

# Qualtrics Survey Analytics

## THE PROBLEM

A renowned fast-food chain recognized for its commitment to quality ingredients and exceptional customer service needed to gain deeper insights from operator feedback surveys to drive operator efficiency and preparedness.

## THE SOLUTION

Our team implemented a Qualtrics survey analytics solution, integrating data from customer feedback surveys, transactional data, and demographic information.



qualtrics<sup>XM</sup>

alteryx



tableau

## THE OUTCOME

By analyzing survey data in real-time, our client gained actionable insights into customer preferences, enabling targeted marketing

campaigns, improved service offerings, and increased customer satisfaction and loyalty.