Surveys

Scenario

ABC Suites (Pty) Ltd

“Feedback is the breakfast of champions” – Ken Blanchard

The Challenge:

At her previous company, CEO Candy Wrapper relied on freely available online tools to run customer and climate surveys. While they got the job done, the results were underwhelming. The questionnaires lacked polish, the branding was generic, and the reports were clunky and hard to interpret. Feedback was being collected—but not in a way that inspired confidence or drove meaningful action.

When Candy joined ABC Suites, she knew they needed a survey solution that matched their professional standards. Something flexible enough to handle internal and external audiences, branded to reflect their identity, and powerful enough to produce clear, actionable reports—all in one place.

How ABC Suites uses epic:

Epic’s **Surveys** feature delivered exactly that. ABC Suites appointed an internal “Survey Champion” to configure and launch a range of surveys—from customer satisfaction and staff climate checks to management effectiveness and 360° feedback.



The setup was intuitive and highly customisable, with a wide variety of question types to choose from. Each survey was professionally branded, and the resulting reports were visually rich and easy to analyse—complete with graphics that made insights pop.

Having all survey data and reports stored in one central location gave ABC Suites a huge advantage. Feedback became a strategic asset, not just a tick-box exercise. Whether engaging clients, listening to staff, or evaluating leadership, the team now had the tools to ask better questions—and act on the answers.

“From clunky forms to confident feedback—Epic’s Surveys feature gave ABC Suites the clarity, professionalism, and insight to lead with purpose.”