



CUSTOMER CASE STUDY / SURVEY REWARDS

UChicago Medicine delivers survey rewards anytime from anywhere

The University of Chicago's Department of Radiation and Cellular Oncology uses TruCentive to send survey thank-you rewards 24/7. Branded email and text delivery gives respondents gift choice and physicians visibility into redemption.

THE OPPORTUNITY

Keep survey rewards moving

The department bought Starbucks gift cards in stores and mailed them as surveys were completed. When a family emergency interrupted fulfillment, the need for a more flexible approach became clear.

THE APPROACH

Send a branded thank-you from anywhere

With TruCentive, physicians can send customized reward messages by email or text when surveys are completed. Access is available 24/7, so sending a thank-you no longer depends on a trip to the store or post office.

Respondents choose a gift from the options offered, making the thank-you more personal. University branding and a tailored message connect the reward to the time and feedback each respondent contributed.

THE EXPERIENCE

Track rewards and recover unused value

The department gains visibility into reward redemption, and remaining reward value returns to its account after a defined period. That visibility helps the team understand reward use and manage its survey budget.

Keep the thank-you connected to the response.

Make survey rewards easier with TruCentive.



Survey rewards simplified

24/7 sending

Deliver rewards from wherever you work.

Branded email and text

Personalize each survey thank-you.

Redemption visibility

Understand reward use and recover value.