

# AirPlus

Smarter payment. Better business.

AirPlus International uses QuestionPro for quantitative data collection in CX and market research — from standardized customer satisfaction surveys to customized studies for internal stakeholders.



## Challenge 1

Insufficient user-friendliness.

## Challenge 2

Limited question types and evaluation options.

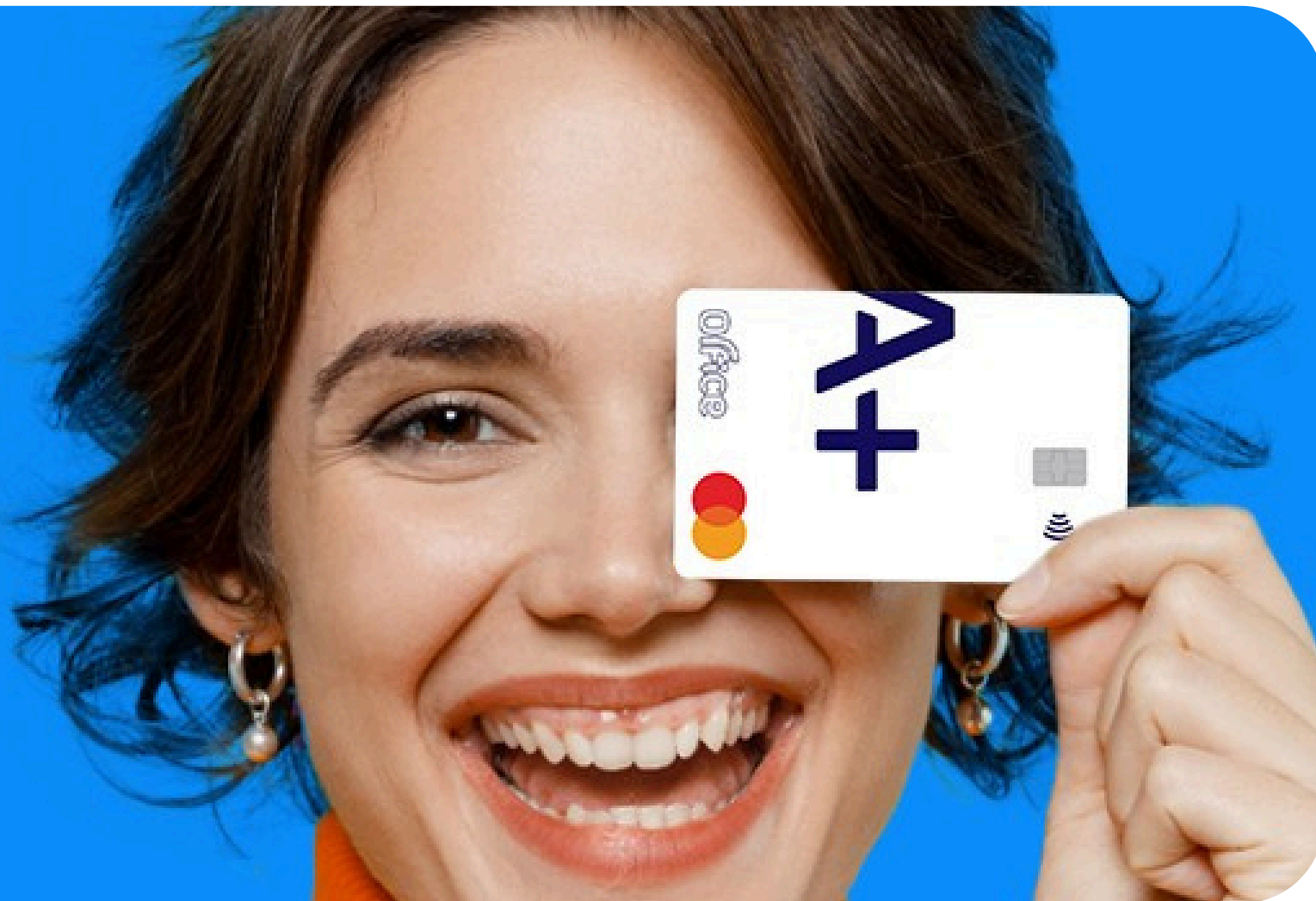
## Solutions

CX + Research Solution

# About AirPlus

international provider of payment solutions

Further information can be found here:  
<https://www.airplus.com>



## Overview

We had the opportunity to talk to Silke Scherf, responsible for Customer and Market Insights at AirPlus International, about how her team uses QuestionPro.

## Starting point: Inefficiency and dissatisfaction

Before introducing QuestionPro, AirPlus used a CX solution that was flexible in terms of setting up alerts and follow-up processes, but did not have interfaces to data processing systems, or these interfaces would have been very expensive to set up (e.g., Power BI).

For market research purposes, this solution was also only of limited use due to an insufficient selection of question types and analysis options. This significantly limited what the team could offer as an internal agency.

To counteract this limitation, another software solution for surveys was used in parallel—which was generally not considered optimal and also incurred additional costs.

Overall, dissatisfaction within the team grew and the need for a solution that was equally efficient and powerful for CX and research became increasingly urgent.

**With QuestionPro, we can create surveys faster and easier than ever before. The intuitive user interface and integrated translation tools in particular save us a huge amount of time and enable us to conduct our international surveys efficiently.**

Silke Scherf  
Director Customer Touchpoints



## Gain deeper insights and greater efficiency with Question Pro

QuestionPro helped AirPlus overcome these challenges. The platform impresses above all with:

- Its user-friendliness
- The ease with which surveys can be created and customized
- The significant reduction in the effort required to implement multilingual surveys, thanks in part to integrated translation suggestions
- The excellent documentation for quick self-help and competent customer service for further support when needed.

Another major advantage is the ability to connect directly to external reporting tools. While this was only possible with considerable development effort and additional costs with the previous solution, QuestionPro provides the necessary interface in the basic package.

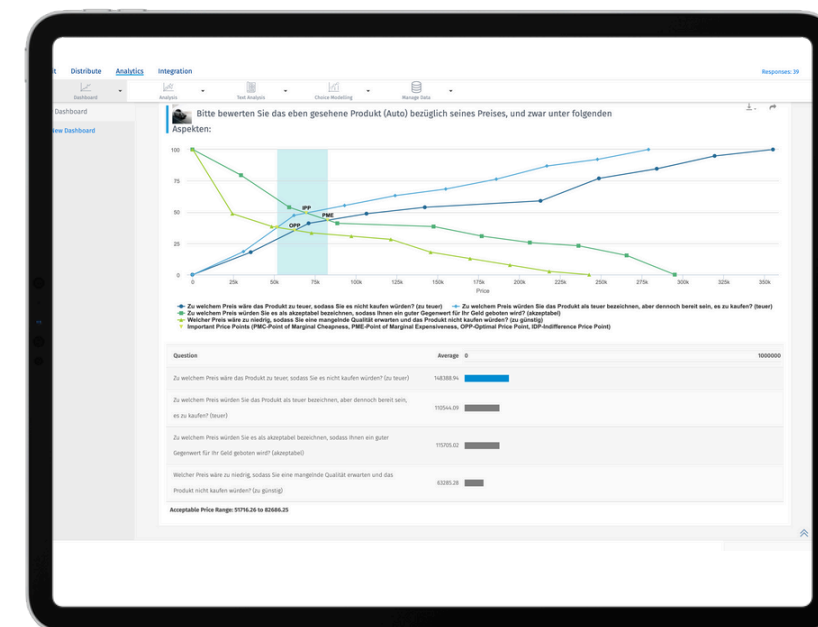
By switching to QuestionPro, AirPlus not only saves valuable time, but also gains deeper insights that the company can use specifically for strategic decisions.

# Overview of QuestionPro solutions

- Customer experience solution
- Journey management
- Market research solution
- Online community
- Consulting
- Full service
- Global panel (22 million)
- Employee experience solution
- AI sentiment analysis

## About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously developed for two decades to meet the needs and desires of our customers in the areas of experience management, market research, and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analysis solutions in the world. Our main areas of business are market research, customer experience, and employee experience.



Learn more

[www.questionpro.com](http://www.questionpro.com)