

A global member association for human resources professionals taps SurveyMonkey Enterprise to power evidence-based decisions

Introduction

This case study of a medium enterprise professional services company is based on a November 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.



“We’re able to put together quick dip surveys to help answer key business issues without the need to carry out a big extensive piece of work. SurveyMonkey Enterprise’s multilingual survey capabilities also enable us to collect feedback from a diverse set of respondents. And the solution allows us to keep abreast with our members wants/needs, but also allows us to inform our senior leadership team what our members actually think about our organization.”

Challenges

The customer needed a survey solution for member feedback.

Use Case

The Enterprise solution features that make it easy to gather critical feedback include:

- Advanced features like SurveyMonkey Genius
- Custom Question Bank
- Multiple question types

The customer said that when it came to feedback and research, SurveyMonkey Enterprise was extremely reliable.

Results

According to the customer, Enterprise

- Provides reliable data needed to understand how people think and feel about their organization
 - increases the speed, value, and reliability of insights
 - has helped their organization to better understand and act on opportunities for growth and innovation

And when it came to getting up and running successful, the customer said it took no training at all.

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:
Medium Enterprise

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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