

# mSurvey makes key board appointment

mSurvey, the mobile-first consumer feedback platform for businesses and consumers in Africa, has announced the appointment of Richard Owen, CEO of OWEN CX Group (former CEO of Satmetrix) and co-creator of Net Promoter Score (NPS), to its board.



NPS co-creator, Richard Owen.

Owen joins the mSurvey board, having participated in mSurvey's Series A \$3.5m fundraise, announced in April 2018. He has been an advisor to the company since 2017, where he collaborated with the mSurvey team to deliver Africa's first ever NPS Masterclass. NPS is the internationally recognised benchmarking practice used to gauge the loyalty of a company's customer relationships.

"To have the co-creator of NPS join our board is a special day towards the vision of mSurvey as the leading consumer feedback platform on the continent. We've been fortunate to have had Richard as an advisor for some time, and he has been instrumental in helping us refine our way of thinking around Net Promoter Score and its evolution in Africa," commented Dr Kenfield Griffith, mSurvey CEO and co-founder.



mSurvey launches first CX survey in Kenya

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"Richard's significant and unrivalled expertise in customer feedback and building customer success industry models, combined with his deep knowledge of leveraging technology to deliver consumer conversations at scale, will stand the company in good stead, as we continue to grow across the continent. Drawing on his many years of experience in this field, Richard will provide strategic direction and transformational insights into how mSurvey can ensure all consumer facing businesses in Africa are powered by mSurvey to drive the economies within."

## Market opportunity

Owen said it was an honour to be joining the mSurvey board: "From my very first encounter with Kenfield and his team, I was struck by their expertise and passion when it comes to tackling the considerable market opportunity that is connecting consumers with businesses in Africa.

“mSurvey is leading the way in how real-time consumer feedback is transforming businesses on the continent by building trust between businesses and consumers, and I’m excited to be part of this journey.”

mSurvey is VC-backed by [TLcom Capital](#), [Social Capital](#), [Kapor Capital](#), [Golden Palm](#), [Cross Culture Ventures](#), [Alpha Angels](#) and Safaricom’s [Spark Venture Fund](#). Headquartered in Nairobi, Kenya, and with a recently launched office in Lagos, Nigeria, mSurvey leads the way in developing in-depth understanding into the African consumer, gathering real-time insights via mobile messaging technologies with its *Voice of the Customer* and [Consumer Wallet](#) products, as well as through its successful launch of *Net Promoter Score* in Africa.

Last year alone, the company conducted over 12 million conversations with consumers on the continent and worked with businesses such as, Commercial Bank of Africa, Kenya Commercial Bank, Safaricom, Airtel, Java House and Liberty Insurance, as well as US-based companies and institutions including Harvard, Emory and CNN.

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