Identify your 'Champions'

It's important to know which of your clients are true 'champions' or promoters of your brand. They're the ones who will recommend and spread the word about you to their friends and colleagues. In today's 'relationship economy', it's important to maintain communication with your brand's biggest fans.

Be Alerted to Unsatisfied Clients in Real-Time

Depending on your industry, you could be losing up to 40% of your clients yearly to churn. It's important to address the concerns of any unsatisfied customers BEFORE they compromise your reputation. Sibyl allows users to set customized alerts instantly notifying representatives and/or their managers of any negative scores coming in.

Close The Loop with Your Clients

Part of addressing your clients' needs efficiently is responding to them promptly and putting in place the checks and balances necessary to ensure that client concerns are adequately addressed. With the in-app inbox, you can respond to surveys directly and management can be certain that nothing slips through the cracks.

Yield Rich, Actionable Client Feedback

Ask additional open ended questions and learn about "the why's" behind client scores. Learn how you can improve your products or services. Use Sibyl's Text Analytics to find trends in customer commentary and leverage your customer relationships for competitive and market Intelligence.

Graphs, Tracking, and Analytics

Capture comparative and trackable analytics. Filter based on contact identifiers, date ranges, and any other information. Track your deliverability statuses, feedback rates, and export any and all data from any campaign, separately or in aggregate.

Thoughtful Surveying for Increased Response Rates

Unlike other software solutions that attempt to achieve similar goals, Sibyl was designed by a Full Service Market Research Firm established in 1968. Our experience has helped us design features such as the ability to personalize outgoing email addresses, embed questions directly in emails, and set survey restrictions/throttling to increase response rates.

Sibyl can be used throughout your organization by multiple departments, for a multitude of purposes.

C-Suite:
See the health of your company at a glance. The intuitive dashboard is accessible through any web device. You have a predictor of growth, churn, and aggregate or granular customer satisfaction in your pocket at all times.

Sales and Customer Service:
Monitor and track customer satisfaction with your products and services. Identify your Promoters. Win over your Detractors. Immediately address any dissatisfaction in real time. You work hard to earn your customer's business – make sure you work just as hard to keep it.

Management:
Monitor how your employees are doing their jobs and be alerted to any emergent issues. Have a trackable, comparative measure of your employees' performance.

Marketing/Advertising and Product/Content Development:
Dive deeper into the reasons for customer sentiments by asking more in-depth questions. Learn how to improve your products/services and marketing campaigns. Implement suggestions from your customer base. You can also cleverly use these customer interactions to market new products.

Human Resources:
Track and monitor employee satisfaction and engagement.
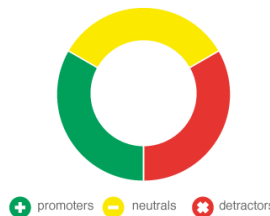
What is NPS?

The Net Promoter System® is a metric that has become some-what of an industry standard in satisfaction research. It allows for very high response rates and makes for an excellent predictor of growth and churn.

promoters   neutrals   detractors

It consists of 1 question: "On a scale of 0 to 10, how likely are you to recommend this company's product or service to a friend or colleague?"

Responses of 9 and 10 are considered "Promoters", Responses of 7 and 8 are considered "Passives", and Responses from 0-6 are considered "Detractors".

Your NPS score is calculated by subtracting the percentage of "Detractors" from the percentage of "Promoters".

Sibyl was developed by Signet Research, a Marketing Research Firm established in 1968.

An expert in satisfaction research: Unlike most satisfaction measurement tools on the market, we're not just a software developer – we're a full service research company with 50 years of experience. When you sign up for Sibyl, you're also gaining a research partner and a helpful extension to your research/marketing department.

Tenacious when it comes to the highest standards of security: Rest assured your data and your client's information will be subjected to the most rigorous standards of security in the marketplace.

Adaptable: A software solution that is not "one size fits all" and will be customized to your specific data collection and reporting needs.