Act on Feedback Playbook

By Survicate for **Braze users**

10+ practical use cases, ready to implement

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Introduction

Why is collecting and acting on **customer feedback** important?

76% of consumers get frustrated when personalization
is based on assumptions from past behavior, **not what
they actually want right now**.

But just 15% of global brands were using **zero-party (feedback) data** in their marketing attribution modelling (Forrester Report, 2025).

Instead of blindly trusting in the browser/device/or otherwise based attribution, you **ask directly at the source**, and take that information for proper enrichment and **highly personalized messaging in remarketing**.

Ask for feedback via

Mobile survey

Web survey

Email survey

In-app survey
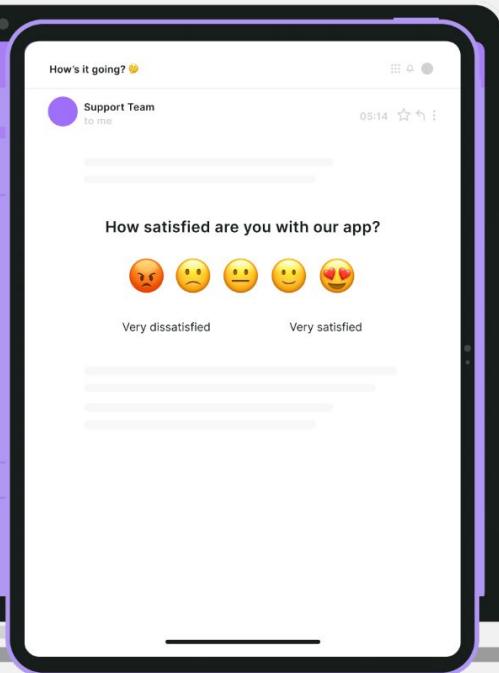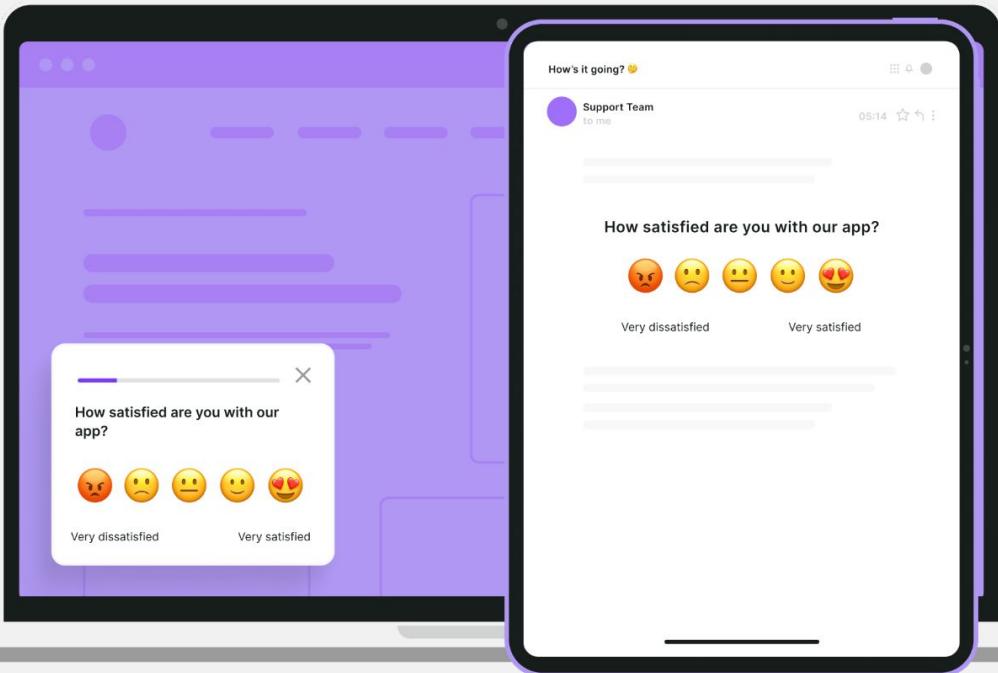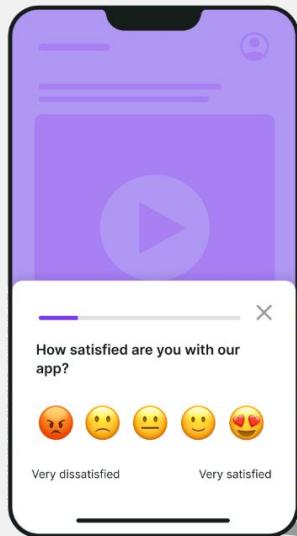
Works with **Braze SDK**
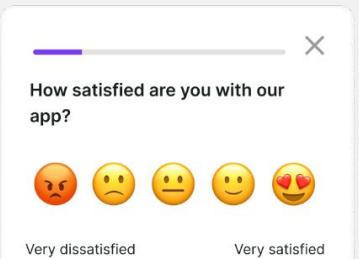
To do that, use the feedback loop...

- **Launch your surveys**

  Create surveys with our intuitive builder in minutes

- **Sync responses instantly**

 Turn survey data into custom events & user attributes

- **Send personalized campaigns**

  Segment audiences, and automate follow-ups in Braze
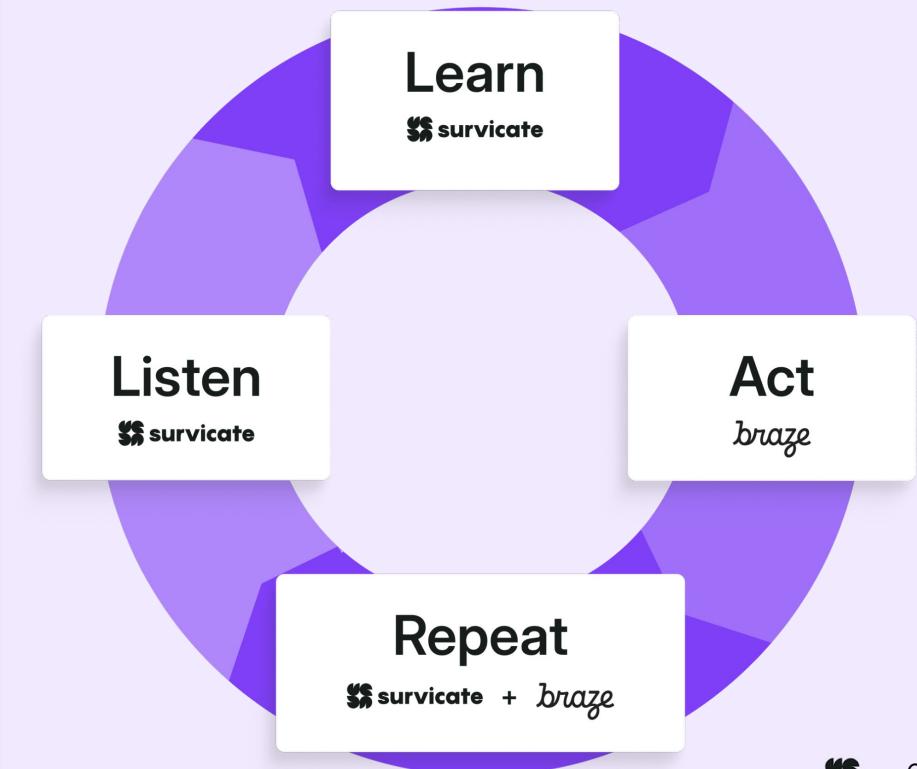
Act on Feedback Playbook:

10+ Use Cases Examples for **Braze Users**
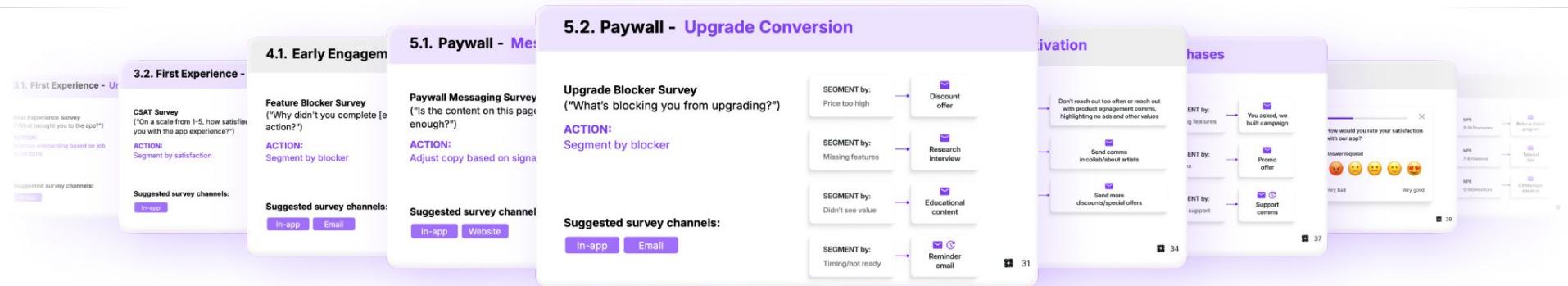
All examples are based on a fake Music App

1. Acquisition:
Attribution and Enrichment

The acquisition stage is where you **get the intelligence** that powers everything else.

Ask how they found you, what they're looking for, and what matters most.

Then use those answers to **segment** accurately and **personalize** every message that follows.

Attribution Survey
("How did you hear about us?")

ACTION:
Segment enrichment, channel attribution

Suggested survey channels:

Website   In-app

How did you hear about us?

Answer required

◯ ChatGPT

◯ Google

◯ Event

◯ Social Media

◯ Ads

◯ Other

1.1. Acquisition - Attribution

| TRIGGER		SURVEY		ACTION
User visits homepage	→	Attribution survey	→	Personalized remarketing & user segmentation in Braze
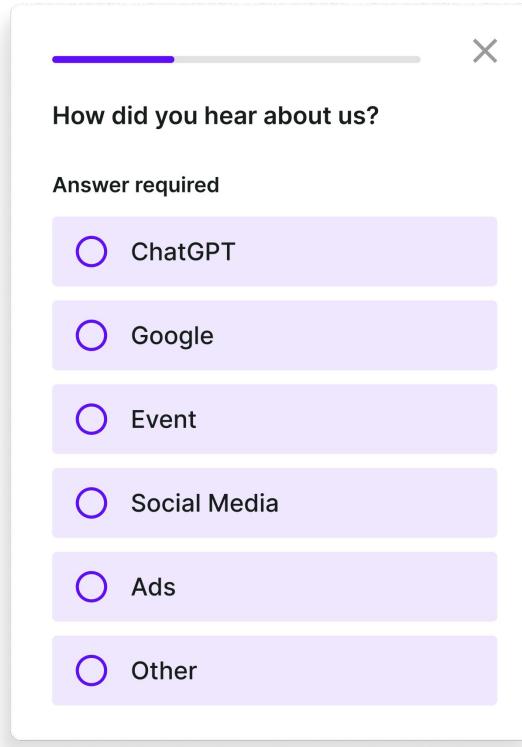
Attribution source = ChatGPT

Hey Chatt, what's **the best music app?** 😉

My Playlist
Liked Songs

Tracks   ⤨ Shuffle

Blinding Lights
The Weeknd

Watermelon Sugar
Harry Styles

Levitating
Dua Lipa

Save Your Tears
The Weeknd

Wildest Dreams
Taylor Swift

YourMusic

Create your playlist
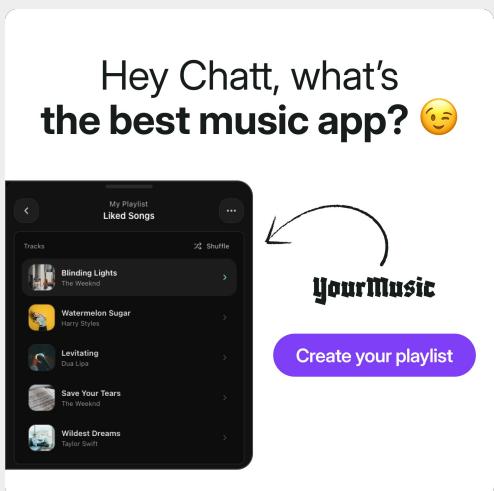
Attribution source = Google

Top results for
a **music app is...** 😉

My Playlist
Liked Songs

Tracks   ⤨ Shuffle

Blinding Lights
The Weeknd

Watermelon Sugar
Harry Styles

Levitating
Dua Lipa

Save Your Tears
The Weeknd

Wildest Dreams
Taylor Swift

YourMusic

Create your playlist
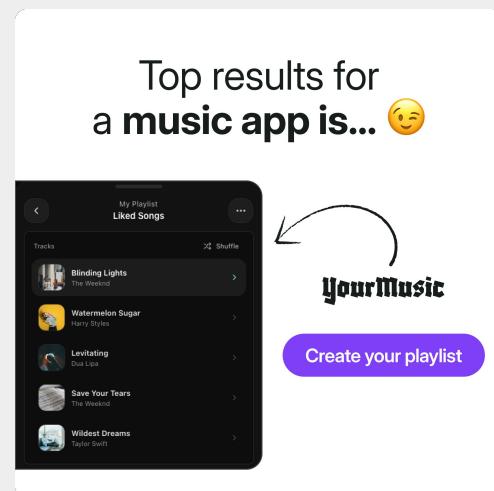
Attribution source = Word of Mouth

The birds are chirping that...
you're **searching for the right music app** 😉

My Playlist
Liked Songs

Tracks   ⤨ Shuffle

Blinding Lights
The Weeknd

Watermelon Sugar
Harry Styles

Levitating
Dua Lipa

Save Your Tears
The Weeknd

Wildest Dreams
Taylor Swift

YourMusic

Create your playlist
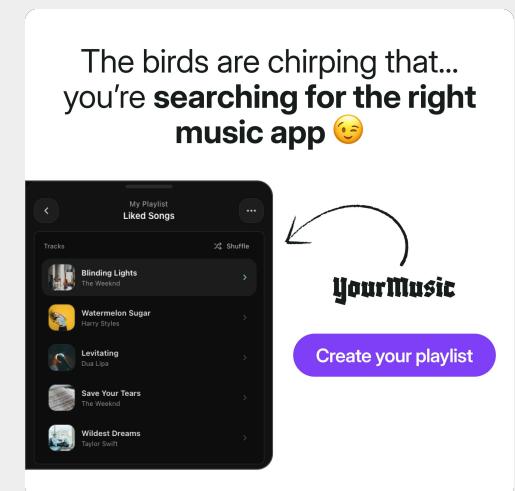
1.2. Acquisition - Enrichment

Enrichment Survey
("What is your primary reason for visiting our website today?")

ACTION:
Segment enrichment, channel attribution

Suggested survey channels:
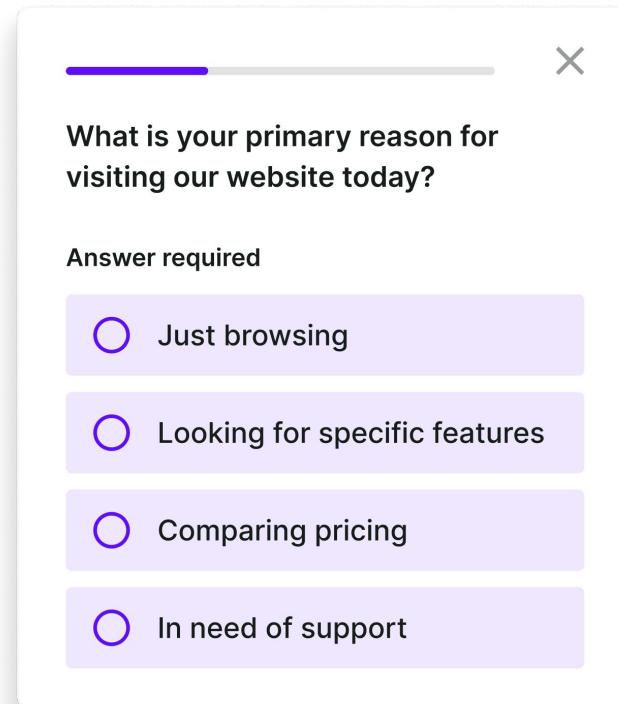
Website

What is your primary reason for visiting our website today?

Answer required

- Just browsing
- Looking for specific features
- Comparing pricing
- In need of support

1.2. Acquisition - Enrichment

TRIGGER	SURVEY	ACTION
User visits website	Enrichment survey	Personalized remarketing & user segmentation in Braze

Website visit reason = comparing pricing	Book a call CTA
Website visit reason = in need of support	Outreach from Support team
Website visit reason = looking for specific features	Product offer with specific features

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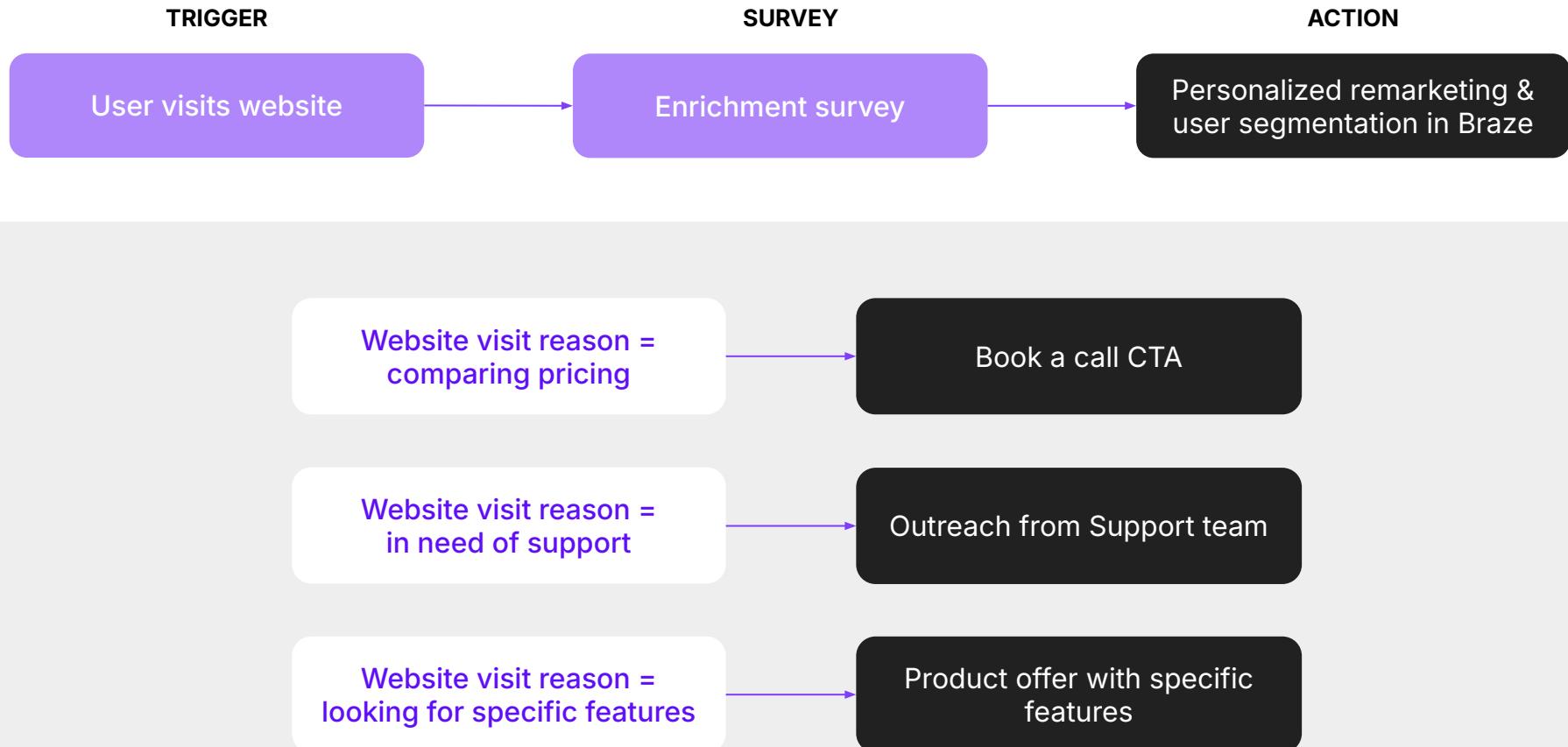
2. Lead Nurturing: Sign Up Hesitation, Content Needs

Not every visitor converts immediately.

Some need **time**, **more information**, or **reassurance** before they're ready to sign up or make a purchase.

Feedback helps you understand what's holding them back and what content or messaging will move them forward.

"We ask three questions that help us classify our users, and put them into one of our targeting groups. That information is also saved in Braze, our CRM tool, and the team uses that to drive content personalization."

Krzysztof Szymański

Head of CRM @ Taxfix

2.1. Lead Nurturing - Sign Up Hesitation

Sign Up Barriers Survey
("What's stopping you from trying the app?")

ACTION:
Segment by barrier

Suggested survey channels:

Email

SEGMENT by: Price too high	→	Promo offer
SEGMENT by: Undecided	→	Product value
SEGMENT by: Timing/not ready	→	Retargeting campaign
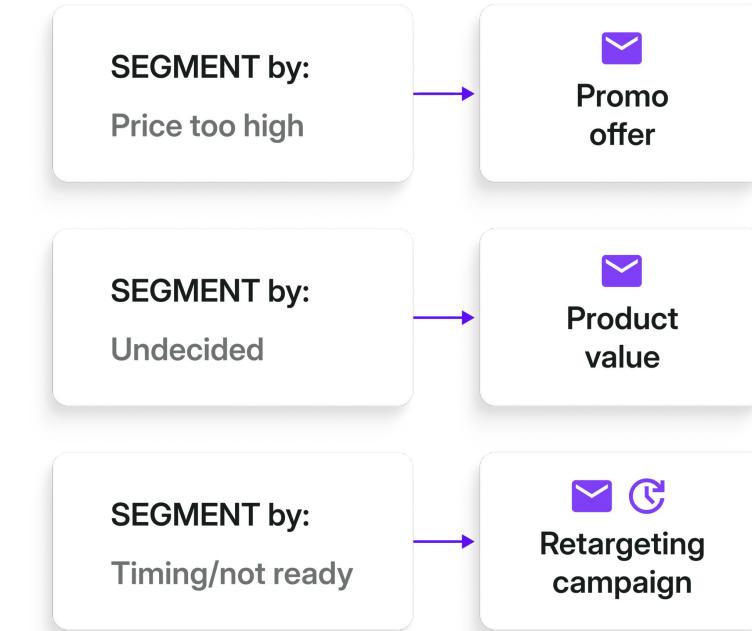
2.2. Lead Nurturing - Content Needs

Content Needs Survey
("What topics would be interesting for you?")

ACTION:
Segment by content needs

Suggested survey channels:

Website   Email
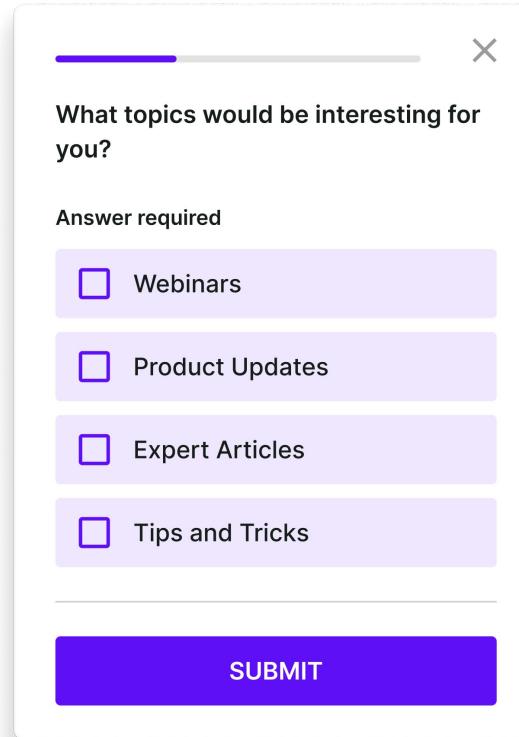
What topics would be interesting for you?

Answer required

☐ Webinars

☐ Product Updates

☐ Expert Articles

☐ Tips and Tricks

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2.2. Lead Nurturing - Content Needs

TRIGGER

User visits blog

SURVEY

Content needs survey

ACTION

Auto-enroll in topic based nurtures
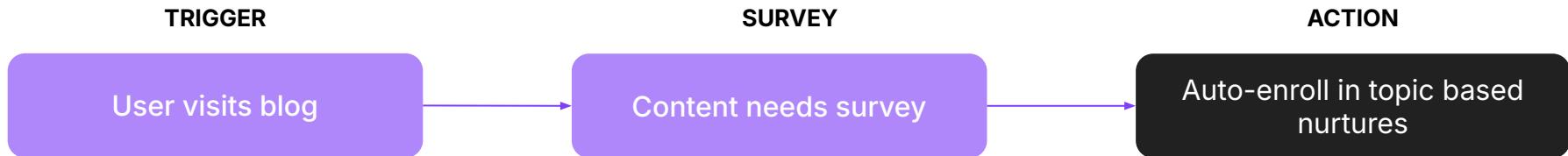
Content need = Webinars

Join us for **a live webinar** on AI music playlists! 🥳

Webinar Invitation

AI playlists

Join our live session to learn how AI playlists work and how to get the most out of personalized music recommendations.

📅 September 25, 2025

🕕 6:00 PM – 7:00 PM
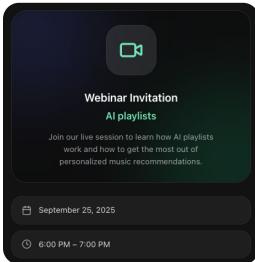
YourMusic

Listen now

Content need = Expert Articles

Expert article on shuffling playlists is now live!

Expert Articles
Curated insights from industry professionals

🔀 Shuffle

Articles   5 items

📄 How AI Curates Playlists
Music Lab · 6 min read

📄 The Science of Music Recommendations
Dr. A. Keller · 8 min read

📄 From Data to Emotion: AI in Music
Sound Insights · 5 min read

📄 Why Personalization Matters
UX Weekly · 7 min read

📄 Future of Streaming Platforms
Tech & Audio · 9 min read

YourMusic

Read article

Content need = Product Updates

November **Product Update**: AI playlists & new shuffle

🚀

AI playlists & new shuffle

Discover smarter playlists powered by AI and enjoy a brand-new shuffle experience designed to surprise you.

🎵 AI playlists
Personalized playlists that adapt to your mood, habits, and listening history.

🔀 New shuffle
A refreshed shuffle algorithm that balances favorites with fresh discoveries.

YourMusic
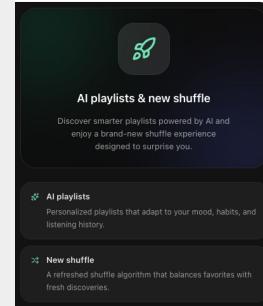
Log in to check

3. First Experience:
JBTD and Early Satisfaction

The first moments in your app **set the tone** for everything that follows.

Are users getting value right away? Do they understand what to do next? Or are they confused and frustrated?

Survey users early to understand their "job to be done" and measure satisfaction while there's still time to course-correct.

First Experience Survey
("What brought you to the app?")

ACTION:
Improve onboarding based on job to be done

Suggested survey channels:

In-app
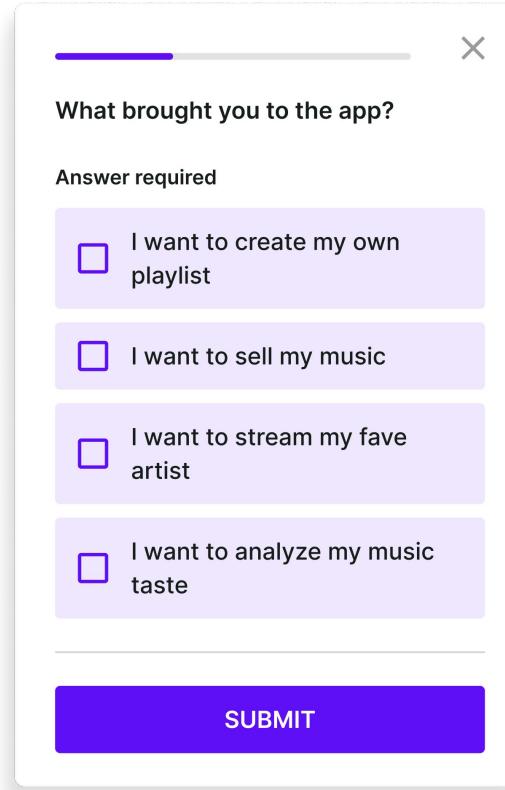
What brought you to the app?

Answer required

☐ I want to create my own playlist

☐ I want to sell my music

☐ I want to stream my fave artist

☐ I want to analyze my music taste

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3.1. First Experience - Understand JBTD

TRIGGER

SURVEY

ACTION

User signs up to the app → Intent survey → Fix onboarding based on JTBD

JBTD = create playlists → Cue-led onboarding with 'create playlist' as first action

JBTD = selling music → Suggestion to book a call with CS/sales as first step

JTBD = analyze music taste → Make music analysis feature fore-front or send direct comms about it

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CSAT Survey

("On a scale from 1-5, how satisfied are you with the app experience?")

ACTION:

Segment by satisfaction

Suggested survey channels:

In-app

How would you rate your satisfaction with our app?

Answer required

😡 🙁 😐 🙂 😍

Very bad   Very good

3.2. First Experience - Early Satisfaction

TRIGGER

SURVEY

ACTION

User logs in to the app for the second time → CSAT survey → Personalized campaign based on satisfaction

CSAT score = 0-2 → Offer dedicated support, 1-1 sessions

CSAT score = 3-4 → Send out tips and tricks

CSAT score = 5 → Add to a Promoters segment
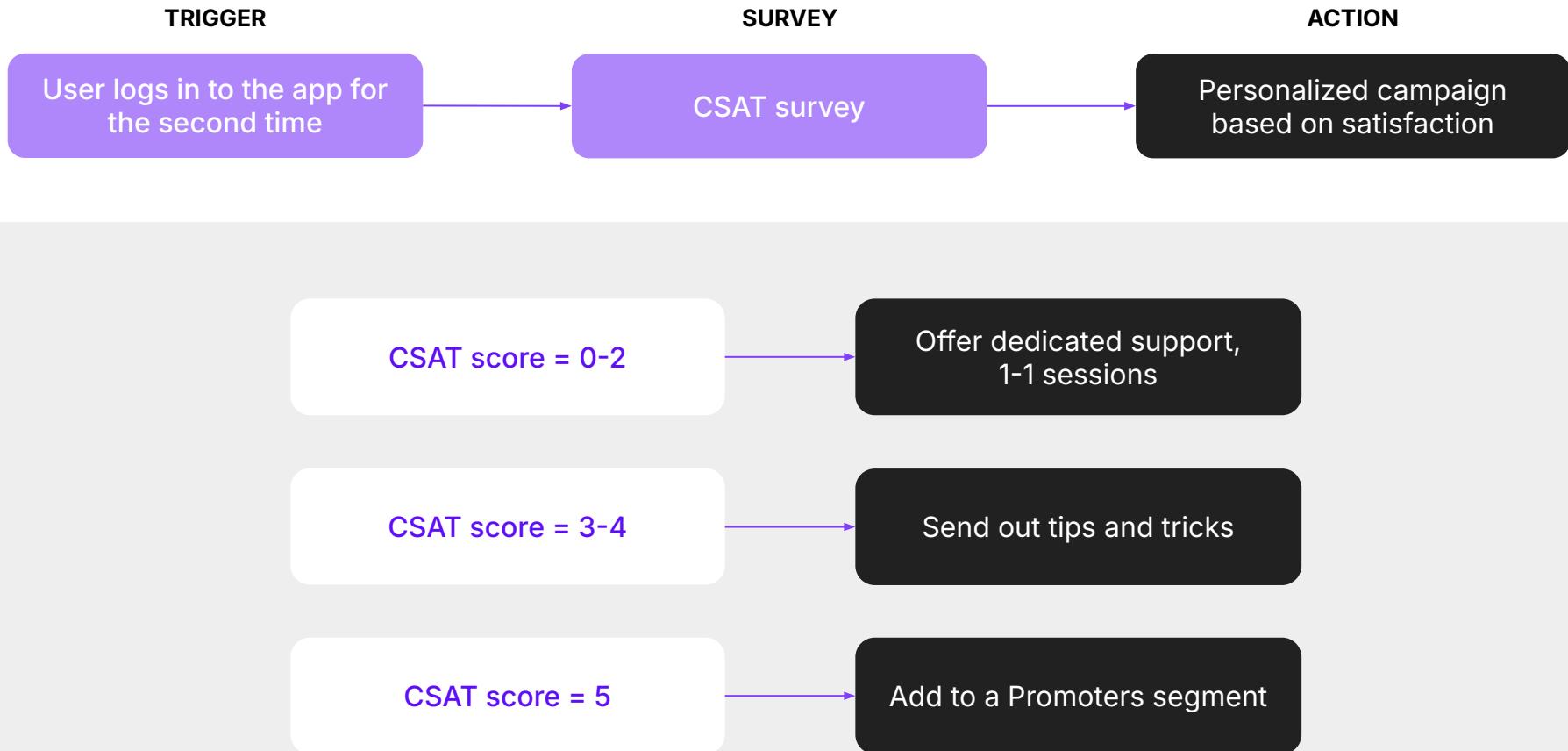
4. **Early Engagement:**
Removing Blockers

Users have signed up, tried your product. Now the question is: will they stick around?

Early engagement is where you **identify friction points** that prevent users from experiencing core value.

Ask about blockers, confusion, or incomplete actions, then personalize your approach to get users past those hurdles.

4.1. Early Engagement - **Blockers**

Feature Blocker Survey
("Why didn't you complete [example] action?")

ACTION:
Segment by blocker

Suggested survey channels:

In-app   Email

SEGMENT by:
Undecided
→ ✉ Product value

SEGMENT by:
Confused with the app
→ ✉ Getting started comms

SEGMENT by:
Didn't find good playlist
→ ✉ Artist suggestion
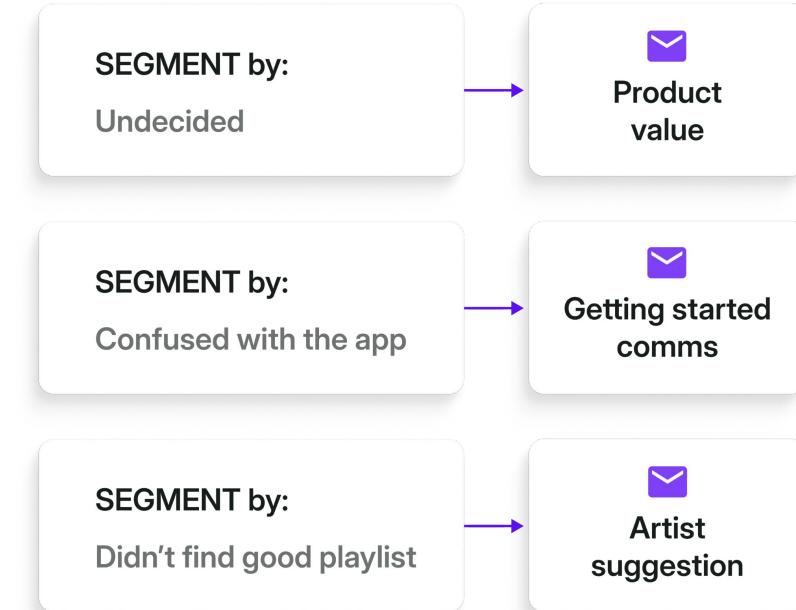
5. Paywall:
Messaging & Conversion Upgrade

Your paywall is where interest either converts into revenue... or walks away.

If users aren't upgrading, you need to know **why**.
Is the messaging unclear? Is the value not obvious?
Is something blocking the purchase?

Survey at the point of decision to understand hesitation and optimize conversion.

Paywall Messaging Survey
("Is the content on this page clear enough?")

ACTION:
Adjust copy based on signals

Suggested survey channels:

In-app   Website
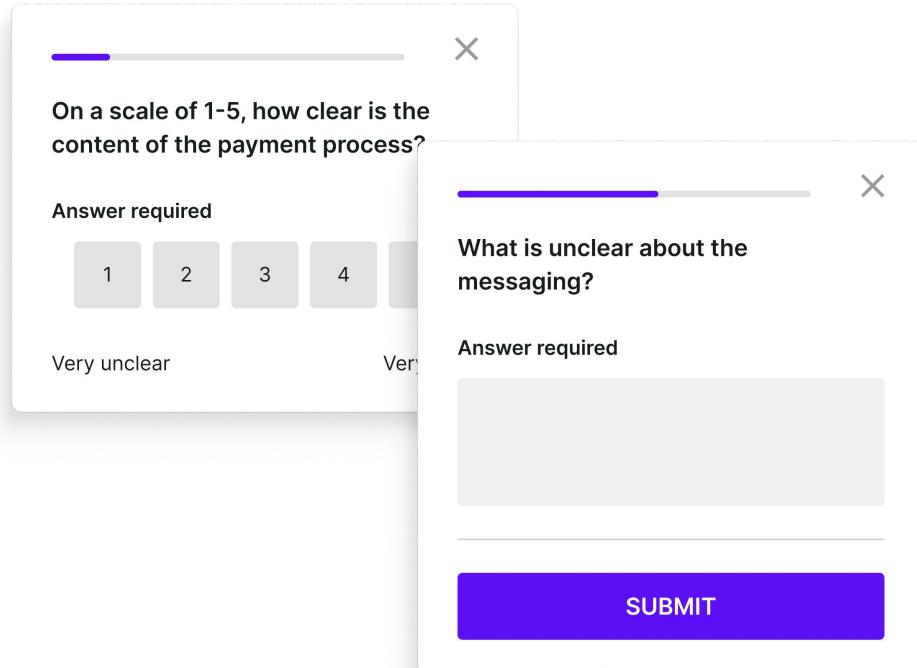
On a scale of 1-5, how clear is the content of the payment process?

Answer required

1	2	3	4

Very unclear   Ver

What is unclear about the messaging?

Answer required

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Use AI Follow Up Questions

Ask for more context
("What is unclear about the messaging?")

ACTION:
Use AI to automatically ask more in-depth questions and stop guessing
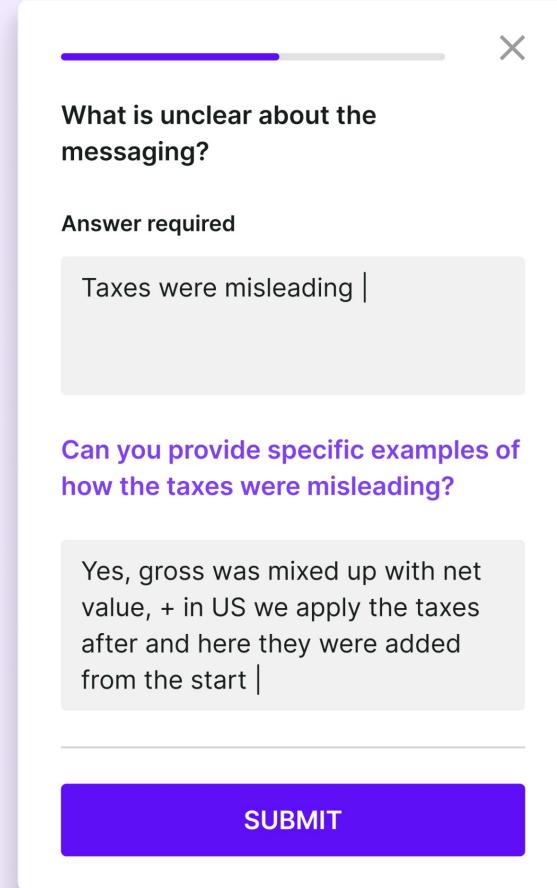
What is unclear about the messaging?

Answer required

Taxes were misleading |

Can you provide specific examples of how the taxes were misleading?

Yes, gross was mixed up with net value, + in US we apply the taxes after and here they were added from the start |

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5.2. Paywall - Upgrade Conversion

Upgrade Blocker Survey
("What's blocking you from upgrading?")

ACTION:
Segment by blocker

Suggested survey channels:

In-app   Email

SEGMENT by: Price too high	✉ **Discount offer**
SEGMENT by: Missing features	✉ **Research interview**
SEGMENT by: Didn't see value	✉ **Educational content**
SEGMENT by: Timing/not ready	✉ 🕐 **Reminder email**
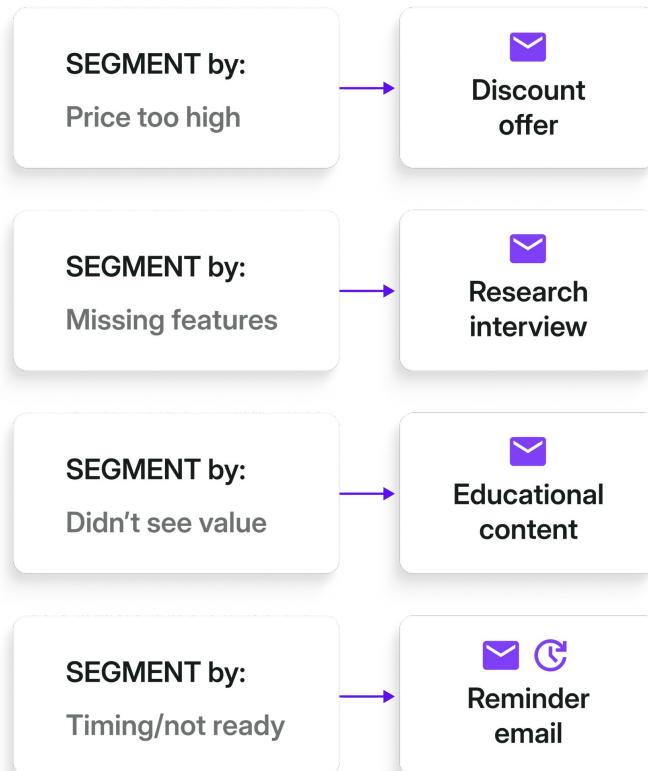
6. Purchase Experience: Reason and Motivation

When someone upgrades, that's valuable intelligence.

Understanding **what motivated the purchase** helps you replicate that success with other users and personalize the post-purchase experience.

Ask what tipped the scale, then use those insights to refine messaging and drive even more conversions.

6.1. Purchase Exp. - Reason and Motivation

**Post Trial Survey**

("What made you upgrade your subscription?")

ACTION:
Segment by upgrade reason

Suggested survey channels:

In-app   Email

SEGMENT by: To remove ads	→	Don't reach out too often or reach out with product egnagement comms, highlighting no ads and other values
SEGMENT by: Wanted to support artists	→	✉ Send comms in collab/about artists
SEGMENT by: Because of promo	→	✉ Send more discounts/special offers

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6.1. Purchase Exp. - Reason and Motivation

User upgraded their subscription

Purchase reason survey

Auto-enroll in personalized comms
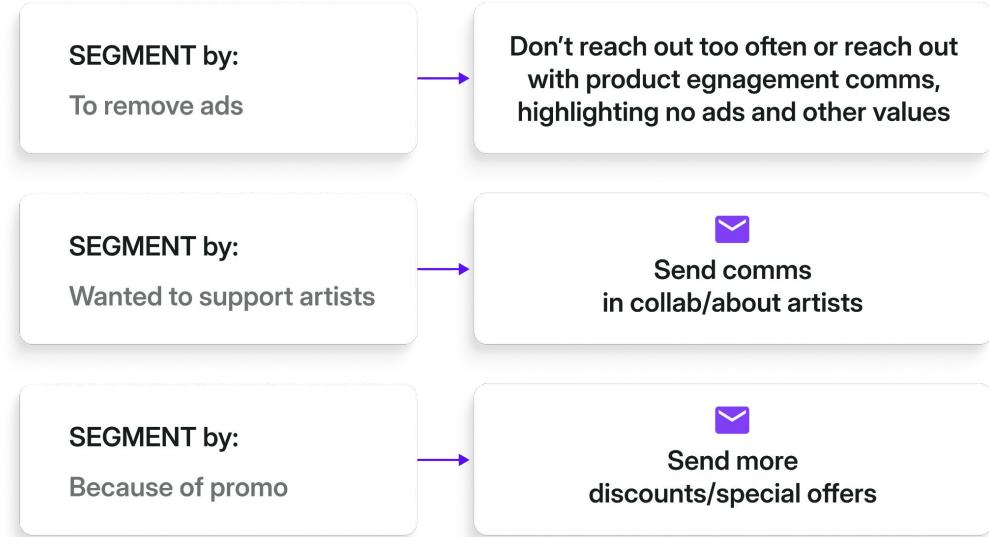
Purchase reason = no ads

Nothing stops you from **playing your favourite tunes, on loop** (24/7) 🎵

maybe just your downstairs neighbours 🫣

You're on a No-Ads plan

Enjoy uninterrupted listening — no ad breaks between songs.
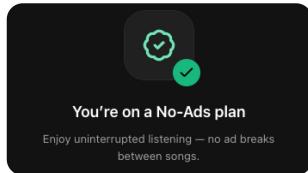
YourMusic

Listen now

Purchase reason = support artists

Your favourite artist has just released a **new hit** "Elevator" 👀

Elevator
John Berry

1:42   3:58

YourMusic

Listen now

Purchase reason = promotion

Get 20% for a family deal: 5 shared accounts, one subscription 🥳

Family Plan Special Offer

Share music with the people you love and save together.

% 20% off · 5 shared accounts

YourMusic

5 individual accounts

No ads for everyone

Personal playlists & recommendations

Upgrade now
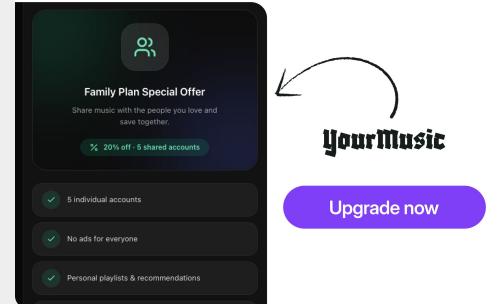
7. Turning One-Time Buyers Into Repeat Purchases

They purchased once. But **will they come back**?

One-time buyers represent untapped **revenue potential**. The key is understanding what would bring them back for a second purchase.

Survey to uncover what's missing, what they'd like to see improved, and what offers might re-engage them.

7.1. One Time Buyers - Repeat Purchases

Product Survey
("What would convince you to purchase more from us in the future?")

ACTION:
Build roadmap/Improve product/CX to drive more purchases and send dedicated campaigns

Suggested survey channels:

In-app   Email

SEGMENT by:		✉
Missing features	→	You asked, we built campaign

SEGMENT by:		✉
Promos	→	Promo offer

SEGMENT by:		✉ 🕐
Better support	→	Support comms
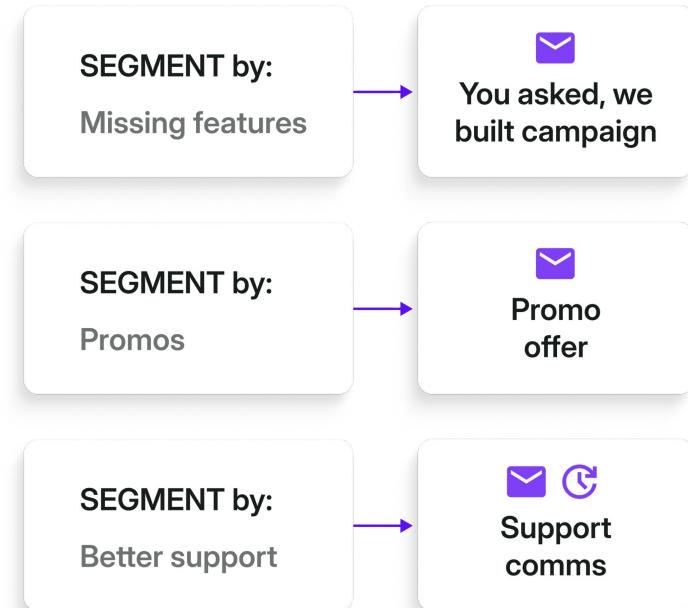
8. Ongoing Usage: CSAT, NPS, Support Satisfaction, and Customer Loyalty

Active users are your **most valuable asset**, but their satisfaction isn't guaranteed.

Regular feedback helps you **spot issues** before they become problems, **identify promoters** who'll spread the word, and **continuously improve** the experience.

Monitor satisfaction, loyalty, and support quality to keep users engaged long-term.
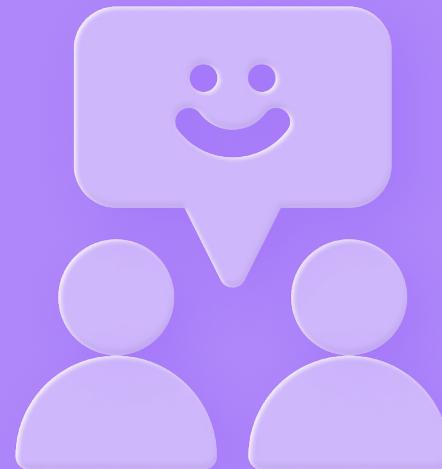
8.1. Ongoing Usage - CSAT

Post Trial Survey
("On a scale from 1-5, how satisfied are you with the app?")

ACTION:
Segment by satisfaction

Suggested survey channels:

In-app

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8.1. Ongoing Usage - CSAT

TRIGGER

User uses the app continuously

SURVEY

CSAT survey

ACTION

Personalized campaign based on satisfaction

CSAT score = 0-2 → Offer dedicated support, 1-1 sessions

CSAT score = 3-4 → Send out tips and tricks

CSAT score = 5 → Add to a Promoters segment

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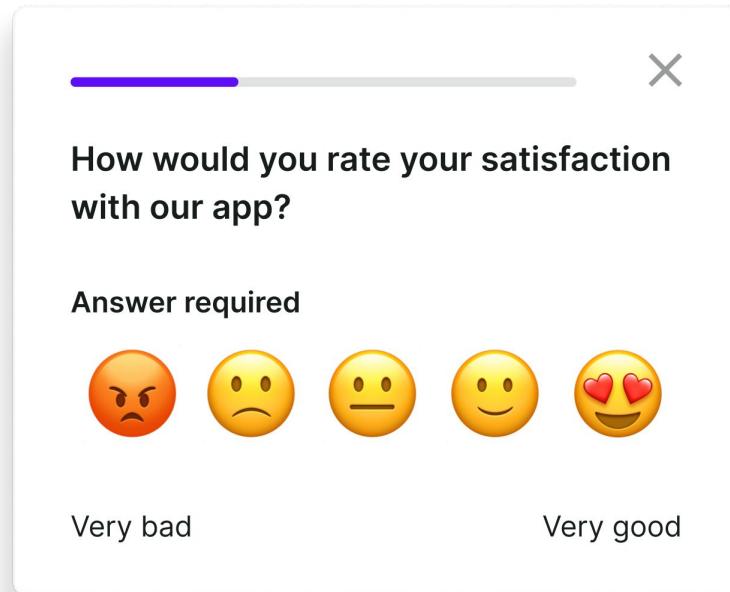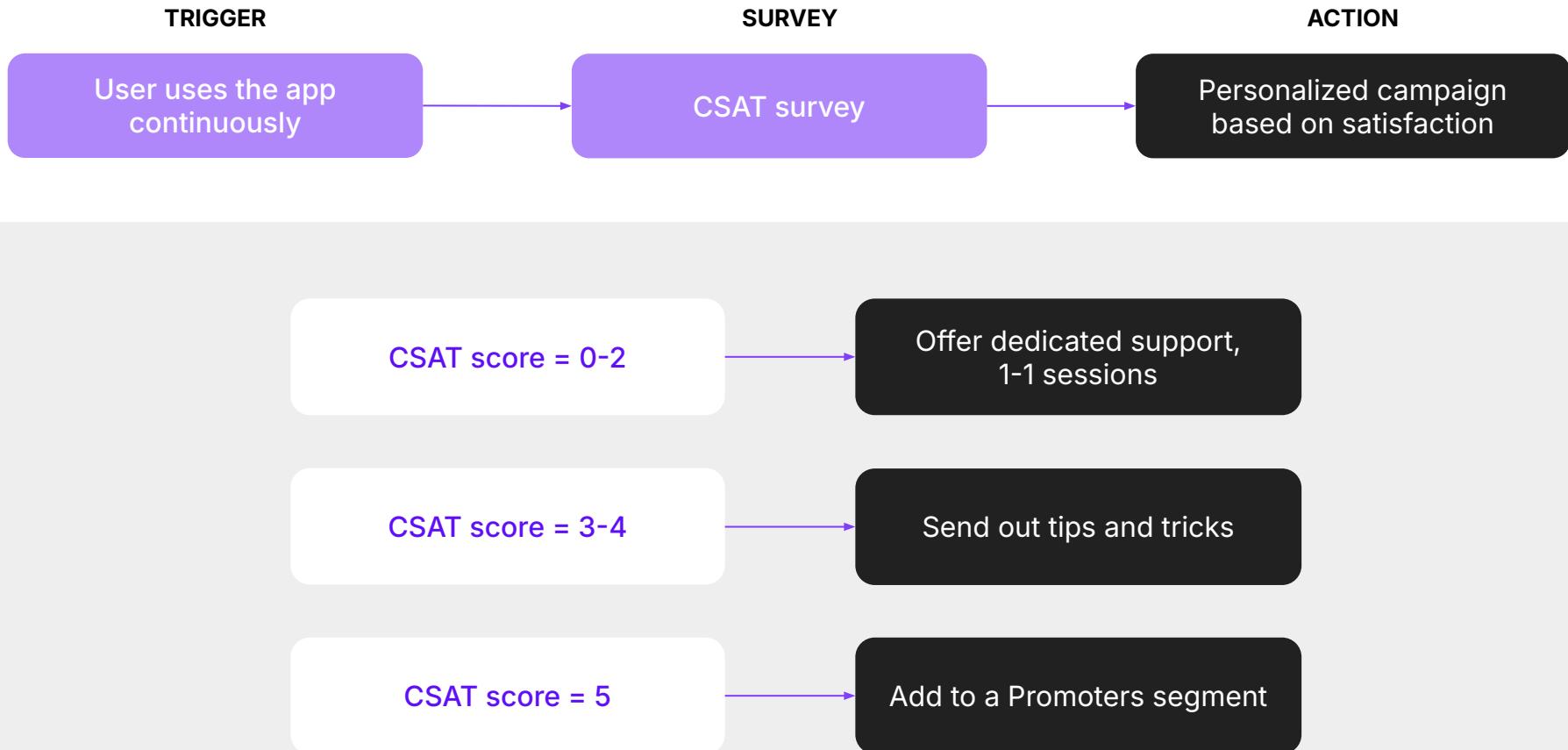
8.2. Ongoing Usage - NPS

NPS Survey

("On a scale from 0-10, how likely are you to recommend our app to a friend or colleague?")

ACTION:

Segment by NPS Score

Suggested survey channels:

In-app

NPS 9-10 Promoters	→	✉ Refer-a-friend program
NPS 7-8 Passives	→	✉ Tailored tips
NPS 0-6 Detractors	→	✉ CS Manager check-in
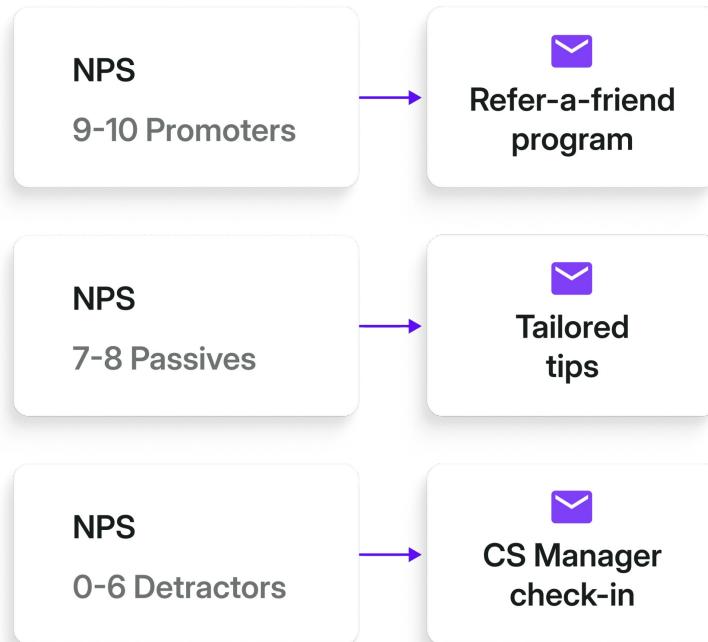
8.3. Ongoing Usage - Support Satisfaction

Support CSAT Survey
("On a scale of 1-5, how satisfied are you with our Support?")

ACTION:
Segment by Satisfaction Levels

Suggested survey channels:

In-app   Email

Support CSAT 4-5	→	Ask for a quote on support's work
Support CSAT 3	→	Offer additional support
Support CSAT 1-2	→	Ask more questions, what can we improve?

8.4. Ongoing Usage - Reviews from Loyal Customers

NPS Survey
("On a scale from 0-10, how likely
are you to recommend our app to
a friend or colleague?")

ACTION:
Ask for reviews

Suggested survey channels:

In-app   Email
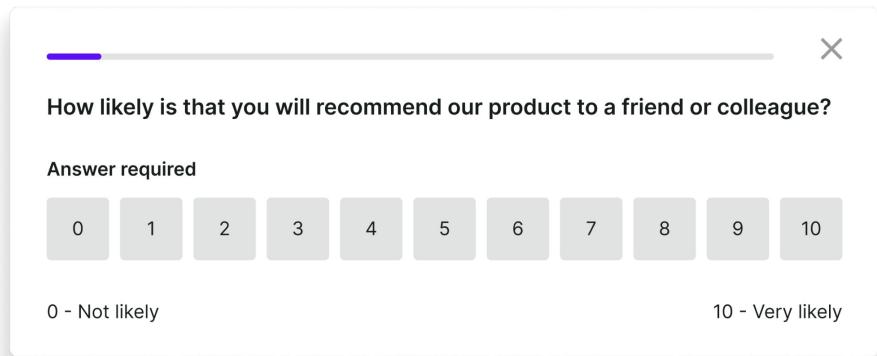
How likely is that you will recommend our product to a friend or colleague?

Answer required

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

0 - Not likely   10 - Very likely

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9. Inactivity and Drop Off Reasons

When users go **quiet**, you need to act **fast**. Inactivity is a warning sign, but it's also an opportunity.

Ask what's blocking them from using the app, and you might be able to **win them back** before they're gone for good.

Survey inactive users to understand the "why" behind their absence, then re-engage with targeted, relevant messaging.

# 9.1. Inactivity & Drop Off - Reasons

Inactivity Reasons Survey
("What's stopping/blocking you from using the app?")

ACTION:
Segment by inactivity reason and send personalized comms to re-engage users

Suggested survey channels:

Email
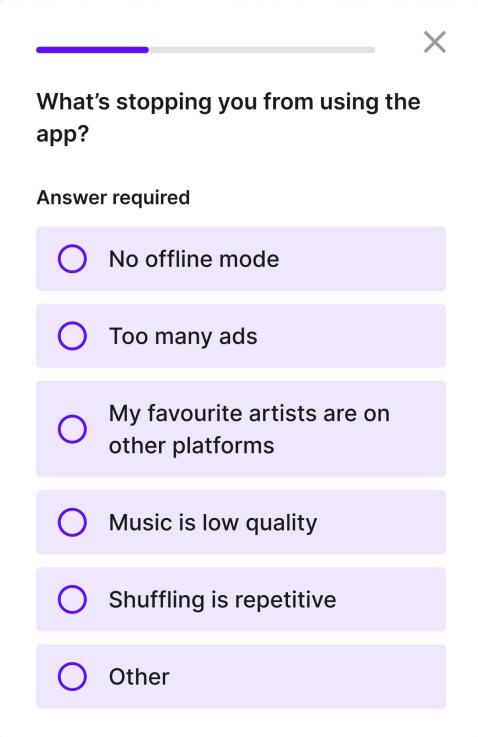
What's stopping you from using the app?

Answer required

- ○ No offline mode
- ○ Too many ads
- ○ My favourite artists are on other platforms
- ○ Music is low quality
- ○ Shuffling is repetitive
- ○ Other

9.1. Inactivity & Drop Off - Reasons

TRIGGER

User has not logged in for 2 months

**SURVEY**

Inactivity reason survey

ACTION

Send personalized comms based on inactivity reason

Inactivity reason = no offline mode

Inactivity reason = couldn't find good music


Inactivity reason = forgot about it
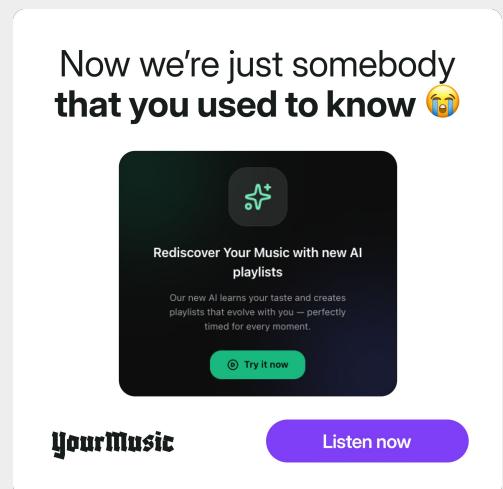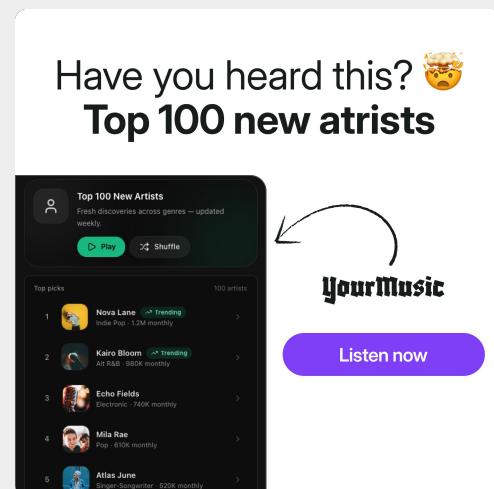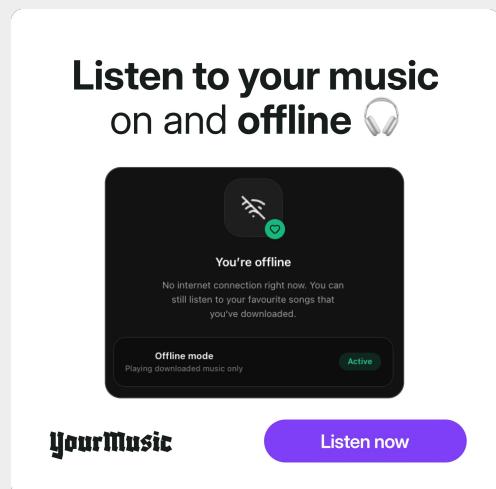
Churn and Cancellation:
Winning Back Customers

They've canceled. But **it's not over yet**.

Churn feedback is **pure gold**. It tells you exactly what went wrong and gives you a chance to win customers back with a targeted offer or fix.

Survey churned users to segment by **reason**, improve your product, and create **win-back campaigns** that address specific pain points.
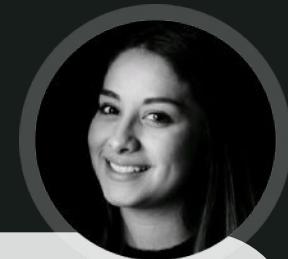
"With Survicate feeding data into Braze, we can act on feedback instantly.

Whether it's driving referrals or proactively supporting users at risk of churning.

Aura Arias

Head of CRM @ MAJORITY

# 10.1. Churn & Cancellation - Win Back Lost Customers

Churn Survey

("Why did you cancel your subscription?")

ACTION:

Segment by churn reason and win back lost customers with dedicated comms

Suggested survey channels:

Email

SEGMENT by: Price too high → ✉ Promo offer

SEGMENT by: Missing feature → ✉ You asked, we build comms

SEGMENT by: Missing artists → ✉ ⟳ We've added new music!
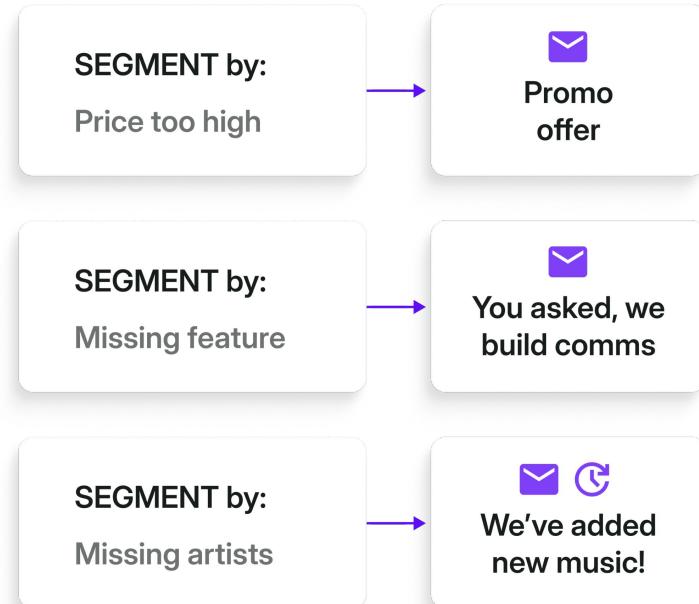
Why Braze Users Choose Survicate

Native Braze Integration

Setup in minutes, get data in Braze in real time
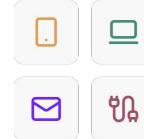
Multi-Channel Flexibility

Run surveys via email, in-app, web, mobile app

Advanced Surveys features,

incl. Smart survey logic, and user targeting
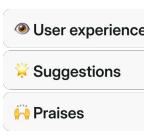
AI-Powered Insights

Auto-categorize responses, incl. text data

Braze **customers** who already use Survicate

Melitta   getolo   tibber   MAJORITY   Moneybox   DOUGLAS   taxfix   BLUE LIGHT CARD.

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Ready to **learn more?**

Set up an introduction call at a time that **works for you** with one of our Survicate Experts

Book a demo→