



ZENSHIFTS + QUALTRICS

Being a SaaS company, Zenshifts is constantly developing their product by adding in new features. Before Qualtrics, decisions around what features to develop next were made internally based on what employees at Zenshifts thought was most valuable to their customers. With Qualtrics, Zenshifts is now able to make data-driven decisions based on real-time customer feedback.

zenshifts SUCCESS STORY

ZENSHIFTS ACHIEVED ▶



60% improvement
in product
roadmapping

2X

Increase in
customer
centric data

75%

Current customers
now in a
referral program

“We’ve made informed changes to 60% of our product development roadmap using Qualtrics.”

ANDY LONGWORTH, CEO



CHALLENGE

- ▶ Zenshifts needed a sophisticated but easy-to-use, online platform to obtain customer feedback and effortlessly develop reports which could be shared and analysed with all employees.

SOLUTIONS, BENEFITS & RESULTS

- ▶ With Qualtrics, Zenshifts is now able to make data-driven decisions based on real-time customer feedback. The feedback Zenshifts has received from their customers has resulted in drastic improvements, including changes to 60% of their product development roadmap.
- ▶ Zenshifts is now able to give customers a voice and act on customer insights to improve their business operations, increase customer satisfaction, loyalty, and retention.
- ▶ Zenshifts has been able to develop a referral program where every customer who is a promoter, identified in Zenshifts' NPS surveys, is asked a follow up question to determine if they would like to become part of Zenshifts' referral program. With this in place, Zenshifts receives referrals from 75% of their customer base.

ABOUT ZENSHIFTS

Zenshifts provides Australia's simplest rostering software to independent business owners throughout Australia and New Zealand. Zenshifts' cloud based software allows owners and managers to control labour costs, improve communication and task management throughout the organisation, track and manage attendance, then push it all into payroll software seamlessly.

[ZENSHIFTS.COM](https://zenshifts.com) 

INDUSTRY
Technology

REGION
APAC

COMPANY SIZE
Small

BUSINESS TYPE
B2B