



funda captures key insights to inform product development and elevate the voice of the user



#### THE CHALLENGE

### Gathering and disseminating continuous user feedback

funda was founded 20 years ago to help people rent, buy, and sell homes, apartments, and commercial properties across the Netherlands. As the country's leading real estate platform, funda wanted to unlock the ability to continuously capture insights into users' preferences and opinions about the company's products and features. funda already performed market research at regular intervals, but it wanted to enable a steadier stream of feedback to inform new product development and other site enhancements. And it wanted to do so in a way that was unobtrusive to the user.

funda turned to the GetFeedback platform to uncover trends, analyze user satisfaction levels, and understand key drivers affecting the business—enabling them to easily share insights across the organization and improve the overall user experience.

**“GetFeedback helps us collect continuous feedback in a more organic way. We receive feedback on our site every day, sometimes every hour, depending on time.”**

Rick Pijnenburg, product designer at funda

# 85%

Home value estimate feature satisfaction grew from 35%

# 5MM

Number of visitors per month that provide feedback

# 140

Employees reviewing customer feedback

## THE SOLUTION

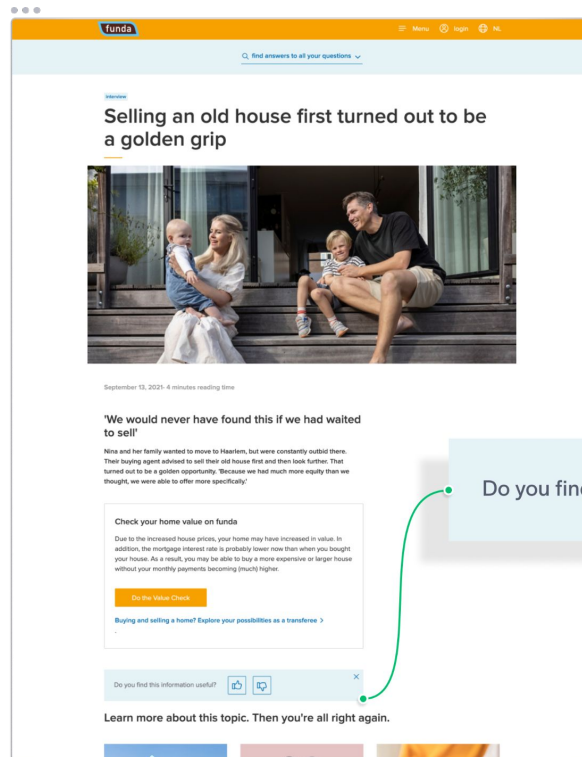
### Optimizing content and features

With GetFeedback, funda was able to quickly and easily embed a feedback mechanism into its online platform. With active and passive feedback collected across the platform, from buttons to in-page forms, funda can now analyze specifics of the user experience.

funda uses GetFeedback to assess the overall satisfaction of its users as well as sentiment surrounding specific features or content, such as the Frequently Asked Questions section on its website. For the FAQs specifically, funda integrated in-page feedback and began asking readers for a simple thumbs up or down to determine how effectively the FAQ content addresses a topic.

“Our service operations team looks at which articles are getting a lot of negative feedback, or users saying that their questions aren't being answered, and they can improve the answers within the articles, for a direct impact,” said Rick Pijnenburg, Product Designer at funda.

funda also used GetFeedback to improve how it estimates house market values. Initially, the company asked homeowners about the size of the house and the lot, the type of house, and the age of the house to form an estimate. Insights from the platform pointed to another dimension users feel is important in estimating value—how well-maintained the home is. After adjusting the estimate to incorporate the maintenance state, satisfaction with the feature went from about 35% to 85%.



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**Organization:**  
funda

**Strategic goal:**  
Understand user wants and needs, as well as gather continuous feedback to inform product development

**Solution:**  
GetFeedback

**Success factors:**

- Continuous customer insights
- Flexible implementation
- Increased satisfaction on product improvements

**“With the help of GetFeedback, we get a direct lens into what our customers want to see. For example, ‘What is the next feature to work on?’ Or ‘What are the most pressing things to improve on now?’ And ‘Why are users experiencing difficulties with something?’”**

Rick Pijnenburg, product designer at funda

#### THE RESULTS

### Elevating the voice of the user

A key benefit, Pijnenburg said, is that GetFeedback helps funda elevate the voice of the user across the company. Quantitative analysis is displayed visually, making the data easy to digest.

“Now we have a platform where we get active feedback from customers, and it is being used by multiple people and multiple departments across the company as well,” Pijnenburg said. “We created workspaces for some important topics, and they’re all accessible to everyone. We also highlight feedback—one of our researchers sends out a monthly update of the most important feedback, and it’s shared with the executive team.”

It is also now much easier, and more scalable, to conduct ad hoc research, Pijnenburg added. For instance, the company can quickly understand how people are feeling about a hot housing market. It also helps the company measure overall satisfaction and track trends in its Net Simplicity Score (NSS) over time.

“We use GetFeedback to push our products to the next level, quality-wise,” Pijnenburg said. “It enables us to make improvements to the features we build, the things we work on, and the focus we bring with the product teams.”