SurveyMonkey®

Educational Institution expands to SurveyMonkey Enterprise

Introduction

This case study of a educational institution is based on a September 2020 survey of SurveyMonkey Enterprise customers by TechValidate, a 3rd-party research service. The profiled organization asked to have their name blinded to protect their confidentiality.

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> "It's hard to put a price tag on it, but the advent of the COVID virus has certainly pushed my organization to do more surveys in the online space, and online surveys are just way more efficient in terms of staff time than schlepping paper around the institution. I think constituents have seen those benefits, and now we have to work on upping the return ratios. If we can get that part working there will be no renewed interest in paper."
>
> "We were behind the times in that we still did a lot of stuff on paper, and that was NOT working in a lot of areas. Having a distributed account means constituents are now free to find efficiencies using the online tool. The collaboration piece also frees up time in my office – we no longer have to create all the surveys for people, they can create the surveys themselves and we can adjust as needed to make them work well. "

Challenges

The profiled organization 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

Use Case

The surveyed organization uses SurveyMonkey Enterprise for these key insights:

- Customer experience
- Employee experience
- Event feedback
- Student feedback

Results

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

- Key benefit(s):
  - Increased efficiency through collaboration across teams
- Realized a return on their investment in 3-4 months, after expanding to SurveyMonkey Enterprise from a self-serve plan.
- Helped automate workflows to take action on feedback data
- Helped drive 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:
  - Account control (single sign-on, domain lockdown etc.)
  - Customization features (custom email domain/subdomain, custom questions)
- They are very satisfied with the decision to expand from a SurveyMonkey self-serve plan to SurveyMonkey Enterprise.

Organization Profile

The organization 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.

Industry:
Educational Institution

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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Research by **TechValidate** by SurveyMonkey