

Customer feedback you can trust

Ensure every decision is powered by accurate, authentic, and reliable customer feedback.



Summary

- ▶ Protect your CX program from survey fraud and unreliable responses
- ▶ Validate data before, during, and after surveys for stronger accuracy
- ▶ Automatically detect anomalies and cleanse invalid responses in real time
- ▶ Build trust in your program with insights you can rely on to drive strategy

Data is the backbone of modern decision-making, but high-quality data is harder than ever to come by. Online survey fraud has become increasingly prevalent, with threats ranging from professional survey takers to respondents speeding through surveys to AI bots completing surveys at scale. These risks can compromise the integrity of experience data and undermine the insights organizations rely on to shape change and strategy.

SMG and data integrity

Data integrity takes a multi-pronged approach to ensure only real, authentic customer responses are reported. Through real-time validation checks and advanced anomaly detection, bad data is screened out at every stage of the survey process.

This technology is supported by SMG's dedicated account teams—experienced research professionals who provide tailored advice and recommendations to keep your program's data quality strong. With the industry's most robust approach to data integrity, SMG delivers the highest-quality data you can trust to guide your business forward.

Why it matters

The quality of your data directly shapes the quality of your decisions, and protecting its integrity is essential.





Reliable business decisions

High-quality, accurate data is critical for making reliable decisions that positively impact your customers. Without strong data integrity, business strategies risk being misinformed or ineffective.



Increase program trust

Inaccurate data is the single biggest driver of distrust in a CX program. Once trust is lost, it becomes nearly impossible for the program to influence strategy or drive change. SMG's data integrity safeguards protect trust in your program and ensure it remains a credible tool for decision-making.



Stronger insights

Your analytics and insights are only as strong as the data they rely on. Even the most advanced tools are useless if the inputs aren't accurate. By protecting data integrity, SMG ensures the insights you generate are actionable, reliable, and powerful enough to guide meaningful improvements.

Our approach to data integrity

SMG takes a comprehensive, three-stage approach to protecting data quality—before, during, and after survey completion. This ensures every response is validated, every fraudulent attempt is filtered out, and every client receives insights they can trust.

Pre-survey (Design)

- ▶ Smarter survey design in collaboration with SMG experts
- ▶ Use client data sources (POS, loyalty, warehouse, hierarchy)
- ▶ Smart code invitations (dynamic QR, POS receipts)

During (Screen)

- ▶ Real-time survey screening
- ▶ Block invalid entries & duplicates
- ▶ Flag incomplete responses
- ▶ Detect abnormal patterns (speeding, flat-lining, gibberish)

Post-survey (Improve)

- ▶ Identify anomalies & cleanse data
- ▶ Educate field teams to build trust
- ▶ Take action with SMG support to address root causes

Ready to strengthen your program's foundation? **See how SMG's data integrity safeguards help you protect data quality, build program trust, and generate insights you can act on with confidence.**



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SMG delivers the future of Unified Experience Management®, empowering brands to engage customers and employees like never before. Powered by Ignite®, our AI-native platform, and the industry's only software-with-a-service (SwaS) approach, SMG provides real-time, predictive intelligence that turns BX, CX, and EX insights into action. From gathering feedback during experience design to optimizing each interaction throughout the customer journey, SMG ensures every decision is backed by data rather than guesswork. Learn more at www.smg.com.