

# A prominent UK-based pharmacy chain uses SurveyMonkey Enterprise to increase the speed and reliability of its customer insights

## Introduction

This case study of a large enterprise retail 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.



“Enterprise is easy to use. Very accessible. We use it to provide feedback on consumer products so it is the vehicle by which we evaluate which prototypes to take forward. We moved from paper to online feedback form consumers....need I say more?”

## Challenges

The customer needed a survey solution customer experience surveys.

## Use Case

The features that have made it easy for the customer to gather critical feedback with SurveyMonkey Enterprise include:

- Intuitive user experience
- Custom Question Bank
- Multiple question types
- Multiple ways of collecting data

## Results

According to the customer, the Enterprise solution:

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

And since adopting Enterprise, the business has been able to increase security and protection of survey data, retain ownership of survey data, even when employees leave, and increase productivity — with less than an hour of training required to get up and running.

### 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:  
**Large Enterprise**

Industry:  
**Retail**

### 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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