



# GetFeedback Direct to sandsiv+ Migration Guide

---

A practical guide for CX teams planning their  
migration before December 31, 2026

March 2026

# Why This Guide Matters

SurveyMonkey has announced the sunset of GetFeedback Direct, effective December 31, 2026. CX teams relying on GetFeedback for Salesforce-integrated voice-of-customer programs need to identify a replacement platform and execute a full migration before that deadline.

The situation	GetFeedback Direct reaches end-of-life on Dec 31, 2026. SurveyMonkey recommends migrating to SurveyMonkey Enterprise, a general-purpose survey tool without native Salesforce integration.
The alternative	sandsiv+ is a full Voice of Customer platform ranked #1 by SoftwareReviews (Gold Medallist), with native bi-directional Salesforce integration, AI-native analytics, and flat-rate pricing.
Migration timeline	4 to 6 weeks with the sandsiv+ Algentic Migration Tool. Fixed-price engagement. Zero data loss.
Investment model	Fixed-price migration. Unlimited surveys, responses, and users. No per-seat cost surprises.

This guide provides a complete overview of the migration path, platform comparison, process details, and a practical checklist to help your team plan and execute the transition.

# What's Happening to GetFeedback Direct

## Timeline

SurveyMonkey has formally announced the end-of-life for GetFeedback Direct. The platform will cease operations on December 31, 2026. After that date, surveys will stop collecting responses, dashboards will go offline, and data access is not guaranteed.

## What SurveyMonkey Enterprise Means for You

SurveyMonkey's recommended path is migration to SurveyMonkey Enterprise. For CX teams with Salesforce workflows, this introduces several challenges:

- Connector-based Salesforce integration - not native. Requires middleware, introduces latency, limits automation flexibility.
- Per-seat pricing model - costs scale with team size, which can be restrictive for organizations with broad survey access needs.
- General-purpose survey tool - not purpose-built for Voice of Customer. Lacks native ABSA, predictive analytics, and unified CX data models.

## Key Risks of Waiting

Risk	Impact
Data access uncertainty	Post-shutdown data retrieval is not guaranteed. Historical response data, survey logic, and Salesforce mappings may become inaccessible.
Holiday disruption	Migrating in Q4 means executing during peak holiday periods when CX teams are busiest and staffing is reduced.
Reduced vendor leverage	Late movers have less negotiating power on pricing and migration support. Early engagement secures better terms.
Compliance gaps	Running without an active VoC platform, even briefly, can create gaps in feedback collection, SLA tracking, and regulatory reporting.

# sandsiv+ Platform Overview

sandsiv+ is a purpose-built Voice of Customer platform designed for enterprise CX teams. It replaces point survey tools with a unified system that collects, analyzes, and acts on feedback across every channel.

## Unified Data Model

All channels (surveys, email, chat, social, reviews, calls) feed a single data layer. No silos. One source of truth for every customer interaction.

## AI-Native Analytics

Aspect-Based Sentiment Analysis (ABSA), automated root cause detection, predictive churn models, and AI-generated recommendations. Not bolt-on AI; built into the core platform.

## Native Salesforce Integration

Bi-directional sync with Salesforce. Automated survey triggers from Salesforce events. CX data visible directly in Salesforce records. No middleware required.

## Flat-Rate Pricing

Unlimited surveys, unlimited responses, unlimited users. No per-seat charges, no response caps, no overage fees. Predictable annual cost.

## EU Data Sovereignty

Swiss headquarters. GDPR-native architecture. ISO 27001 certified. Data stays in the EU. Full compliance with European data protection requirements.

## Dedicated Customer Success

Every account receives a dedicated Customer Success Manager. Not a shared pool, not a chatbot. A named individual who knows your program.

Industry Recognition: sandsiv+ is the SoftwareReviews Gold Medallist for Voice of Customer, ranked #1 above Qualtrics, Medallia, and SurveyMonkey based on verified customer reviews for capability, satisfaction, and vendor experience.

COMPARISON

# Side-by-Side Platform Comparison

Category	GetFeedback Direct	SurveyMonkey Enterprise	sandsiv+
Status	Sunsetting Dec 31, 2026	Active (recommended by SM)	Active, growing, investing
Salesforce Integration	Native (being retired)	Connector-based, requires middleware	Native bi-directional sync, automated triggers
AI / Analytics	Basic reporting	SurveyMonkey Genius (general NLP)	ABSA, root cause, predictive churn, auto-recommendations
Pricing Model	Per-seat	Per-seat, tiered	Flat-rate: unlimited surveys, responses, users
Data Channels	Surveys only	Surveys, forms	Surveys, email, chat, social, reviews, calls
Data Sovereignty	US-hosted	US-hosted (EU option available)	Swiss HQ, EU data centers, GDPR-native, ISO 27001
VoC Maturity	Survey tool with CX features	General survey platform	Purpose-built enterprise VoC platform
Migration Support	N/A (source platform)	Self-service, limited support	White-glove, fixed-price, Algenic Migration Tool
Customer Support	Standard support	Tiered (Premier costs extra)	Dedicated CSM for every account

# Migration Process

The sandsiv+ migration follows a structured three-phase approach designed to minimize risk, validate every step, and deliver a production-ready environment within 4 to 6 weeks.

## Phase 1: Assessment

Week 1-2

- Full audit of all active and inactive GetFeedback surveys
- Inventory of Salesforce field mappings, automation rules, and triggers
- Review of existing workflows, notification rules, and integrations
- Data volume assessment and historical response analysis
- Stakeholder interviews to confirm requirements and priorities

**Deliverable:** Detailed migration plan with fixed-price quote

---

## Phase 2: Proof of Concept

Week 3-4

- Sample migration of 3 to 5 representative surveys
- Side-by-side validation of survey logic, branding, and routing
- Salesforce integration testing with live data sync
- Dashboard recreation and report validation
- UAT with identified stakeholders

**Deliverable:** Validated migration approach with documented test results

---

## Phase 3: Full Transition

Week 5-6

- Complete migration of all surveys, data, and configurations
- Historical response data transfer with integrity verification
- Full dashboard and report setup in sandsiv+
- All Salesforce integrations configured and validated
- Team training sessions (live and recorded)
- Go-live support with dedicated migration engineer

**Deliverable:** Production-ready sandsiv+ environment with full data continuity

**Resource commitment:** Most organizations need 2 to 4 hours per week of internal time during the migration. The sandsiv+ team handles the heavy lifting. No dedicated IT resources required.

# What Migrates

The migration covers your complete GetFeedback environment. Nothing is left behind.

## Historical Survey Data & Responses

Every response, timestamp, metadata field, and completion record. Full data integrity verification with row-level checksums.

## Salesforce Field Mappings & Automation Rules

All mapped fields, push/pull configurations, trigger rules, and automated workflows. Recreated natively in sandsiv+.

## Dashboard Configurations & Report Templates

Existing dashboards, report layouts, filter configurations, and scheduled report deliveries.

## Survey Templates, Logic & Branding

Survey designs, skip logic, branching rules, piping, custom branding, and multi-language configurations.

## NPS, CSAT, CES Benchmark Baselines

Your historical benchmark data transfers intact, ensuring trend continuity and year-over-year comparisons remain valid.

## Contact Lists & Segmentation

Customer lists, audience segments, distribution rules, and contact metadata.

## Powered by Algentic Migration Tool

The sandsiv+ Algentic Migration Tool deploys 24 specialized AI agents that handle extraction, validation, schema mapping, survey recreation, and quality assurance. Each agent focuses on a specific migration task, working in parallel to compress timelines without sacrificing accuracy.

- Fixed-price engagement - no hourly billing, no scope creep
- Zero data loss guarantee - row-level validation at every step
- Minimal internal resource - your team reviews, we execute

# Pre-Migration Checklist

Complete these items before your migration assessment call. This preparation helps the sandsiv+ team deliver an accurate scope and timeline.

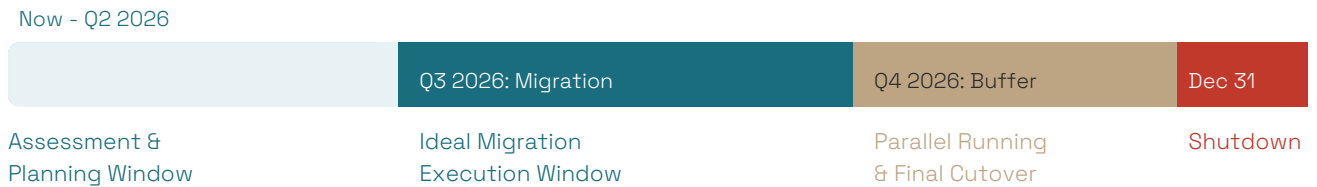
- Inventory all active GetFeedback surveys (name, channel, response volume)
- Document Salesforce field mappings and automation triggers
- Export historical response data as a backup
- Identify key dashboards and reports to recreate
- List all integrations beyond Salesforce (Slack, email, webhooks, etc.)
- Confirm data retention requirements and compliance obligations
- Identify internal stakeholders for user acceptance testing
- Set target go-live date (recommend 8+ weeks before Dec 31, 2026)
- Schedule sandsiv+ migration assessment call

## Preparation Tips

- Start the inventory early. Most teams underestimate the number of active surveys by 30-40%.
- Include dormant surveys. If they contain historical data you need, they must be in scope.
- Screenshot your dashboards. Visual references accelerate the recreation process.
- Identify your Salesforce admin early. Integration mapping requires their input.

# Recommended Timeline

The timeline below shows the optimal migration windows based on the December 31, 2026 shutdown date. Earlier engagement provides more flexibility and better outcomes.



Window	Activity	Risk Level
Now - June 2026	Assessment, planning, vendor evaluation. Maximum flexibility for negotiation and scheduling.	Low
July - September 2026	Ideal migration execution window. Enough time for proof of concept, full migration, and parallel running.	Low to Medium
October - November 2026	Compressed timeline. Limited buffer for issues. Competing with holiday season planning.	Medium to High
December 2026	Emergency migration. High risk of data loss, disruption, and incomplete setup.	Critical

Important: Teams that start before June 2026 have the most flexibility for vendor evaluation, negotiation, and phased migration. Starting after September carries significant risk of compressed timelines and holiday-period disruptions.

# Next Steps

Your migration starts with a single conversation. No commitment required.

## 1 Book a Migration Assessment

A 30-minute call to understand your current GetFeedback setup, survey volume, Salesforce integrations, and migration priorities. No sales pitch. Just a practical scoping conversation.

## 2 Receive Your Migration Plan

Within one week, we deliver a detailed migration plan that covers scope, timeline, resource requirements, and a fixed-price quote. No hidden costs. No hourly estimates.

## 3 Start Your Migration

Once approved, the sandsiv+ migration team begins execution. Your team reviews key milestones while we handle the technical work. Production-ready in 4 to 6 weeks.

---

Ready to start?

[sandsiv.com/getfeedback-alternative](https://sandsiv.com/getfeedback-alternative)

[sales@sandsiv.com](mailto:sales@sandsiv.com)

**sandsiv+**