

A UK charitable society uses SurveyMonkey Enterprise to gather insights that drive growth

Introduction

This case study of a small business professional services company is based on a December 2019 survey of SurveyMonkey Enterprise customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The customer needs a solution to help them run surveys for customer experience, market research, and application forms.

Use Case

The Enterprise features that have made it easy to gather critical feedback, include:

- Intuitive user experience
- Multiple question types
- Multiple ways of collecting data

Results

According to the customer, their Enterprise solution provides reliable data needed to understand how people think and feel about their organization, and increases the speed, value, and reliability of insights.

With the adoption of SurveyMonkey Enterprise, the customer has retained ownership of survey data, even when employees leave, increased the volume of its research and insights, as well as efficiency through collaboration across teams.

Best of all, they were able to get up and running immediately, no training required!

“We’re getting through useful insights that will help us with development, leading to growth.”

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Professional Services

About SurveyMonkey Enterprise

From event feedback to sophisticated market research, SurveyMonkey Enterprise is your best choice. Get our best features to reduce bias, increase survey completion rates, and discover new data insights.

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