ZOHO SURVEY - A PRODUCT SUMMARY

Product Overview

Zoho Survey, when integrated with Shopify, enables businesses to collect and act on customer feedback with zero coding effort. This integration simplifies the process of sending targeted surveys post-purchase, after cart abandonment, or based on any defined customer event. It empowers eCommerce businesses to make informed decisions that directly enhance customer satisfaction and loyalty.

Target Users & Business Use Case

Target Users:

- eCommerce Business Owners

- Marketing Analysts

- Customer Success Managers

- Shopify Store Managers

Business Use Case:

An eCommerce store owner connects Zoho Survey with Shopify to automatically send post-purchase surveys and cart abandonment follow-ups. This helps identify friction points in the customer journey and improve conversions and user experience without relying on technical teams.

3. Mock Customer Scenario & Email

Customer Scenario:

A fashion brand notices high cart abandonment and uses Zoho Survey to auto-trigger a short feedback survey when a customer exits checkout. The responses reveal unclear return policies as the main concern, prompting the brand to redesign its FAQ section and reduce abandonment rates.

Mock Triggered Email:

Subject**:** Hey, we noticed you left!! Mind telling us why?!!

Hi John,
 We saw you left a few items in your cart. Could you take a moment to let us know why?!! Your feedback helps us improve your shopping experience.
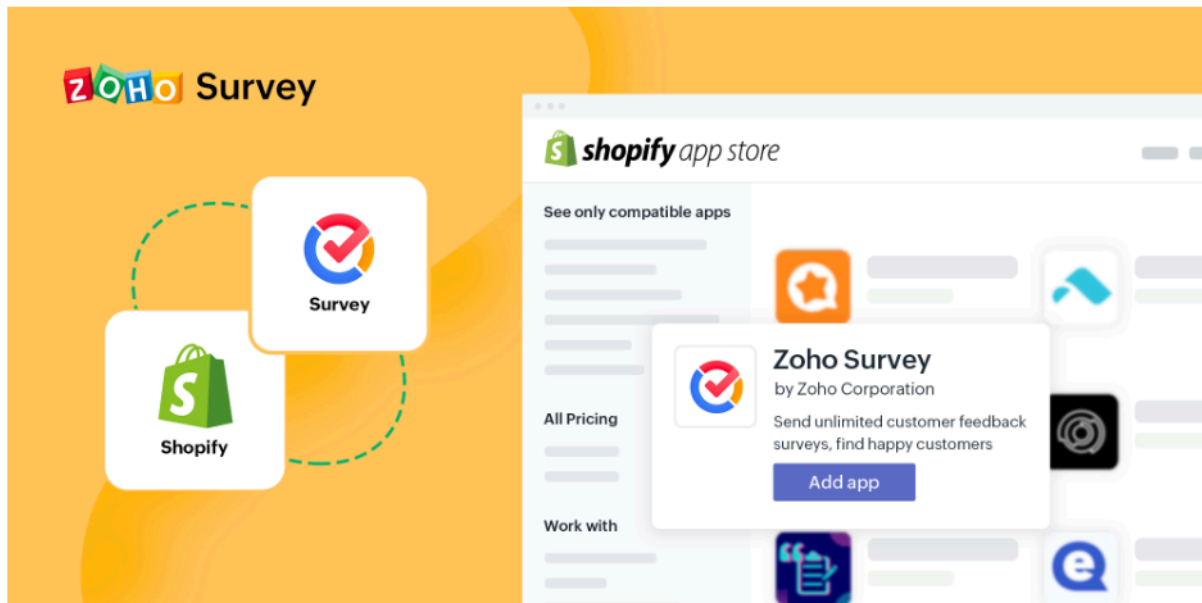
Taking Quick Survey

Thank you!!!
- Team CarbonX

Blog Summary - Zoho Survey + Shopify Integration: A step closer to being a customer-centric business

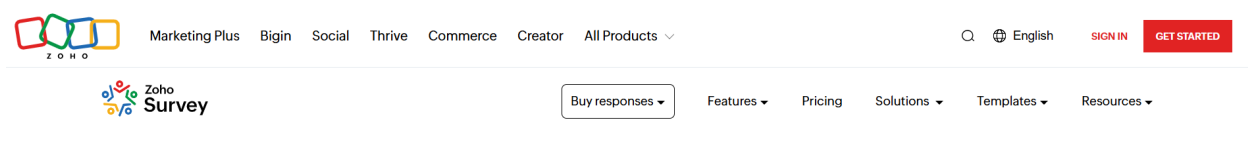1. Set up in minutes via Shopify App Store – no coding needed

2. Automate surveys based on events like cart abandonment, order placement, or refunds

3. Distribute surveys via email or embed directly in your site/SMS notifications

4. Use pre-built templates (NPS, customer satisfaction) for quick deployment

5. Access detailed analytics, response rates, and bounce tracking to refine campaigns.
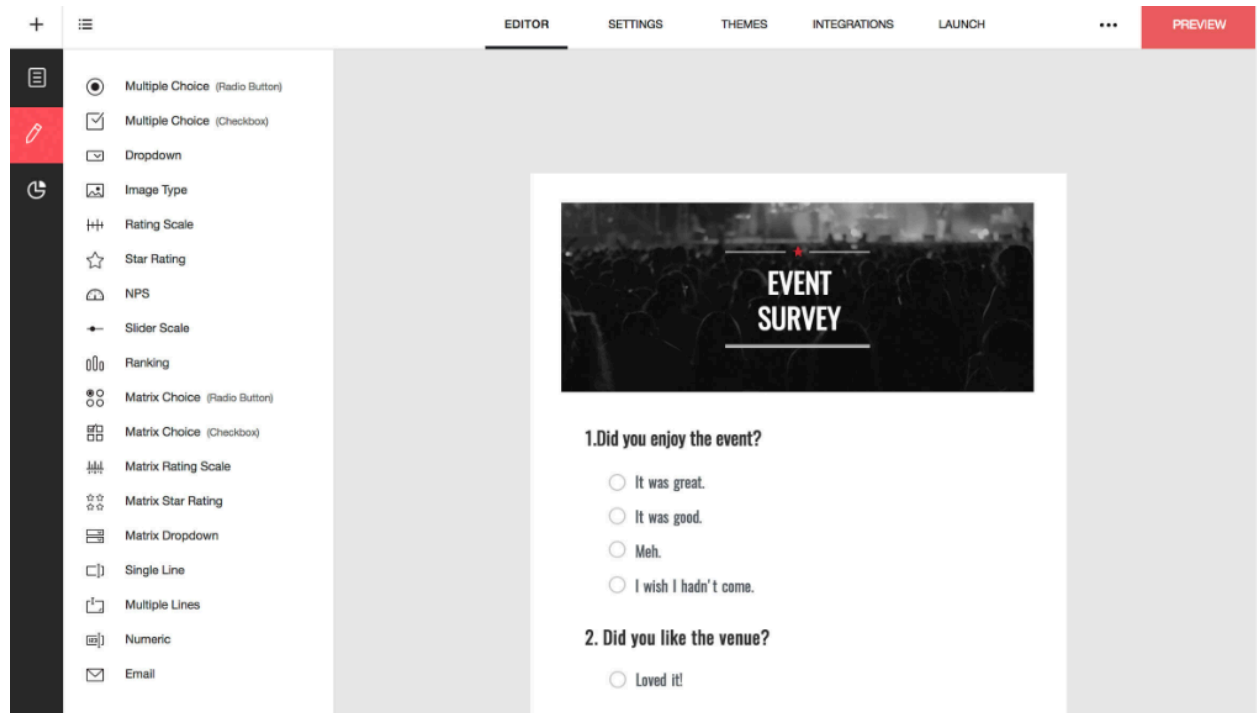
My Experience Using Zoho Survey:

After signing in to Zoho Survey, I explored the platform's intuitive and well-organized interface designed for easy survey creation and distribution.

Getting Started Section:

The dashboard guided me through basic setup steps like creating a new survey, selecting question types, and choosing from ready-made templates.

ZOHO   Marketing Plus   Bigin   Social   Thrive   Commerce   Creator   All Products ∨   🔍   🌐 English   SIGN IN   GET STARTED

Zoho Survey   Buy responses ▾   Features ▾   Pricing   Solutions ▾   Templates ▾   Resources ▾

Survey Creation:

Drag and drop builder:

1. Skip logic

2. Scoring

3. Piping

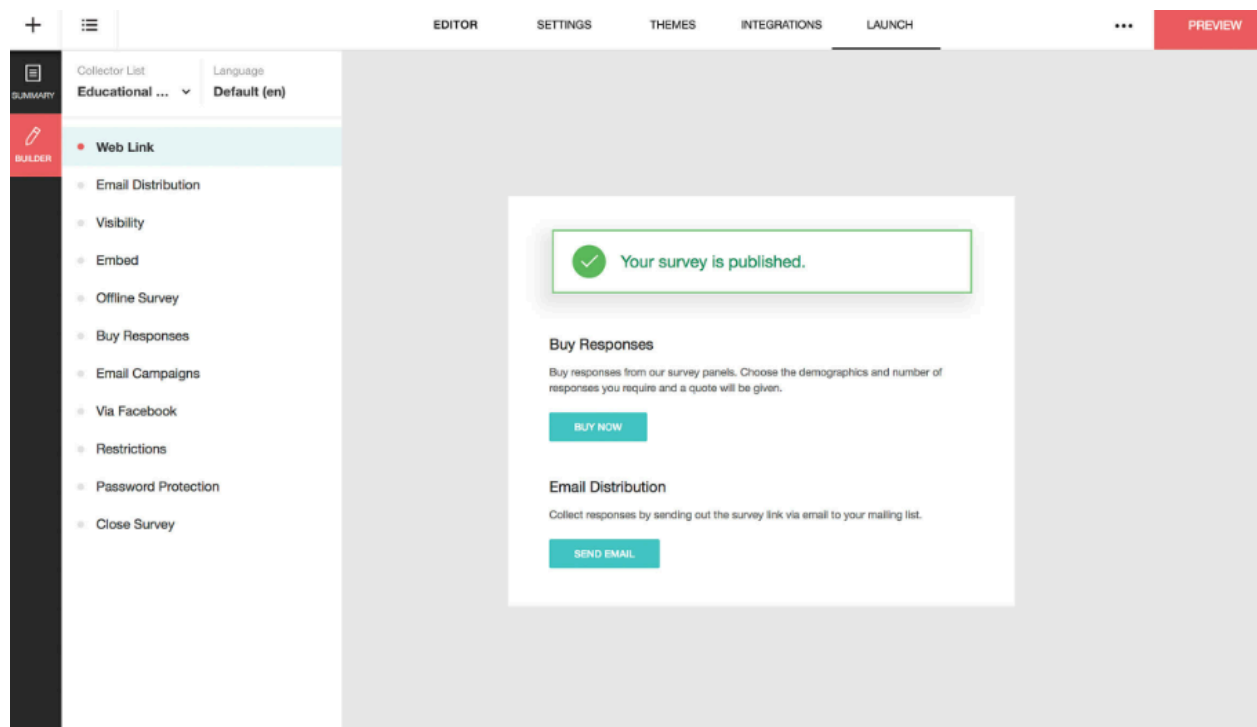4. Multi-lingual support

Personalization:

I could easily personalize my surveys with:

1. Custom themes

2. Logo uploads

3. Branded domain links

4. Customized thank-you/end pages

5. White-labeling options

Distribution Methods:

Offers multiple distribution options like:

- Web links

- Custom domain links

- Email campaigns via Zoho Campaigns / Mailchimp

- Social media posting

- QR codes for offline reach

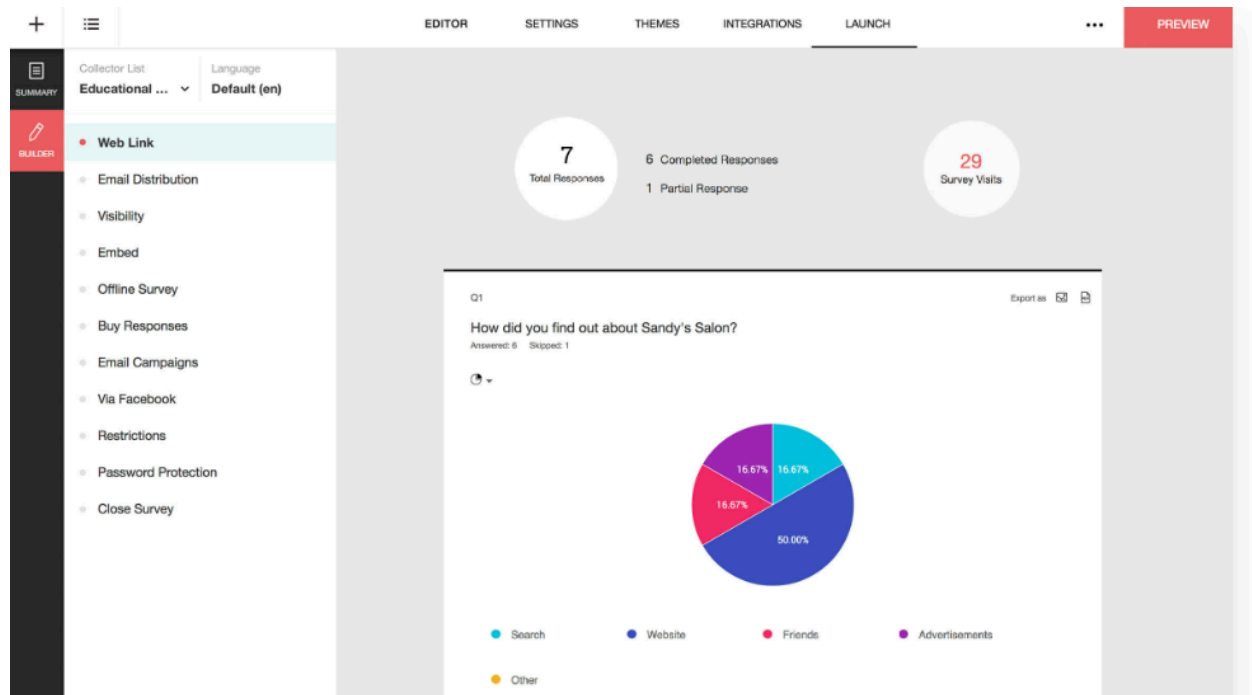- Embedded surveys on websites or order pages

- Private group access

Response Collection:

Surveys can be:

- Embedded on a website

- Sent via email triggers (from CRM, eCommerce tools, etc.)

- Shared using links or QR codes

- Even conducted offline when internet access is limited

Reports and Analytics:

The reporting dashboard provided:

- Real-time responses

- Cross-tab and trend reports

- Filtered and custom reports

- Scheduled reports

Overall the platform is robust and user friendly as well.