

Case Study

ROKU



Survey Analytics

Enterprise Research Platform

Roku, Inc.

Tracking More Information and Adding More Value than Ever Before

Roku is the market leader in streaming entertainment devices designed specifically for the TV. Roku was seeking ways to better gather information from its customers. Roku began working with SurveyAnalytics in spring of 2010 in order to gauge consumer sentiment via a very accessible, robust survey platform.

Roku was seeking a research platform that would allow it to:

- Solicit ongoing customer satisfaction metrics from its pool of new and existing users
- Create custom surveys on specific questions with a quick turnaround.
- Allow it to perform complex analyses and complicated programming (including branching, skip logic, conjoint analysis, and more).

SurveyAnalytics supported Roku's goals to use a research platform that allowed it to better connect with its customers. Since using the SurveyAnalytics research platform, Roku has:

- Tracked 90% more information than it was able to with its previous research platform.
- Fielded five times as many surveys as it did with its previous platform.
- Performed more rich analyses of its users, including deep dives into their various audiences and generating in-depth usage and psychological profiles.

This information was shrewdly analyzed by Roku's team, including their top executives and has informed Roku's decisions on several levels. For its last generation of products, Roku made several changes as a direct result of user suggestions, including

- New features like a Newscaster channel, USB transfer capabilities, and more.
- A significant savings in research. Because Roku can now design complex surveys in-house, they save thousands of dollars on conjoint analysis alone.

"We approached SurveyAnalytics with multiple research demands, including a simple user interface, the ability to program complex survey logic, send high volumes of survey invitations and store massive amounts of data, plus a flexible, intuitive analysis tool that allows us to see relationships in the data in real time, as it comes in from the field -- all with a reasonable price tag," stated Lisa London, Research Manager for Roku, Inc. "After fielding dozens of surveys with SurveyAnalytics, we have been pleased with our decision to use their sophisticated research platform."

Applying Insight

Voice of the Customer programs is now being implemented across audiences and industries in order to help businesses better serve their customers. However, according to a study, "despite widespread collection of customer feedback, only 30% of firms systematically incorporate insights about customer needs into their decision-making processes."¹

¹ McInnes, Andrew. "Lessons Learned From Three Award-Winning Voice Of The Customer Programs." Forrester Research. 12 August 2010. www.forrester.com/rb/Research/lessons_learned_from_three_award-winning_voice_of/g/id/57439/t/2

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web based survey software providers. We truly believe that you will not find a better value on the web today.



Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.

SURVEY ANALYTICS

SurveyAnalytics.com
3518 Fremont Ave N #598
Seattle, WA, 98109
USA

Global / Americas
Seattle, US
+1 (800) 326-5570

Europe / Middle East
London, UK
+44 (20) 7871-4079

Asia Pacific / Australia
Auckland, NZ
+64 (9) 950-3305