

From hours to minutes: how Retail Solutions **speeds up user feedback collection**



Challenge:

Time-consuming in-app user feedback collection

The regular launch of in-app surveys

required hours to prepare a survey from scratch.

often relied on reused survey copies without improvements.



Solution:

Survey AI Copilot

providing complete survey including structure, design and content suggestion.

50%

reduction in survey preparation time

>20min

average time from draft to launch



With the Survey Copilot from Product Fruits, crafting insightful surveys becomes effortless and swift. It allows me to create more surveys in a shorter amount of time.

Lennart Bijkerk

Business Analyst, Retail Solutions

About company:

Retail Solutions PMT is a leading Dutch provider of a digital platform that streamlines daily retail operations in the Benelux region. The platform helps store teams manage tasks, improve communication, and work more efficiently across retail locations.

How Retail Solutions streamlined its survey deployment:

As a feature-rich, complex platform, Retail Solutions finds user feedback across different roles essential for product development iterations and improving user experience.

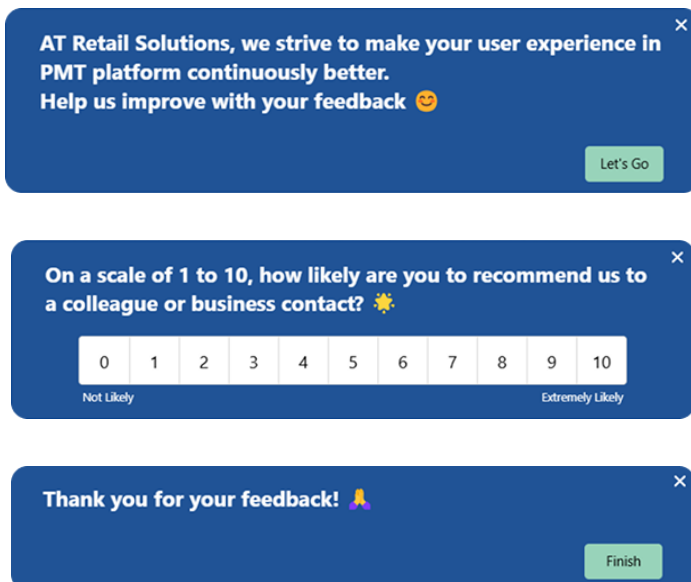
The product team regularly conducts CSAT and NPS surveys, targeting segmented user groups (customers).

NPS surveys are enriched with additional 3–4 cards to gather insights about:

- the respondent's user role selection
- overall satisfaction with the platform
- feedback (branching functionality is applied here: based on the score from 0–10 chosen on the first survey card, a relevant follow-up card is displayed to the user for feedback)
- thank you page

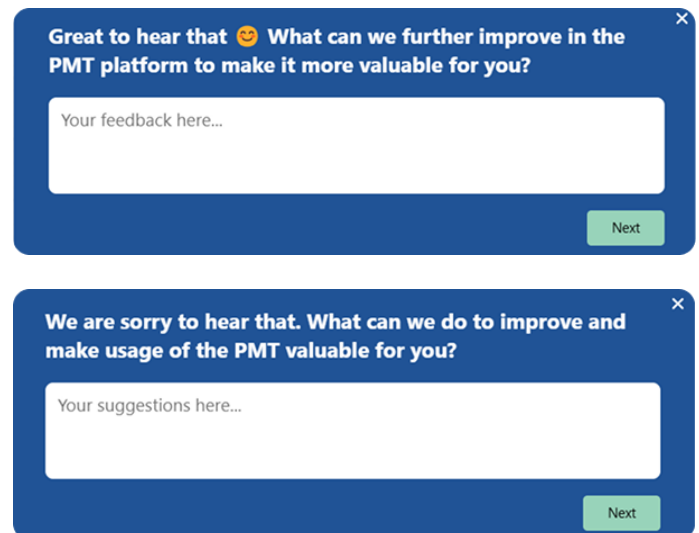
To make survey creation faster and more scalable, the team creates the surveys with AI Survey Copilot.

With just a short input, the **Survey Copilot** suggests the best question types, structure, wording, and survey length. It also supports combining different survey formats (NPS, CSAT, churn, etc.) into one tailored flow.



The image shows three stacked survey cards from an NPS survey. The first card is a blue box with white text: "AT Retail Solutions, we strive to make your user experience in PMT platform continuously better. Help us improve with your feedback 😊" and a green "Let's Go" button. The second card is a blue box with white text: "On a scale of 1 to 10, how likely are you to recommend us to a colleague or business contact? 🌟" and a horizontal scale from 0 to 10. Below the scale, "Not Likely" is written under 0 and "Extremely Likely" under 10. The third card is a blue box with white text: "Thank you for your feedback! 🙌" and a green "Finish" button.

NPS survey made by AI Survey Copilot



The image shows two stacked feedback cards. The first card is a blue box with white text: "Great to hear that 😊 What can we further improve in the PMT platform to make it more valuable for you?" and a text input field with "Your feedback here..." and a green "Next" button. The second card is a blue box with white text: "We are sorry to hear that. What can we do to improve and make usage of the PMT valuable for you?" and a text input field with "Your suggestions here..." and a green "Next" button.

Branching functionality displays to users different feedback cards based on the voting on card 2 (scale 0–10).

Power Tip:

Discover practical tips for collecting and measuring your NPS score in our article [here](#) — from launching a well-crafted survey to evaluating results and taking meaningful action.