# GetFeedback Direct is shutting down. Simplesat will rebuild customers' survey programs for free.

*Salesforce teams running CSAT and NPS through GetFeedback Direct have until December 31 to move.*

SIOUX FALLS, SD, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- SurveyMonkey will shut down GetFeedback Direct, its Salesforce-connected survey product, on December 31, 2026. Simplesat, a customer feedback platform for service teams, will rebuild those survey programs and charge nothing for the migration.

> Teams lose a product they chose on purpose and get pushed toward an enterprise suite they never asked for."
> *Cory Brown, CEO of Simplesat*

"Companies keep buying specialized feedback tools and shutting them down, and the teams using them are the ones stuck rebuilding," said Cory Brown, co-founder and CEO of Simplesat.

Two specialized feedback tools are being retired in 2026. Qualtrics acquired Delighted in 2018 and shut it down permanently on June 30, 2026. SurveyMonkey acquired GetFeedback in 2019 and is closing Direct on December 31.

GetFeedback Direct can trigger surveys from inside Salesforce, including CSAT or NPS surveys when a case closes. Workflows that depend on GetFeedback Direct will need a replacement before December 31. Customers should confirm their post-shutdown access and export historical responses before the deadline.

Simplesat can recreate common GetFeedback Direct workflows in Salesforce, including surveys triggered by case closure or another workflow, with responses mapped back to the relevant case and contact. It has been independently owned since 2016 and focuses only on feedback management.

Customers migrating from GetFeedback Direct to Simplesat will be assigned a migration specialist, free of charge. The work includes:

* Recreating the surveys already running in GetFeedback Direct
* Importing past ratings and comments with their original dates

* Connecting to Salesforce and mapping responses to the right cases and contacts
* Rebuilding survey triggers and follow-up actions
* Testing against real Salesforce records, then running both side by side before the switch
* Rebuilding CSAT, CES, NPS, 5-star, and custom surveys

Through December 31, 2026, eligible GetFeedback Direct customers receive migration assistance at no additional charge. Customers with an active GetFeedback Direct contract can begin migrating before that paid term ends; eligibility and plan terms apply.

Simplesat has published a guide for teams evaluating GetFeedback Direct alternatives: "Is GetFeedback shutting down? What Salesforce teams need to know". It covers which GetFeedback product is closing, what stops working in Salesforce, and what to document before moving.

Teams comparing GetFeedback Direct alternatives can email sales@simplesat.io.

ABOUT SIMPLESAT
Simplesat is a customer feedback platform for service teams. It runs CSAT, CES, NPS, 5-star, and custom surveys inside helpdesks and CRMs including Salesforce, Zendesk, HubSpot, Freshdesk, and ConnectWise. Founded in 2016, Simplesat serves more than 1,000 brands and is based in Sioux Falls, South Dakota, with team members around the world. https://www.simplesat.io

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