

case study



UserIQ's in-app messaging solution improves MedReps member profile survey completion rate by 70% in just 10 days

Customer Profile

MedReps.com was founded in 2000 by job recruiters in the medical sales industry who were looking to get connected with experienced medical sales professionals. MedReps' first users – both job seekers and job posters – found unprecedented success. Now, sixteen years and thousands of referrals later, MedReps.com continues to be the go-to job site for experienced industry professionals including those seeking medical sales, pharmaceutical sales, and more.

As a leader in connecting qualified candidates to the best pharmaceutical and medical sales positions available, MedReps is a professional source for valuable medical industry



information. MedReps knows the importance of staying up to date with news and events surrounding job opportunities in this industry.

The company prides itself on its website experts and is constantly searching for new ways to make MedReps even more effective. Its ability to embrace change and keep the needs of its customers their focal point is part of what's kept the company relevant and thriving.

Situation

MedReps' ability to keep up with the changes and needs of its customers is a key goal for the company. In order to gain a greater understanding of its customers' unique needs, the company sought to deploy a member profile survey targeted to its B2C audience, a market responsible for generating more than 70 percent of its monthly revenue.

In 2016, the company set a goal to obtain more than 700 member profile survey completions. After 10 days of deploying a series of automated emails encouraging existing users to complete the surveys, the company was not seeing the click-through and completion rates that they originally set out to capture.

"We were in mid-January and only at 500 survey completions," said Michele Dambach, digital marketing manager, MedReps. "At that time, we were using standard email marketing invitations and reminders, but we knew we could reach our goal more quickly by trying something different."

While the company saw a spike in click-through and completion rates a day or two after the surveys were emailed, that number dropped significantly beginning just two or three days after the emails were sent. In order to improve survey completions and, overall, gain greater insight into the needs of its members, the company sought a solution that would help them better reach their target audience at the right time, with the right message, ultimately compelling them to complete the survey.

Solution

MedReps looked to UserIQ's in-app survey solution to reach customers while they were in the MedReps.com application. With this offering, the marketing team could easily draft and send personalized messages asking users to take the member profile survey at the same time customers were logged into the MedReps application. Best of all, no help or custom coding was required from the IT team or developers. Within 24 hours of deploying the in-app messaging, the company saw a huge increase in member profile survey completion results. By day 10, **MedReps surpassed its goal of 700 responses by 70 percent and closed its survey out with more than 1,200 responses.**

"After just 10 days of using UserIQ's in-app survey messaging, we had an overwhelming response to the member profile surveys," said Dambach. "Overall, the campaign had 2,944 impressions with a 20 percent click-through rate."

Impact and Results

The significant number of member profile survey completions has given MedReps a greater understanding of who its customers are and what they require. This insight continues to help MedReps improve services to its most important revenue-driving audience: B2C customers. Specific results of leveraging UserIQ's in-app survey messaging during the member profile survey include the following:



Improved survey completion rates

Leveraging UserIQ's personalized messaging solutions increased the company's overall email click-through rates to 20 percent. To date, the company has had thousands of members take an ongoing job seeker survey, resulting in higher Net Promoter Score (NPS) rankings, with a 70 percent completion rate. In addition, the company has also deployed a job poster survey, which has resulted in a 28 percent completion rate.



More accurate survey results

Because MedReps reached respondents while in application, instead of via email, the accuracy of the survey results improved along with the completion rates. Respondents took more time to answer questions and provide comments about MedReps services, which provided MedReps greater clarity into overall customer satisfaction.



Greater brand loyalty among customers

UserIQ's in-app survey messaging helped the company create more personalized, engaging ways to communicate product value, resulting in greater brand visibility and brand loyalty among MedReps members as evidenced by the number of survey respondents.

Beyond UserIQ's In-App Messaging

MedReps continues to leverage UserIQ's solutions to improve the customer experience and member engagement, as well as better communicate product value to the right user at the right time. The company has deployed both in-app guided tours and intelligent NPS surveys, which flag crucial customer feedback for customer service and marketing teams. MedReps also leverages UserIQ's personalized in-app messaging for a variety of customer experience tactics such as announcing new feature upgrades and annual survey results, as well as sending out industry research reports.

By leveraging UserIQ's solution that needs no custom coding or development work, the MedReps marketing team has eliminated the burden of technical updates and tweaks they originally looked to the IT division to complete. This, in turn, speeds up the time-to-launch campaign process and makes it easier to quickly and efficiently improve messaging along the way.

In sum, with UserIQ's easy-to-use, personalized customer engagement tools, MedReps can easily and efficiently improve customer experience, create more innovative member services and continue to grow their customer base.

"With UserIQ, we not only have full control of marketing campaigns – from creating quick pop-ups to deploying quick feedback surveys on new features – but we are also able to personalize messages in ways we've never done before," said Dambach. "The user experience has dramatically improved because of this."

If you're interested in improving your user's experience, why not test our in-app messaging solutions? Contact us for a demo today.

UserIQ

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