surfacing actionable insights from survey data, particularly when handling large customer volumes.
- ✗ Challenges with segmentation and personalized engagement based on feedback signals.
- ✗ Struggles demonstrating ROI and internal value of retention initiatives.

In high-volume environments, these pain points are compounded. Finding value in insights from hundreds of thousands of customers requires precise segmentation, automation, and coordination to deliver personalized lifecycle messaging and identify at-risk users early.

How AskNicely solves these problems

Automated and dynamic survey workflows

- ✓ AskNicely supports trigger-based surveys at key lifecycle milestones (e.g., post-onboarding, renewal anniversaries).
- Example:* Surveys targeted to new paid users 45 days after signup, or to annual subscribers at renewal milestones. AskNicely can schedule and throttle these surveys based on logic, metadata, and business rules.

Happy Teeth

How likely are you to recommend Happy Teeth to a friend or colleague?

0 1 2 3 4 5
6 7 8 9 10

0 - Not likely 10 - Very likely

High-response, branded UX

- ✓ Surveys can dynamically adjust language, branding, and content based on plan type, segment, or customer metadata.
- ✓ NiceAI adjusts questions in real time based on responses, digging deeper where it counts and uncovering up to 3x more feedback.
- ✓ First-click response capture (e.g., clicking “9” in an email counts immediately) increases survey completion rates by six to 10% over typical tools.

Happy Teeth

Thank you! What was it about the scheduling or timing that prompted your score?

You

I had to wait for 20 minutes after my scheduled appointment time.

Happy Teeth

We're so sorry to hear that! Thank you for the feedback.

Segmentation and trend reporting

- ✓ Lifecycle marketers can slice NPS results by audience cohort (e.g., onboarding date, geography, plan tier, or engagement status.)
- ✓ Reports identify detractors turning into promoters (or vice versa), and AI-generated summaries surface themes in qualitative comments.

Jacksonville

NPS 73.3 ▲

New York City

NPS 49.2 ▼

Actionable feedback for campaigns

- ✓ Use NPS data to power upsell campaigns for promoters or trigger retention plays for detractors.

Example: AskNicely's [Review Request](#) feature can ask users whether they want to turn their feedback into a review on your preferred review site.



Happy Teeth

Thank you so much!

It would mean the world to us if you could copy your testimonial to Google Reviews. It will only take 30 more seconds.

You

 Copy testimonial



Testimonial has been copied. You will be taken to Google Reviews in 3 seconds.

How lifecycle marketing would use AskNicely

Daily and weekly tasks:

- ✓ Monitor NPS trends across lifecycle cohorts.
- ✓ View AI-generated summaries for insight into onboarding issues, product complaints, or loyalty drivers.
- ✓ Identify promoters for case study outreach or review campaigns.

Strategic initiatives:

- ✓ Correlate retention/expansion metrics with sentiment data.
- ✓ Partner with Product or Support to run feedback-informed experiments (e.g., onboarding touchpoint optimizations.)
- ✓ Embed AskNicely survey flows in chat, email, or product milestones.

Hi, just a quick question about Jarvis Fitness

Dave McCready
to me
11:12AM [View details](#)



How likely are you to recommend Jarvis Fitness to a friend or colleague?

0 1 2 3 4 5

6 7 8 9 10

0 - Not likely

10 - Very likely

Why AskNicely works for lifecycle marketing teams

AskNicely helps lifecycle marketers turn feedback into action, driving engagement, reducing churn, and accelerating growth. It connects real-time customer experience with marketing outcomes, ensuring every insight leads to smarter campaigns and stronger retention.

“CSAT doesn't pay the bills, but our customers do, and CSAT is how satisfied they are with us. This is the most direct tool we have.”

Adam Whitmore, District Manager, [Moxie Pest Control](#)



Generate Insight



How **customer experience** teams can use AskNicely

Common challenges for customer experience teams

- X** Inconsistent or anecdotal feedback makes it hard to detect real trends.
- X** Delayed responses to issues that cause minor frustrations to escalate into churn.
- X** Siloed feedback — stuck in a spreadsheet or lost in an email inbox.
- X** Difficulty proving the ROI of CX efforts or driving company-wide accountability for experience outcomes.

How AskNicely solves these problems

Real-time feedback collection with high response rates

- ✓** AskNicely's AI-powered surveys capture more feedback, faster, giving CX teams the insights they need to drive meaningful improvements.

A screenshot of a feedback conversation. At the top, a purple circle with a white tooth icon is next to the name 'Happy Teeth'. Below this, a light gray speech bubble contains the text: 'Thank you! What was it about the scheduling or timing that prompted your score?'. In the center, the word 'You' is displayed. Below it, a purple speech bubble contains the text: 'I had to wait for 20 minutes after my scheduled appointment time.' At the bottom, another purple circle with a white tooth icon is next to the name 'Happy Teeth'. Below this, a light gray speech bubble contains the text: 'We're so sorry to hear that! Thank you for the feedback.'

Insight-to-action workflows

- ✓** AskNicely enables real-time routing of feedback to the right person.
- ✓** Feedback can be used to generate alerts, tickets, emails, or Slack/Teams messages with built-in templates for closing the loop.

A screenshot of an insight-to-action workflow. At the top left, a blue circle contains the letters 'TE'. To its right, a light gray box contains the text 'NPS Rating' above a red dot and the number '5'. Below this, there are two purple buttons. The first button contains a white lightning bolt icon and the text 'Case was opened'. The second button contains a white person icon and the text 'Assigned to Richard'.

AI-powered insights

- ✓ CX teams can go beyond scores: AskNicely uses AI to extract root causes and build department- or role-specific summaries.

Democratized, role-based access

- ✓ CX leaders don't have to gate-keep feedback. Permissions and filters allow different roles to access only the data relevant to them.

Example: A VP can see only the scores tied to their properties or accounts, while the executive team gets a high-level digest.

How CX teams would use AskNicely

Daily use:

- ✓ Monitor live feedback trends.
- ✓ Close the loop on low scores or unresolved comments.
- ✓ Route positive feedback to testimonials, review platforms, or thank-you emails.

Strategic use:

- ✓ Produce AI summaries for monthly board reports or quarterly CX planning.
- ✓ Identify top experience drivers per team or region.
- ✓ Measure the impact of CX initiatives by monitoring shifts in NPS or topic sentiment.



Happy Teeth

Thank you! What was it about the scheduling or timing that prompted your score?



Happy Teeth

Thank you so much!

It would mean the world to us if you could copy your testimonial to Google Reviews. It will only take 30 more seconds.

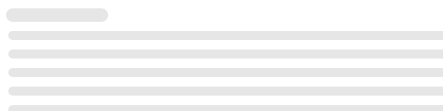
You

 Copy testimonial



Testimonial has been copied.
You will be taken to Google Reviews in 3 seconds.

AI Insights Report



 Friendly and welcoming staff



 Variety of equipment and classes



 Clean and well-equipped facilities



Why AskNicely works for customer experience teams

AskNicely turns feedback into an operational CX system. It ensures issues are resolved, voices are heard, and every touchpoint becomes an opportunity for improvement. CX teams can stop chasing down spreadsheets and instead focus on designing better journeys and proving their impact.

"We've seen a 31% increase in our successfully resolved detractor cases. Additionally, our time to close cases has decreased by an impressive 73%. The ability to set rules for detractor follow-up and ensure that requests reach the right team has streamlined our operations. The notifications and the new overdue cases tab have kept us on top of our SLA compliance, ensuring no case slips through the cracks."

Michael Blake, Customer Experience Manager, [Cinch Home Services](#)



How **operations** teams can use AskNicely

Common challenges for operations teams

- ✗ Uneven customer experiences across teams, regions, or managers.
- ✗ Limited visibility into frontline performance and its impact on customer retention.
- ✗ Reactive escalation handling — often learning about churn risks too late.
- ✗ Lack of data to coach and develop team members based on real customer interactions.

How AskNicely solves these problems

Team and location-based performance dashboards

- ✓ AskNicely can attribute feedback to specific team members, departments, or regions using dynamic metadata (e.g., “VP of Management Services,” “Gym Manager,” “Product Team”).
- ✓ Leaders can filter dashboards by location, team, tenure, or customer type and view leaderboards.

Location Leaderboard (55)		
RANK ↓	LOCATION	OVERALL
1	Newmarket (404 responses)	85 ↑10.5
2	Takapuna (222 responses)	80 ↓10.5
3	Grey Lynn (404 responses)	79 →0.0
4	Quay Street (222 responses)	50 ↑10.5
5	Manukau City (404 responses)	44 ↓10.5
6	Botany Downs (222 responses)	20 →0.0

Customized alerts and accountability

- ✓ Survey responses can trigger instant alerts and workflows (e.g., a low score goes to a manager’s email or Slack.)
Example: A detractor comment from a customer can immediately open up a ticket that is routed to the right customer experience team member.

TE

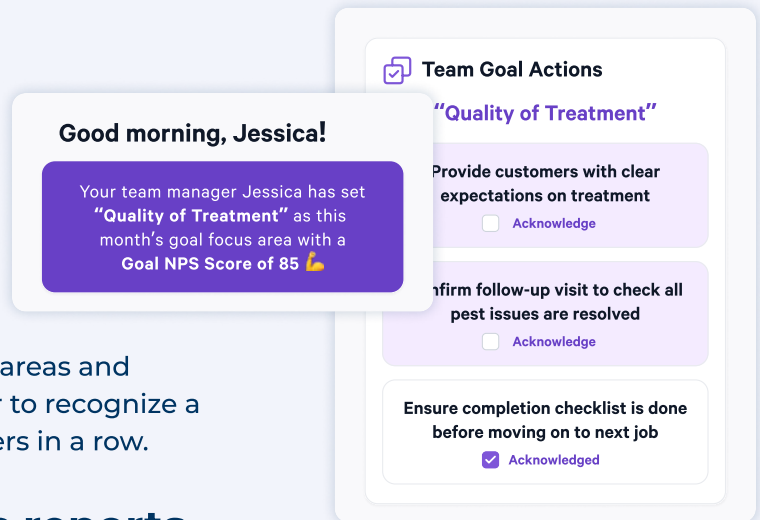
NPS Rating
● 5

⚡ Case was opened

📧 Assigned to Richard

Role-based access and manager portals

- ✓ Team and regional managers see only the feedback relevant to them, with permissions-based filtering.
- ✓ The platform recommends team focus areas and shoutouts, like encouraging a manager to recognize a teammate who received three promoters in a row.



AI-generated trend and topic reports

- ✓ Quarterly or monthly reviews become easier with automated summaries, breaking down top themes, positive/negative sentiment, and emerging trends.
- ✓ Teams no longer need to read through hundreds of comments manually.

How operations leaders and managers would use AskNicely

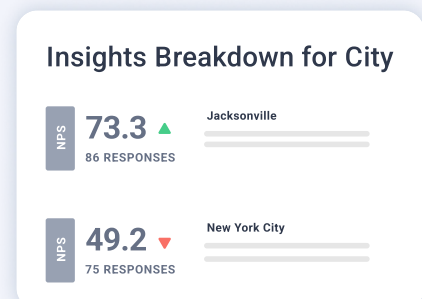
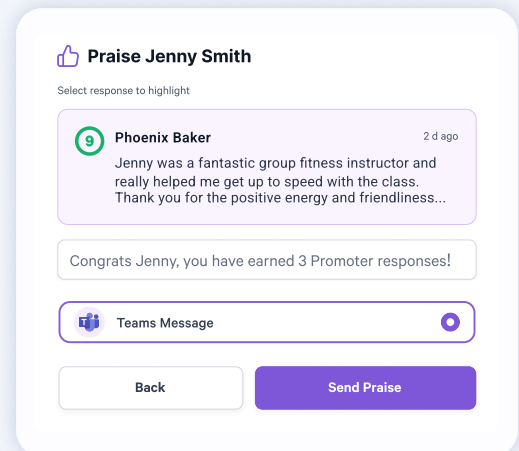
Daily and weekly tasks:

- ✓ Check team dashboards for feedback and scores.
- ✓ Respond to detractors and assign next steps to staff.
- ✓ Use the shoutouts and team focus areas to coach and celebrate staff.



Monthly and quarterly strategy:

- ✓ Review AI-generated summaries of trends by location, role, or service category.
- ✓ Identify underperforming regions or managers and align coaching or process improvements.
- ✓ Prove operational excellence to executives via improve NPS and customer satisfaction metrics.



Why AskNicely works for operations teams

AskNicely gives managers objective feedback tied to real customers and real people, not just anecdotal observations. It makes performance visible, coaching actionable, and improvement measurable. By closing the loop in real time, operations teams build trust, improve service consistency, and retain more customers.

"We're proud of how far we've come, and AskNicely has been instrumental in helping us drive customer impact and operational alignment."

Luis Marulanda, Chief Strategy Officer, [Big Blue Bug Solutions](#)

How **product** teams can use AskNicely

Common product team challenges

- ✗ Lack of structured, continuous product feedback from real users in real-time.
- ✗ Delayed or filtered feedback routed through other departments (CS, Sales, Support).
- ✗ Uncertainty around prioritization, especially when feedback is anecdotal or inconsistent.
- ✗ Inability to quantify the experience impact of new features or changes.
- ✗ Lack of alignment between user sentiment and product strategy.

How AskNicely solves these problems

Granular product feedback at scale

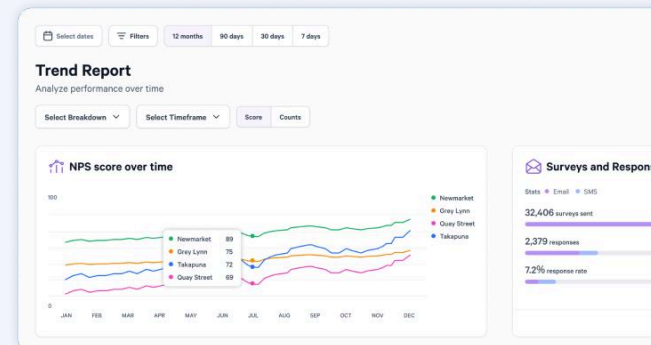
- ✓ AskNicely captures user feedback tied to specific product experiences, based on dynamic triggers (e.g., onboarding complete, feature usage, renewal, or support ticket resolution).
- ✓ Surveys can segment responses by feature, user role, region, or plan tier, enabling PMs to zoom in on how different users experience the product.

Scorecard

Onboarding	92	↑ 10.5
Feature usage	84	↑ 8.2
Ease of use	82	↑ 5.0
Reliability	72	↑ 1.2
Feature set	65	↓ 12.6
Support ticket resolution	50	↓ 3.5

Categorized feedback routing

- ✓ When users cite “Product” as the reason for a low score, AskNicely automatically routes that feedback to the product team.
- Example:* At AskNicely, each product manager has their own NPS score and qualitative feedback dashboard, showing what’s working and what’s not.



AI summaries and trending themes

- ✓ AskNicely’s AI summarizes qualitative feedback by topic, feature, or team, showing product leaders what users love or what’s breaking trust.
- ✓ Use this to track experience changes post-launch, compare NPS before/after feature rollouts, and inform roadmap decisions with real customer voice.

In-product feedback channels

- ✓ AskNicely supports web-based surveys or chat triggers embedded in-app, letting product teams capture feedback at the exact moment a feature is used.
- ✓ This is ideal for testing MVPs or validating product-market fit on new features.

The screenshot shows a feedback interface for 'Happy Teeth'. At the top, a header bar contains the company logo, name, and a timestamp. Below this, a message box says 'Hi Mike, Just a quick question...'. To the right, there are two buttons: 'Please tell us more ...' and 'Clear and friendly communication'. The main part of the interface is a survey asking 'How likely are you to recommend Happy Teeth to a friend or colleague?'. It features a row of 11 circular buttons numbered 0 to 10. Below the buttons, it says '0 - Not likely' and '10 - Very likely'. At the bottom, there is a row of five icons representing different channels: Email, SMS, Website, App, and Kiosk.

How product teams would use AskNicely

Weekly use:

- ✓ Review trending themes and sentiment related to key features.
- ✓ Monitor changes in product-related NPS before/after launches.
- ✓ Pull comments and data into sprint planning or retrospective docs.

Strategic use:

- ✓ Identify product-market misalignment or messaging gaps.
- ✓ Prioritize roadmap based on real user pain, not just internal assumptions.
- ✓ Partner with Support and Success teams to surface persistent UX friction points.

The screenshot shows an 'AI Insights Report' interface. It has a title at the top, followed by a series of horizontal bars representing data. Below this, there are three sections, each with a title and a series of horizontal bars: 'Onboarding', 'Getting support', and 'Finding account information'. Each section has a small icon to its left.

Why AskNicely works for product teams

AskNicely brings the customer voice directly to product decision-making, bypassing layers of interpretation. It enables product teams to validate assumptions, track outcomes, and build smarter, faster, with less guesswork and more confidence. By turning feedback into an operating system, it creates a culture of continuous improvement and shared ownership across functions.

"The insights from NiceAI helped us save hours of manual analysis and present a clear picture to our leadership team, making our strategy meetings far more productive."

Rhiannon Lloyd, Customer and Pricing Administrator, [InfraBuild](#)





AskNicely's goal is to help businesses empower their customer-facing team with the information to improve the customer experience and drive business growth. We believe in giving teams access to feedback and praising them for a job well done.



If you're interested in learning more about how AskNicely could help your business improve the customer experience, [**schedule a demo.**](#)



Use our [**customer experience ROI calculator**](#) to see how increasing your NPS or CSAT score could drive growth for your business.



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