

S&P 500 Computer Software Company Expands to SurveyMonkey Enterprise

Introduction

This case study of a S&P 500 computer software company is based on an October 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.



“Control overuse of research tools. We are now standardized on the use of SurveyMonkey for all company surveys unless a more complex third party research firm is used. McAfee has canceled all individual seats under the @McAfee.com email addresses.”

“Easier collaboration and sharing of surveys. There is more consistency in questionnaire design and the efficiency of re-using questions.”

Challenges

The profiled company expanded to SurveyMonkey Enterprise to solve its business challenges for the following reasons:

- Ability to collaborate on surveys across the organization
- Greater security and regulatory compliance
- Increased governance and data ownership
- Access to a dedicated success manager

Use Case

The surveyed company uses SurveyMonkey Enterprise for these key insights:

- Customer experience
- Employee experience
- Market research
- Event feedback
- Competitive analysis
- Product feedback and research

Results

The surveyed company achieved the following results by expanding to SurveyMonkey Enterprise:

- Key benefits:
 - Increased efficiency through collaboration across teams
 - A reduction of information silos
- Realized a return on their investment in 2-3 months, after upgrading to SurveyMonkey Enterprise from a self-serve plan
- Automated workflows to take action on feedback data
- Drove better business decisions across the organization
- Worked worry-free with safeguarded data and compliance
- Better understand and act on opportunities for growth and innovation
- Features valued the most from SurveyMonkey Enterprise compared to self-serve:
 - Workgroups and user management
 - Account control (single sign-on, domain lockdown etc.)
 - Customization features (custom email domain/subdomain, custom questions)
 - Dedicated customer success manager
- They are very satisfied with the decision to expand from a SurveyMonkey self-serve plan to SurveyMonkey Enterprise.

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:
S&P 500

Industry:
Computer Software

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:

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