SURVEYMONKEY ENTERPRISE CASE STUDY

The Key Expands to SurveyMonkey Enterprise

Introduction

This case study of The Key is based on a September 2020 survey of SurveyMonkey Enterprise customers by TechValidate, a 3rd-party research service.

> " "We were able to easily set up and integrate a polling function into engagement emails that were built in SurveyMonkey. New users in the dev team needed no real training on the product to work on the integration."

Challenges

The top reasons that led The Key to expand to SurveyMonkey Enterprise:

- Ability to collaborate on surveys across the organization
- Access premium integrations such as Marketo, Salesforce, Power BI, Tableau or Eloqua or unlimited API access
- Ability to run polls quickly and give the developer team licenses

Use Case

The Key collects the following key types of feedback on SurveyMonkey Enterprise:

- Customer experience
- Market research
- Product feedback and research

Results

The Key achieved the following results by expanding to SurveyMonkey Enterprise:

- Key benefits:
  - Increased efficiency through collaboration across teams
- Realized a return on their investment in less than 1 month
- Automated workflows to take action on feedback data
- Helped drive better business decisions across our organization
- Helped enable employees to work worry-free with safeguarded data and compliance
- Helped better understand and act on opportunities for growth and innovation
- Features valued the most from the SurveyMonkey Enterprise expansion:
  - Account control (single sign-on, domain lockdown etc.)
  - Customization features (custom email domain/subdomain, custom questions)
  - Integrations with Marketo, Salesforce, Power BI, Tableau or Eloqua
- Overall, The Key is satisfied with expanding from a SurveyMonkey self-serve plan to SurveyMonkey Enterprise.

Company Profile

Company:
The Key

Company Size:
Small Business

Industry:
Energy & Utilities

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.

Learn More:

 SurveyMonkey

 SurveyMonkey Enterprise

Source: Nicola West Jones, Head of Market Research , The Key