

@told + **MAKE.
ORG**

CUSTOMER STORY

**How Make.org
built stronger civic
experiences with Told
feedback?**





ABOUT

Make.org is a Civic Tech company developing digital tools to bring citizens and employees back to the heart of collective decision-making. Their platform includes public consultation and collaborative dialogue products, deployed in partnership with major corporations and institutions across Europe.

INDUSTRY

Civic Tech / SaaS

COMPANY SIZE

European Scale-up

25%

PARTICIPATION

04

LANGUAGES

Challenge

Make.org wanted to better understand the user experience on its citizen consultation platform and identify potential friction points. The goal was to improve the participant journey, boost engagement, and nurture a strong product feedback culture across countries.

Approach

The team integrated Told into their consultation product to automatically collect Net Promoter Score (NPS) feedback and open a direct communication channel between users and the product team. Told enabled the collection of feedback at key moments in the user experience. Users could also book one-on-one meetings with the product manager to share their experience in detail. With its multilingual capabilities, the platform was easily rolled out across all Make.org products in France and other European countries.

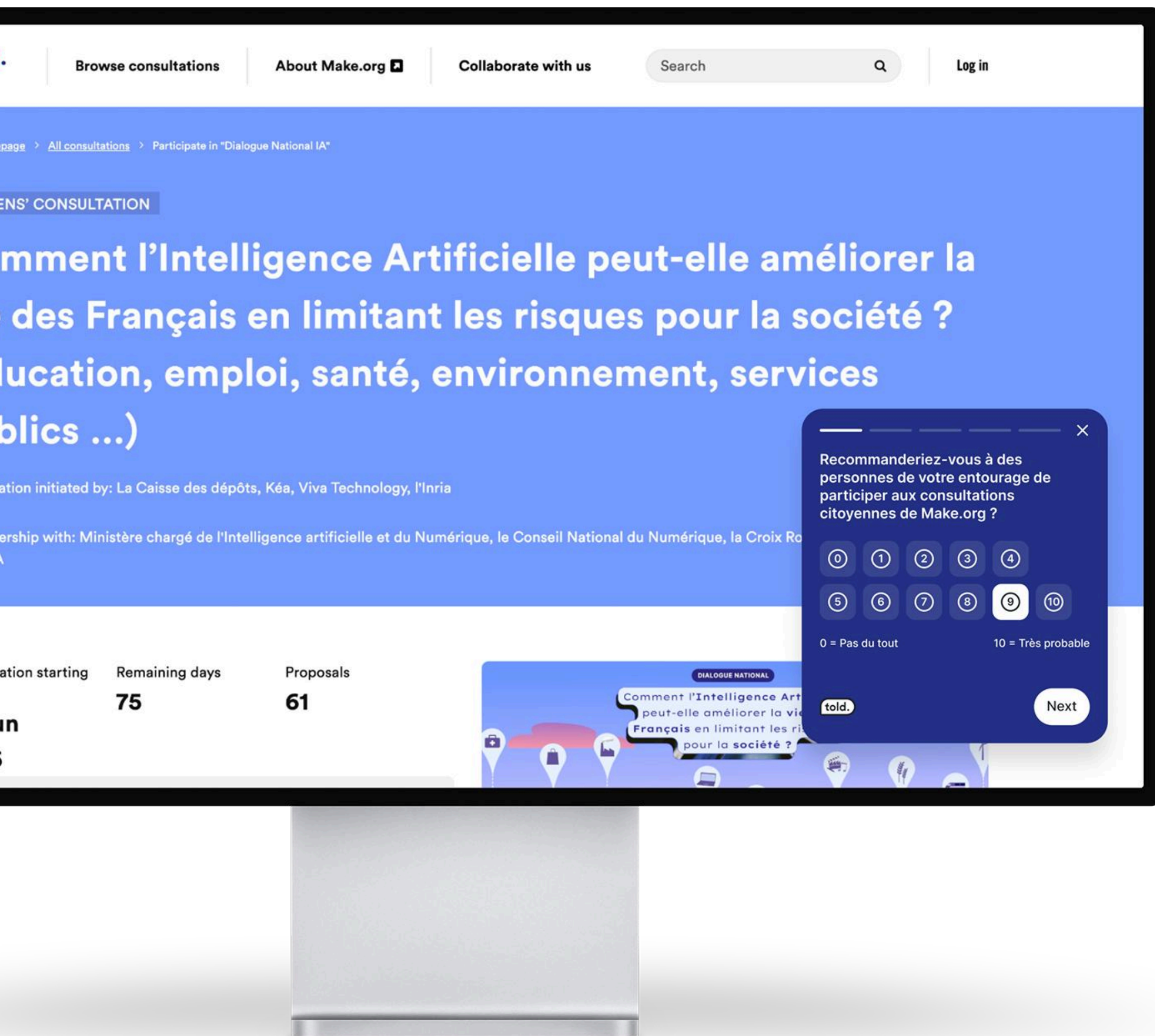
Results

The implementation was seamless and fast. In just a few clicks, the team was able to deploy Told across multiple products. They uncovered invisible UX friction points and established a direct, ongoing dialogue with users. The feedback collected helped strengthen user satisfaction and provided actionable insights that now guide product improvements. Told has become a key part of the team’s feedback and iteration workflow.

I use Told to collect NPS feedback and better understand our users’ experience. The setup is super easy, the back office is intuitive and multilingual, and I can even offer users the chance to book a call with me. It’s become a real product reflex for us.



Marion Jachimski
Senior Product Manager



START FOR FREE

Want to collect feedback like Make.org?

Book a meeting