

American Speech Language Hearing Association

Introduction

This case study of American Speech-Language-Hearing Association is based on a June 2020 survey of SurveyMonkey Enterprise customers by TechValidate, a 3rd-party research service.



“We were able to survey our association’s membership in a very timely manner to find out what resources were most in demand to help them cope with the COVID-19 pandemic.”

Challenges

The business challenges that led the profiled organization to evaluate and ultimately select SurveyMonkey Enterprise:

- Complexity associated with multiple survey accounts and platforms to support
- Their previous survey solution was not being as easy to use as Enterprise
- A need for an enterprise-grade platform and Enterprise ticked key boxes

Organization Profile

Organization:
American Speech-Language-Hearing Association

Industry:
Membership Organization

Use Case

The key features and functionalities of SurveyMonkey Enterprise that the surveyed organization uses:

- When and how often the survey organization collects feedback with SurveyMonkey Enterprise:
 - According to established milestones
 - When we need to make a strategic business decisions
 - After specific in-person or virtual events
- The data that SurveyMonkey Enterprise helps their organization to collect:
 - Customer feedback about their experiences and sentiments
 - Employees and candidate feedback about their experiences and sentiments
 - Data to support our COVID-19 decision-making with respect to resource and business planning
 - COVID-19-related needs assessments with customers, employees or communities
 - Planning / proposed change feedback from customers, employees or communities
- SurveyMonkey Enterprise capabilities and attributes compared with alternative solutions:
 - Ability to create surveys, collect responses, and share results cross-functionally: superior
 - Improved compliance with company policies or regulations (e.g. HIPAA, GDPR): best-in-class
 - Administrative and security features: superior
 - Integration of feedback data with other tools: superior
 - Flexibility of pricing options: best-in-class
 - Market/public feedback, such as competitive analysis, concept testing, public awareness, etc.
- SurveyMonkey Enterprise abilities they would describe as highly impactful to their work:
 - Listen to stakeholders at scale, collect data that’s critical to objectives, and improve responses rates
 - Make evidence-based, inclusive decisions about planning, policy and change
 - Manage response data in compliance with regulations or company policy
 - Integrate feedback data easily in to our existing tech stack

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](#)

Results

The surveyed organization achieved the following results with SurveyMonkey Enterprise:

- Benefits and outcomes experienced since using SurveyMonkey Enterprise:
 - Less time spent on the survey process, more time to focus on research and insights
 - Improvements to employee insights, engagement and increased productivity
 - Improvements to customer insights, experience, and increased customer lifetime value
 - A more trusted partner and advisor on their feedback programs
 - Improved business agility powered by richer feedback data and wider access to it
 - Richer insights into the employee and customers experiences that drive critical outcomes
- Experienced a return on their investment with SurveyMonkey Enterprise through cost savings, time savings, or other operational improvements) in 6-12 months.
- With SurveyMonkey Enterprise, how much improvement have you seen to the following (please consider clients, patients, or student experience according to your industry).
 - Reduced time spent on managing the survey process and users: by at least 75%
 - Improved response rates and data quality: by at least 25%
 - Improved customer experience metrics: by at least 75%
 - Improved our ability to make strategic decision, faster: by at least a 100%
 - Improved employee engagement metrics: by at least 75%
- SurveyMonkey Enterprise helps them to
 - Centralize ownership and control of their survey data in a distributed workforce: strongly agree
 - Give employees the right access level they need when it comes to survey data: agree
 - Consolidate survey programs under one account and get complete visibility into overall survey usage: strongly agree
 - Reduce the risk of collecting unsecure, sensitive information: agree
 - Reduce the risk of employee usage of unsanctioned (not licensed) survey software: agree

