13 Best Customer Satisfaction Tools for 2022

The most popular customer satisfaction metrics include your CSAT, CES, and NPS scores. They tell you how well you are succeeding in making your customers happy. It's also a good indicator of customer retention.

Customer satisfaction is measured by well-timed and targeted surveys. And for that, you'll need great software. But which tools measure customer satisfaction best?

We've picked out the best customer satisfaction measurement tools to help you get reliable data and ensure a smooth analysis experience. With these, creating, distributing, and analyzing customer satisfaction scores will be a breeze.

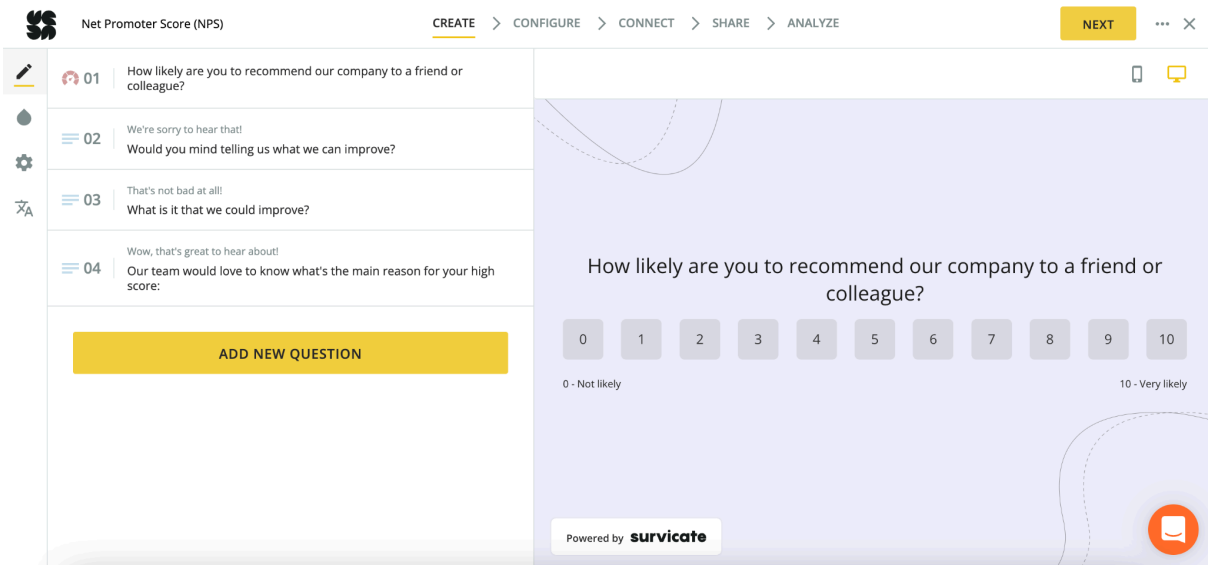
This guide will walk you through these tools, their most prominent pros and cons, and their pricing to help you make the right call. We've split them into categories based on what we believe they do best.

Overall customer satisfaction

Your Net Promoter Score (NPS) can assist you as the best method of tracking overall customer satisfaction. The following tools are great if you want to constantly and periodically check how you are doing in terms of customer satisfaction in general.

Yes, Survicate is included in this list because we are confident that our software can satisfy your needs. Don't take our word for it; try us!

1. Survicate



Survicate makes it quick and easy to run NPS surveys via multiple channels, including email or sharable links, in-product, through websites, and inside chatbots.

NPS TEMPLATE

This helps boost response rate, as customers can provide feedback at any point in the customer journey with as few clicks as possible.

You can quickly set up your NPS survey with an intuitive survey creator. There is no coding at any moment in the process. You can use our NPS template and customize it to your needs.

BANNER

You can add your logo, customize colors, or use custom CSS to make an on-brand NPS survey. There is even an option to remove Survicate branding.

The reporting tab will record all responses even if a survey is not fully completed. Our built-in analytics make it simple to analyze your score in real-time with easy-to-use dashboards and reports.

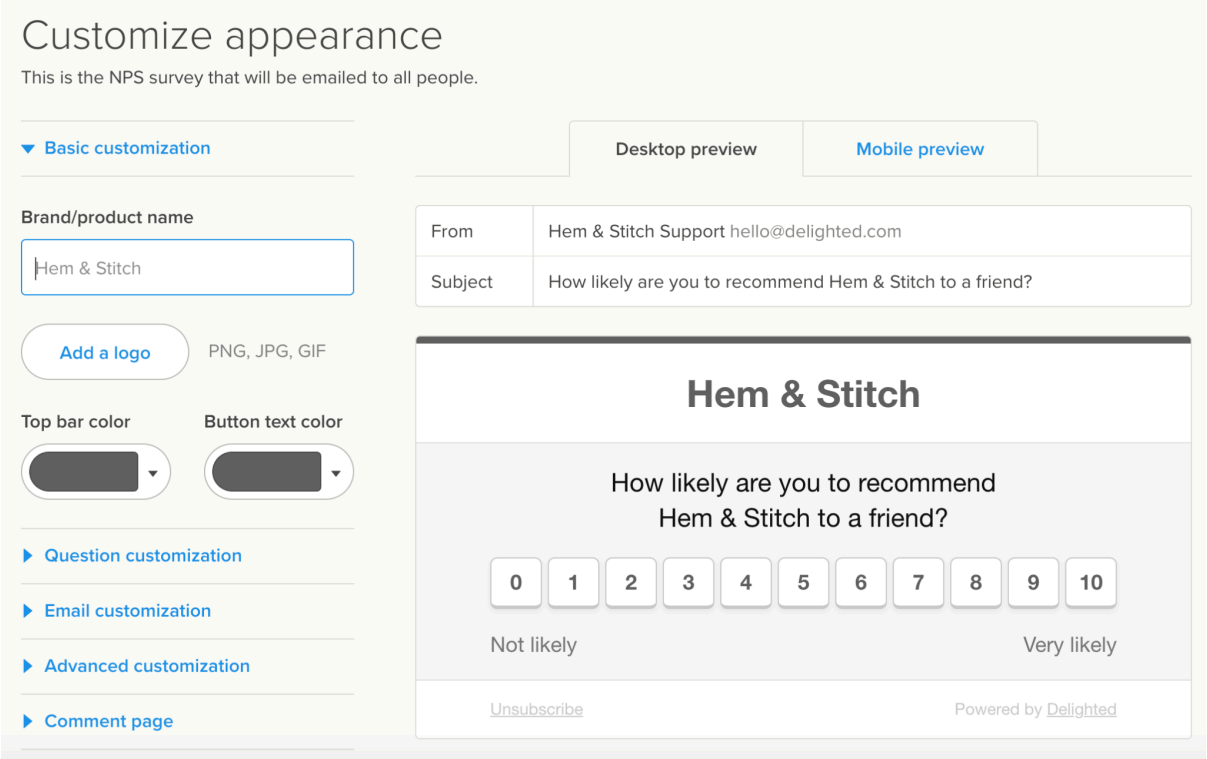
There is an option to export customer feedback to comprehensive .csv or .xls reports. Additionally, you can filter NPS responses by date and scores or apply advanced filters and custom attributes.

We have countless 1-click, code-free, two-way, and native integrations like HubSpot, ActiveCampaign, Klaviyo, and Intercom. Send multilingual surveys to ensure the best response rates and quality of data.

You can even get conditioned alerts within your team management system like Slack or Microsoft Teams. You can run follow-up marketing campaigns, take instant action, and increase customer loyalty.

We have a 7-day free trial that includes premium features. After that, plans start at X

2. Delighted



Delighted is a customer satisfaction software tool that measures customer satisfaction metrics, particularly NPS. The easy-to-use creation wizard makes creating an NPS survey a breeze. There is an option to add a feedback form to gather additional details.

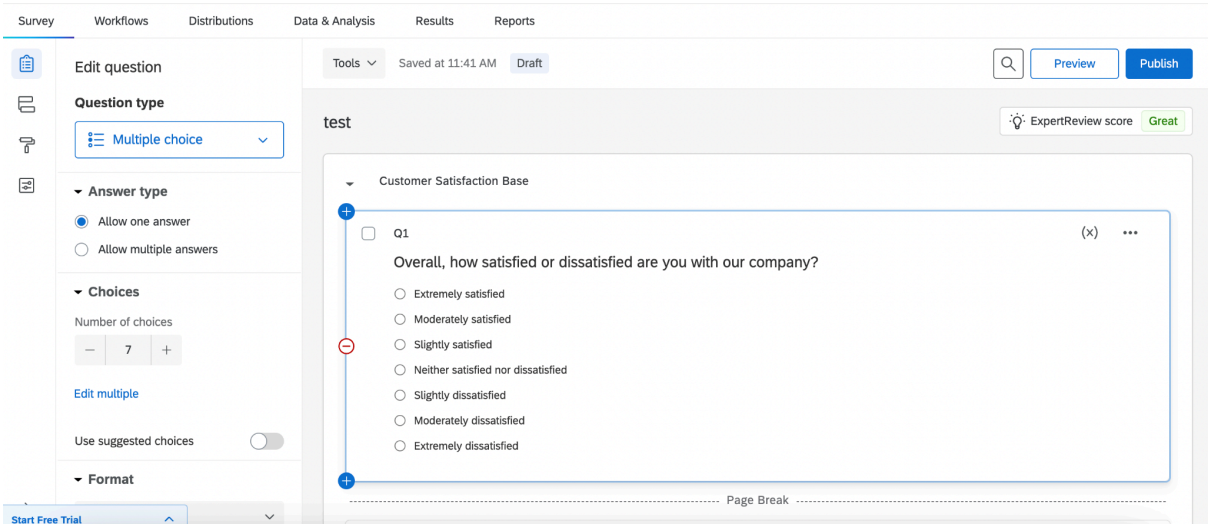
The Delighted Autopilot feature makes it possible to measure NPS over time without much effort or the need to send the survey out manually. Distribution methods include text messages, email, website surveys, or survey links.

A dedicated NPS dashboard compiles everything in the form of reports and quantitative data from customers. Delighted calculate your NPS score automatically so you can pinpoint issues customers specify within a few clicks.

Trends and sentiment analysis make it easy to identify challenges your customers face that impact their customer satisfaction negatively.

Delighted offers a free 7-day trial with access to all premium features. A free plan includes limited features, and **paid plans start at $224 monthly.**

3. Qualtrics



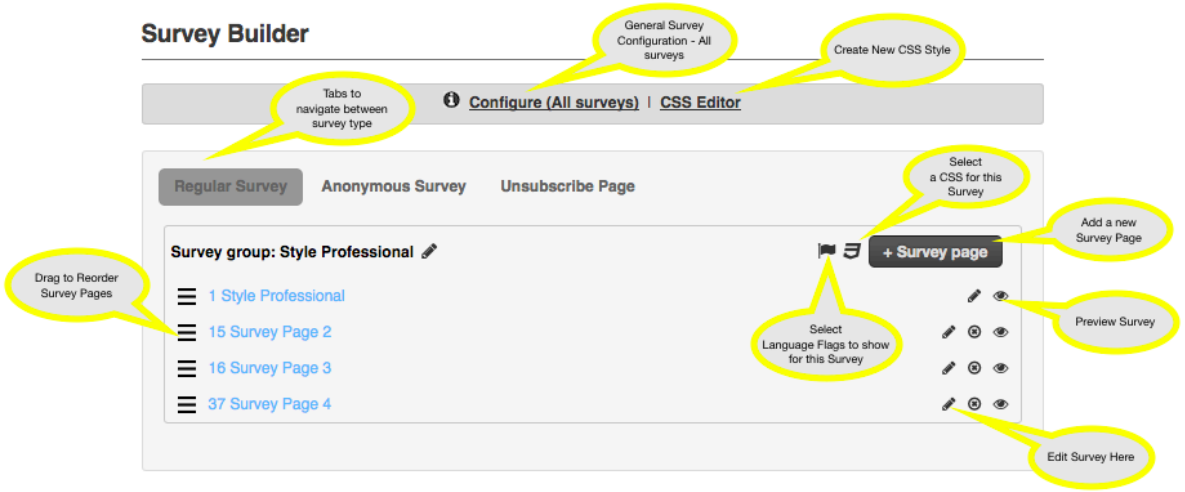
As part of their Experience Management Platform, Qualtrics provides customer feedback software. Their NPS surveys can be sent across multiple channels, including emails, texts, chatbots, apps, and offline surveys. Qualtrics delivers results in real-time on role-specific dashboards.

They're one of the most complex and robust tools on the market. The downside is that it takes time to learn their capabilities and onboard their tool.

Qualtrics' target is mostly enterprise companies. They hide pricing as supposedly, they're one of the most expensive companies and probably require an annual commitment. So this is a good fit for large and established businesses.

Qualtrics pricing is available on request.

4. CustomerGauge



CustomerGauge is a platform that helps companies manage customer feedback and improve the customer experience.

CustomerGauge also offers an Employee Experience solution and Professional Services to help companies improve their employee experience and get the most out of the platform.

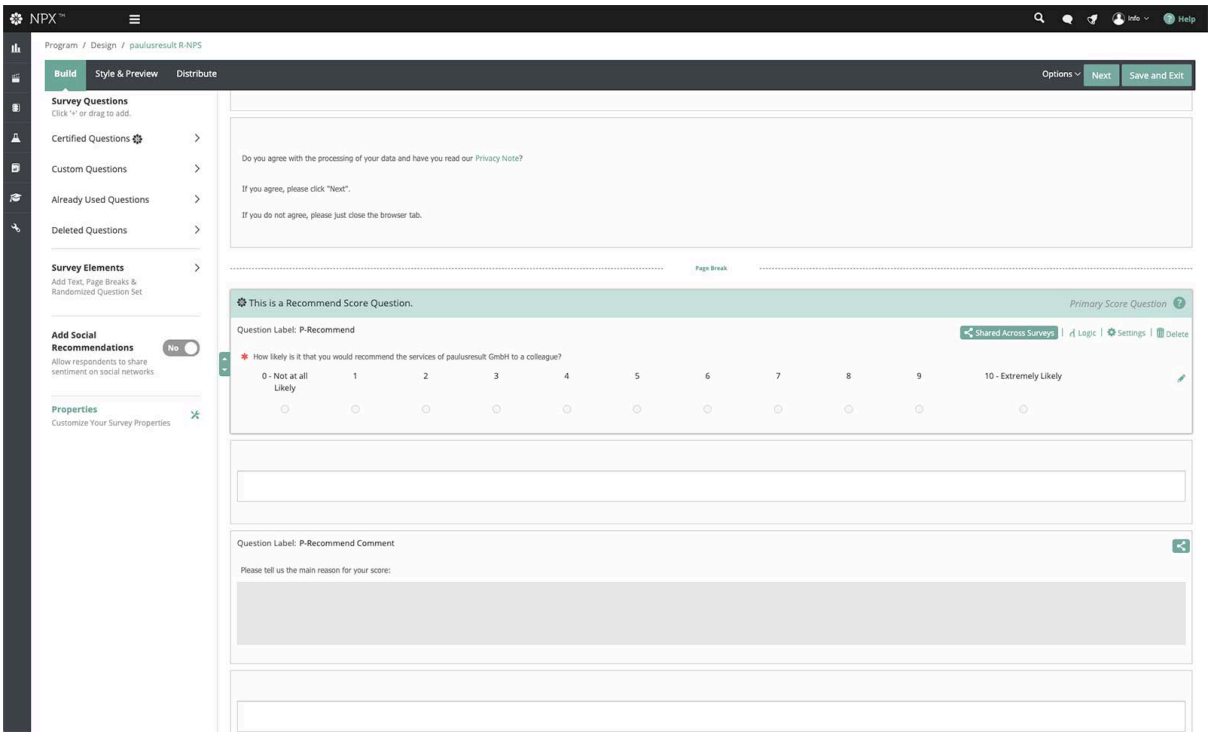
They coined the term “Account Experience” to mean a combination of customer feedback management, revenue data, and account-based methodologies within the B2B business model.

CustomerGauge specializes in NPS, eNPS, CSAT, and CES surveys which you can send across multiple channels. You can alter the appearance of your survey, but you’ll have to use CSS.

What’s more, they provide reports with customer data and sentiment analysis. The case management system allows you to evaluate how well you close the feedback loop.

Regarding pricing, a potential **customer must book a demo to get an individual offer.**

5. NICE Satmetrix



NICE Satmatrics is a unified VOC solution and NPS software that allows concatenating and analyzing customer interactions like resolved tickets, completed purchases, and solicited feedback.

With this NPS software, you can combine and analyze customer interactions, feedback, and operational data. NICE Satmetric claims its goal is to identify blind spots, boost customer satisfaction, and improve agent performance.

At the moment, **NICE Satmetrix does not provide pricing information**. You have to book a demo to get an individual offer.

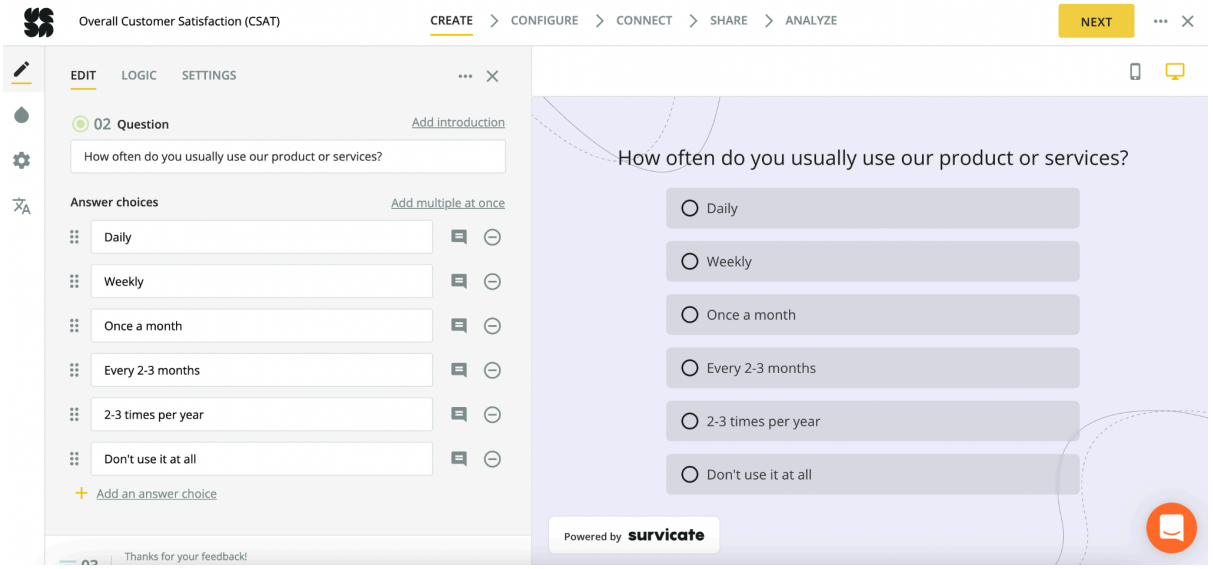
Transactional customer satisfaction

NPS is not where customer satisfaction surveys end.

Quality control is at the point of support, sales, and product touchpoints. It is best measured with CSAT and CES surveys. Those are usually short surveys with a numbered or smiley scale.

Here are what we believe are the best tools for the job, including Survicate once more.

1. Survicate



Survicate offers over 125 ready-to-send templates optimized for the best response rates and easy to customize. These include Customer Satisfaction and Customer Effort Score surveys.

Those templates are set up with intelligent skip logic, custom actions, and redirects. All of these can be personalized for your particular use case.

As with NPS, any survey can be tracked in many of our native integrations, and alerts can be set up within your TMS.

Send your CSAT and CES surveys by email or via a sharable link, in-app, or through the Intercom messenger. You can set these surveys to pop up automatically whenever a ticket is resolved, or a particular touchpoint in the customer journey takes place.

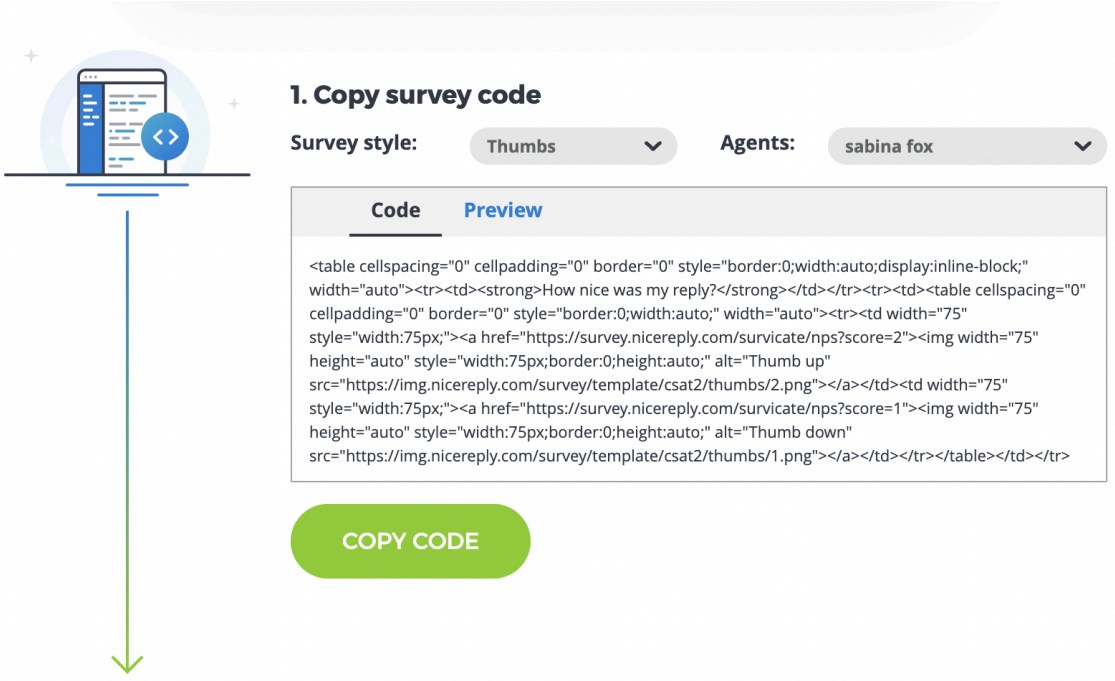
CSAT TEMPLATE

All feedback data will accumulate within our reporting tab in the dashboard. Graphs and bar charts will update in real-time so you can grab visuals and send them to the appropriate teams.

There are unlimited seats at Survicate with any plan, so you don’t have to worry about upgrading to keep everyone in the loop.

There is a 7-day free trial available. It has access to all premium features. After that, paid plans start at X.

2. NiceReply



NiceReply is a survey tool that allows you to create and customize surveys that can be sent automatically after ticket resolution or any other touchpoint with your customers. They have worked with brands like Microsoft, Lenovo, Hubspot, and Buffer.

The goal is to get more feedback by sending fewer emails. NiceReply is the tool used mainly by customer service teams.

The tool’s marketing team claims they help measure and improve customer service quality and increase survey response rates by over 200%.

NiceReply generates progress reports so you can evaluate whether you are on track to improve your customer satisfaction. You can modify surveys to add additional questions and scales.

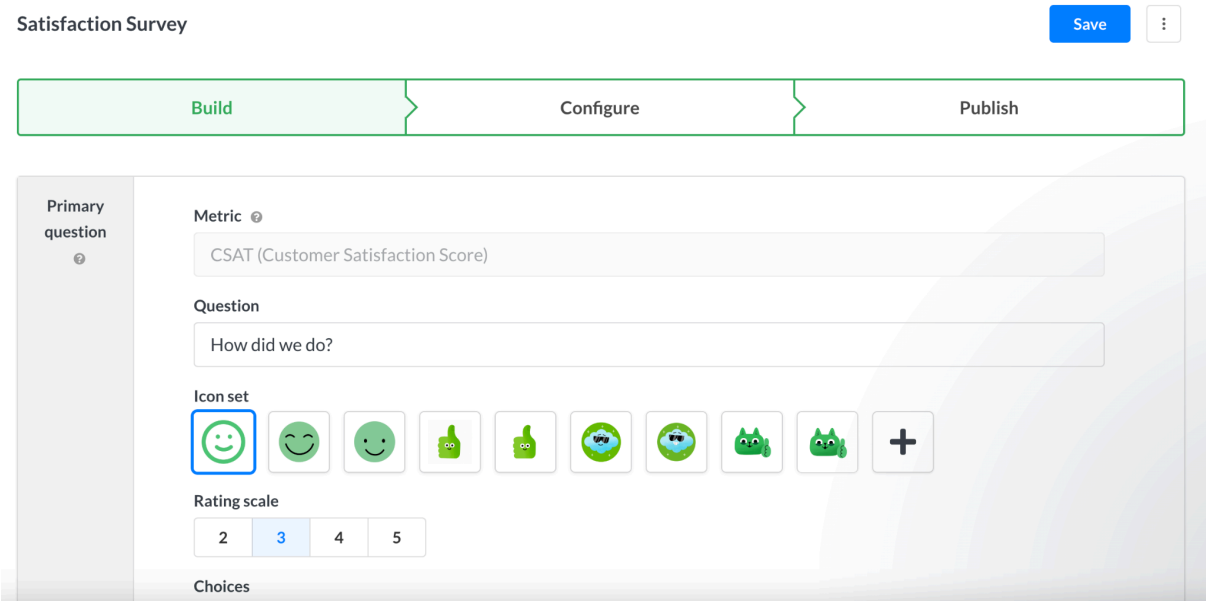
NiceReply is a popular tool thanks to user-friendly data analysis, mobile surveys, and KPI tracking features. Surveys are responsive, and you can set them up with custom URLs.

NiceReply offers post-resolution email surveys to poll your customers automatically after you complete a ticket, chat, offer, and so on.

You can also take advantage of in-signature surveys to gather feedback at the end of any email. Once you set these features up, you don't have to do anything; they'll be sent automatically.

There is a 14-day free trial, after which you must choose a plan. **Paid plans start at $39 a month.** NiceReply has a calculator to help you determine the most favorable pricing solution.

3. Simplesat

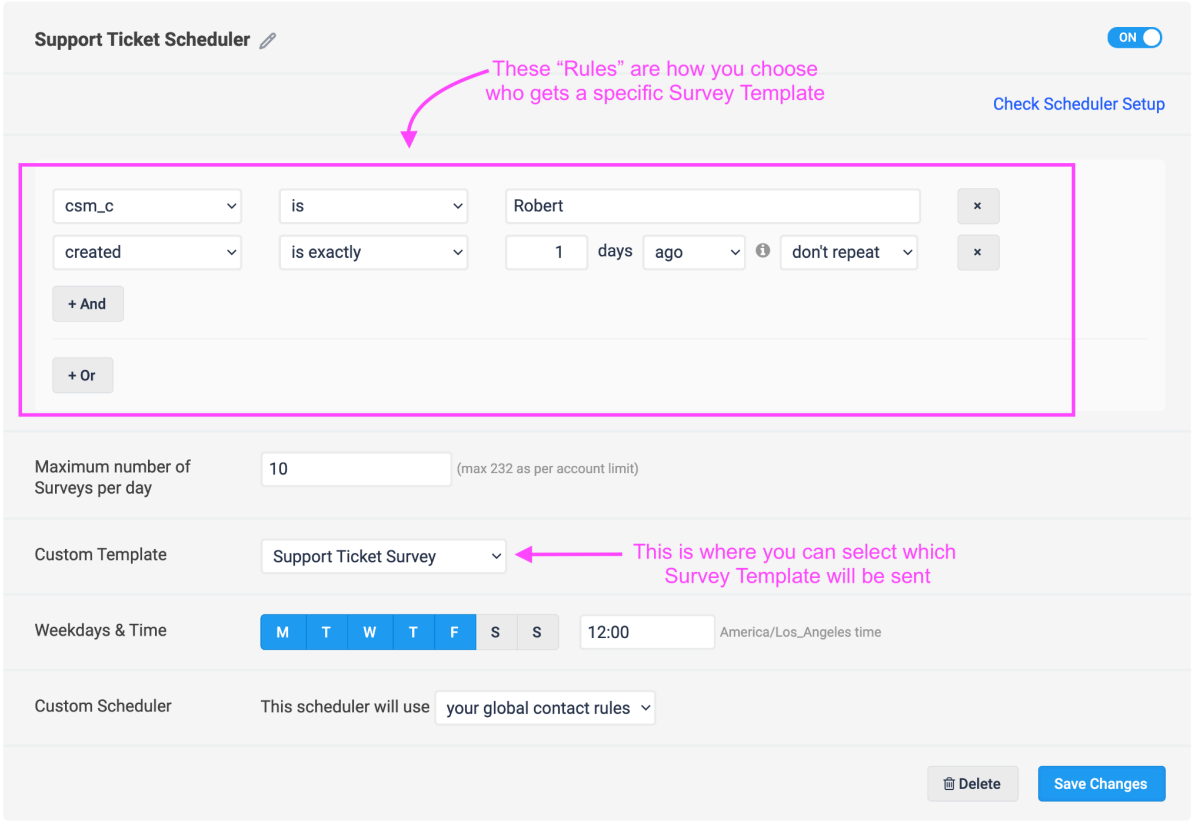


Simplesat is an excellent tool for collecting CSAT, CES, and transactional NPS data. Their many integrations allow you to gather data directly through Zendesk, Salesforce, Freshdesk, HubSpot, and more.

Simpelsat surveys can also be embedded into email signatures or sent directly via the app. All data is compiled in one place: the dashboard.

There is a free, 14-day full-access trial. **Paid plans start at $79 monthly** with unlimited users, customers, and surveys. The pro plan unlocks custom survey design and URL as well as multi-brand support.

4. AskNicely



AskNicely integrates with the most popular CRMs for automation.

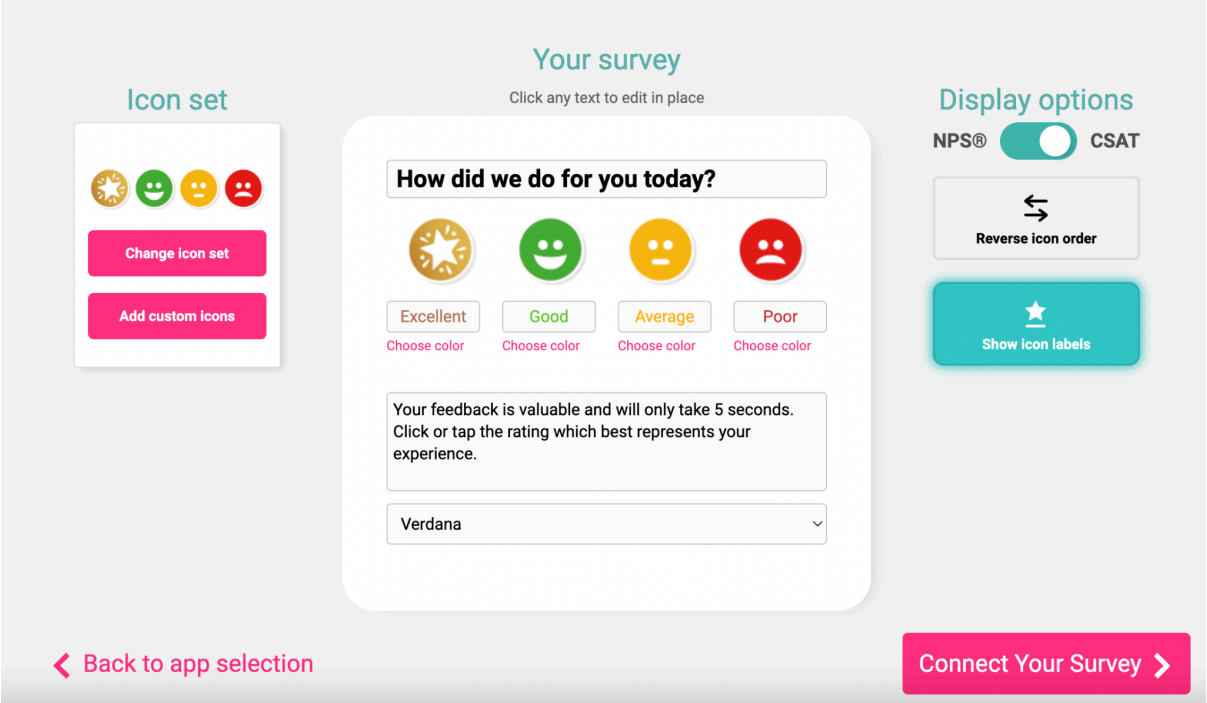
What makes them great for transactional customer satisfaction is that they offer automated workflows based on your survey scores. This helps follow up with dissatisfied customers and close the feedback loop.

The analytics dashboard is highly customizable, so you can pinpoint issues you are currently working on. You can send surveys with AskNicely via email, a website, or a mobile app.

On the other hand, there is little pricing information available. **You must contact AskNicely to get an individual offer.** Additionally, their survey format is restrictive.

This usually suggests pricing is not competitive. Either way, AskNicely target mostly enterprise clients and offer multi-brand support. They also have a mobile app to help boost team member performance.

5. Customer Thermometer



Customer Thermometer surveys can be fully customized to your brand's look, color scheme, and digital marketing tools. You can also create your own icons for a unique touch.

Customer Thermometer specializes in microsurveys. This means each survey is composed of one question, designed for optimal results. Respondents are encouraged to click based on a choice of potential answers or a numerical scale.

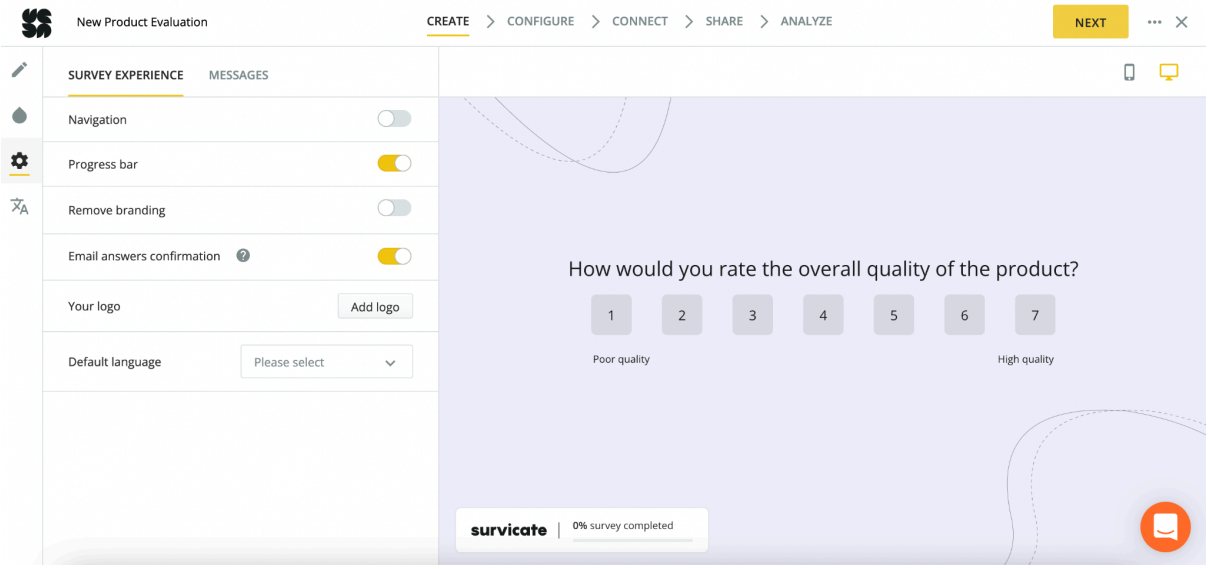
Once the one-click survey is completed, customers see a branded "thank you" page, where they can answer additional questions, leave additional remarks, and engage with social media buttons and a trackable hyperlink.

Pricing is based on the number of responses you expect to receive. Each plan allows unlimited users/agents. **Plans start at $29 a month.**

Customer surveys

Customer surveys are sent when you want to think outside the box. Check out these tools if you are interested in something more particular than the standard customer satisfaction metrics.

1. Survicate



Survicate is an all-in-one customer feedback tool. It is perhaps the most comprehensive and flexible tool for SMBs and works best with SaaS, digital products and services, subscription businesses, e-learning, e-commerce, and professional services.

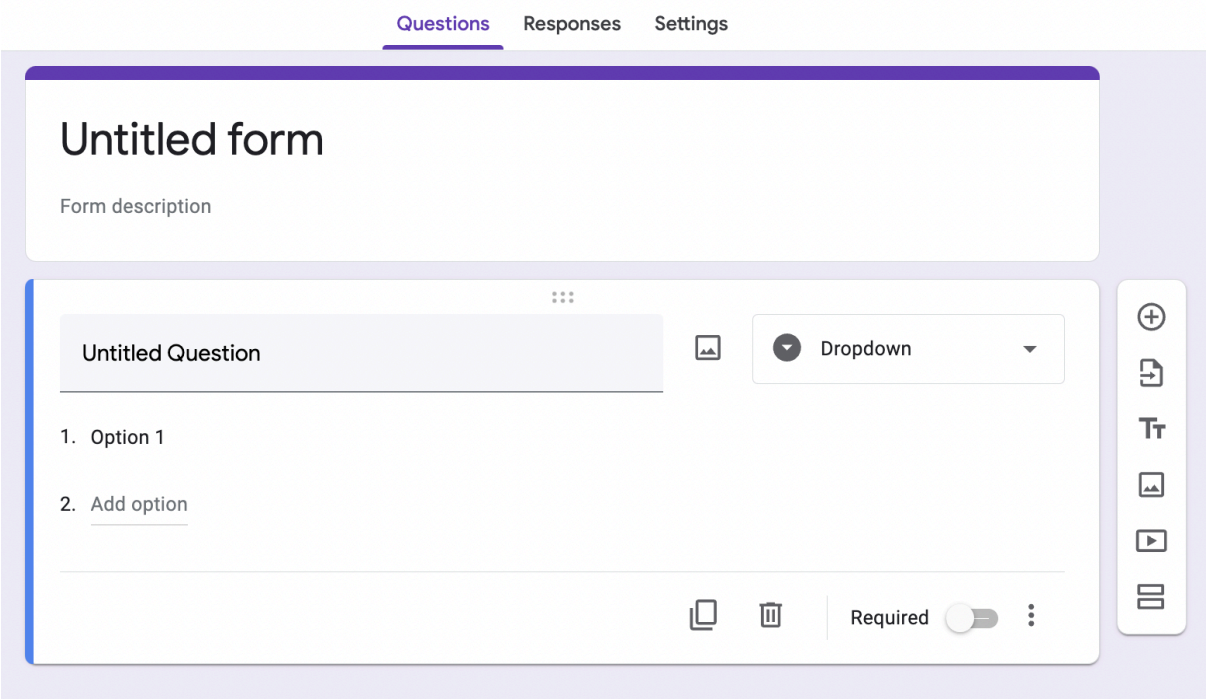
We have templates for all use cases across customer journeys that are easy to find and customize. For customer satisfaction, everyone will find something for themselves.

PRODUCT FEEDBACK TEMPLATE

In addition, the experience for respondents is designed to avoid survey fatigue, which results in a high response and completion rate.

As mentioned above, we have a **week-long free trial available during which you can test out all of our premium features**. Then, you have to choose a paid plan.

2. Google Forms



Google Forms is a popular way to gather feedback and may seem like an obvious choice if you are looking for **a free solution**.

With the easy drag-and-drop feature, you can quickly place and organize different elements on the form. It allows you to choose between a palette of colors, select your own background image, and much more.

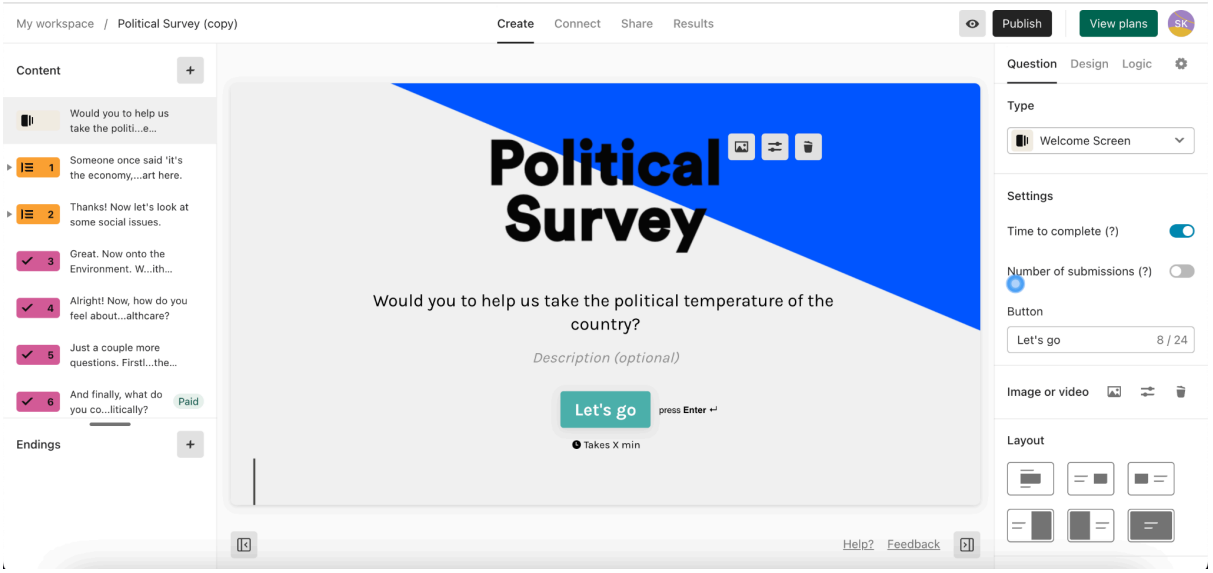
There are no templates, but you can enter the exact questions you want.

Plus, it integrates with Google spreadsheets, making it easy to view and analyze your collected data. The interface is relatively easy to use. And, you only need a Google account to get started.

There are some downsides. First, a Google Forms survey may not look entirely professional. The visual result may not be as personalized or on-brand as you would get with paid software.

What's more, besides Google, this solution has no other integrations. You won't (automatically) send your answers to CRM, email marketing tools, etc.

3. Typeform



Typeform provides an easy-to-use platform to create beautiful, on-brand conversational surveys that are engaging and fun to answer.

Typeform is suitable for running forms & questionnaires but not necessarily for CX metrics, like NPS, CSAT, and CES, as it provides basic analytics.

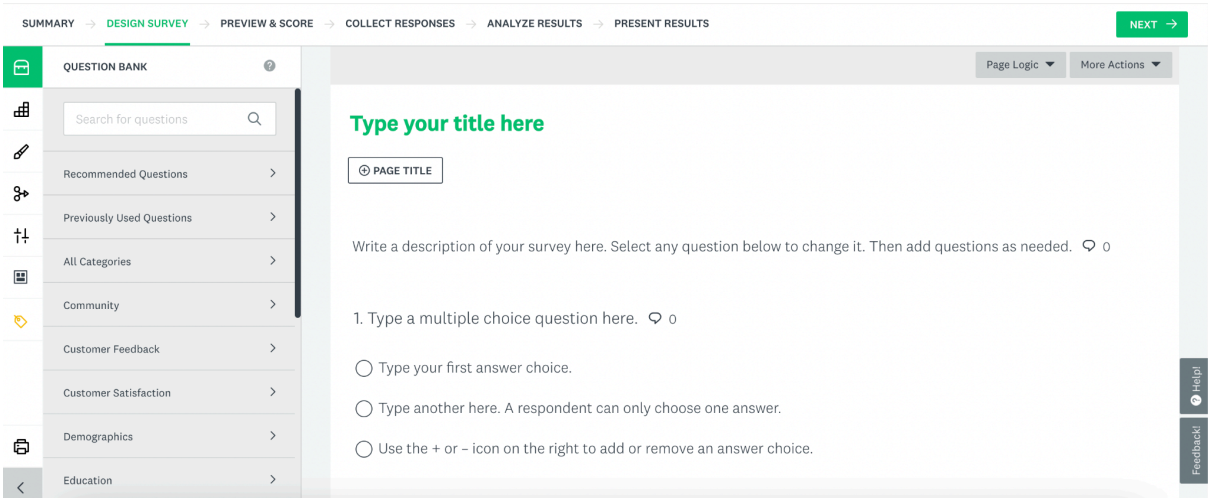
It is possible to create various question types, including legal and payment collection forms.

Choose from many ready-to-send templates and customize them as you want. Set up branching and skip logic to make them even more personalized. You can distribute the surveys via chat, email, website, or web apps.

In addition to surveys, Typeform offers a chatbot and video app to power asynchronous face-to-face conversations. All customer data can be compiled into a report for response breakdown and analysis.

You can sign up for a free plan with a Google Account. **Paid plans start at $25 per month** and include 100 responses. Note that this option has only one user seat, so it's not a plan tailored for businesses.

4. SurveyMonkey



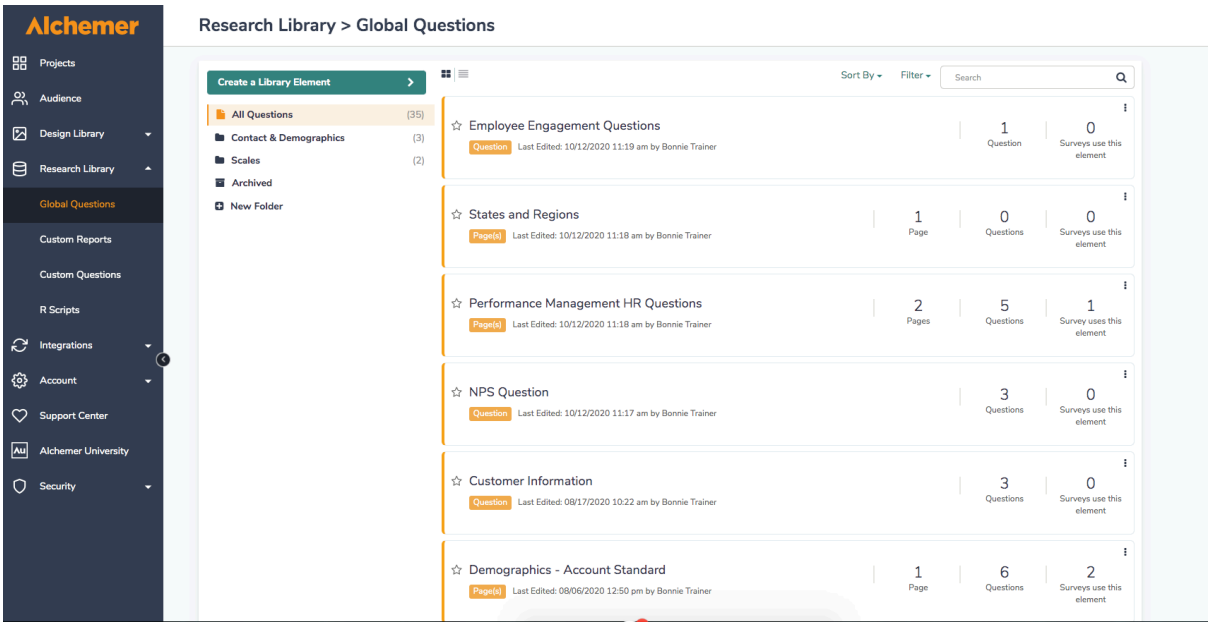
SurveyMonkey is one of the leaders on the market when it comes to gathering any kind of customer feedback. Distribution methods include shareable links, website embeds, and email.

You can modify any of the existing 40 templates to get started quickly. The analysis is made easy with filters that allow a quick look into how different target groups responded to your survey.

If you want short, straightforward surveys, the free version of this tool might be just what you're looking for. But remember, there are many limitations to this plan.

Paid plans start at $99 a month and unlock features such as unlimited questions per survey, an increased number of collectors, and more responses.

5. Alchemer



Alchemer, formerly SurveyGizmo, is more than just a survey tool, but a whole customer feedback management platform. They help customer-centric companies design and run surveys, manage customer feedback workflows, and analyze data.

Alchemer also offers an Enterprise Feedback Platform and Voice of the Customer and CX Automation solution for businesses that need a comprehensive customer experience management system.

There is a free plan with limited features and accessibility. **Paid plans start at $49 per user per month**, while the pro plan is $300 per user per year.

How to Choose a Customer Satisfaction Tool?

So, isn't survey software research about reading the top tool often mentioned in "best software" listicles? Unfortunately, it hardly ever works out that way.

Different brands have different goals and different means of achieving them. Consider these factors before making your decision.

Scope and use case

First, determine your expectations. If you are looking for software to measure and analyze your NPS score, you can choose a specialized one.

If you want a comprehensive overview of all your customer satisfaction metrics, choose one that offers excellent support in terms of your NPS, CSAT, and CES scores.

CES TEMPLATE

If you know your feedback marketing strategy is growing, choose a tool with the capabilities you expect to need.

Feedback collection is composed of three steps:

- designing your survey
- distributing yoUR survey
- analyzing results

Whatever tool you choose, make sure it caters to the needs and capabilities of your team in all three stages.

For example, if you already use a particular integration solution, choose a tool that will be a fit.

Pricing and budget

This is probably the first thing marketers consider when looking for survey software.

Small businesses are likely to steer towards software with competitive pricing, while enterprises might be more about multi-brand support.

The rule of thumb is that tools that don’t make their pricing tiers public are usually a bit more expensive. Others often provide options for scaling up if you need them in the future.

Ease of use

Make sure you know what level of sophistication is required to use a particular tool and whether your team can deliver it.

Secondly, think about timing. Do you need surveys up and running quickly? Do you have time to spare? Some tools make it easy to get a feedback collection campaign going on the same day; others require planning and collaboration.

We recommend using a tool with an easy and intuitive interface that doesn’t compromise on capabilities.

Customizability

You may be set on making surveys look professional and on-brand. This doesn't mean you have to go for the more expensive options. Just make sure your candidates allow:

- different question types
- adding your branding
- skip logic

Wrapping Up

I hope this article made it easier for you to choose the customer satisfaction tool that will suit you best.

If you're still unsure, it may be worthwhile to check out free trial versions of different tools, but remember, you are testing on your actual customers.

Survicate offers a freemium version with all the functionalities ready to test out. The only limitation is that you can only send one survey. Decide what you’re set on and sign up for a free account. See you in 7 days!

Notes:
Kasia P: Zastanawiam sie czy do tych listicles, które piszemy w tym tygodniu, moglibyśmy na końcu posta jako Wrap up / Summary napisać jaki my na to mamy wewnętrzny proces i zrobić mini use case na podstawie krótkiego wywiadu z naszym teamem na przykład lub customer service / produktem.

że w naszej firmie też mamy proces np. customer feedback proces w którym wykorzystujemy sprawdzony toolset, typu że

- robimy z naszymi userami ankietę NPS przez nasz tool (Survicate)
- który wysyłamy za pomocą Vero na przykład (nie wiem strzelam)
- potem sobie analizujemy wyniki w Amplitude
- I na tej podstawie robimy roadmapę i wdrażamy zmiany w produkcie i komunikujemy nowości do klientów przez Intercom / czy też jakiś inny kanał .
- I że nam się ten zestaw tooli sprawdza do zamknięcia loopa i polecamy.

Podejście toolsetowe jest dobre do pisania listicles też, ponieważ w kółko nie piszesz o konkurencji tylko polecasz komplementarne narzędzia które się ze sobą integrują w jeden proces i pomagają Ci stworzyc loop

Kasia Jordan
tylko zwróć uwagę, że jak masz 2 listicles do przygotowania w tym tygodniu to warto się dowiedzieć, **jak na przykład u nas website feedback process / toolset / loop różni się od customer satisfaction i jak** (a zakładam że tak bo website feedback jest produktowy, a ten drugi bardziej customer service)