

A leading medical center taps SurveyMonkey Enterprise to support COVID-19 business decisions.

Introduction

This case study of a medium enterprise healthcare company is based on a June 2020 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

Siloed data was making it difficult to share with cross-functional teams that needed access. The business needed an enterprise-grade platform and Enterprise ticked key boxes.

Use Case

The customer used SurveyMonkey Enterprise to collect feedback about COVID-19 to

- support their COVID-19 decision-making with respect to resource and business planning
- collect COVID-19-related health and wellness data from customers or employees
- conduct COVID-19-related needs assessments with patients, employees or communities

SurveyMonkey Enterprise features and abilities that the customer describes as highly impactful to their work:

- the ability to make evidence-based, inclusive decisions about planning, policy and change
- the ability to manage response data in compliance with regulations or company policy
- the ability to Integrate feedback data easily in to their existing tech stack
- the ability to collect in-the-moment feedback from mobile or offline collectors

Results

The customer experienced a return on their investment with SurveyMonkey Enterprise in less than 1-2 months, and since achieved the following benefits and outcomes since using SurveyMonkey Enterprise:

- Less time spent on the survey process, more time to focus on research and insights
- Improvements to patient insights, patient experience, and patient lifetime value

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:
Healthcare

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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