

A UK medical affairs innovator uses SurveyMonkey Enterprise for advanced analysis of customer experience feedback

Introduction

This case study of a small business healthcare 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 useful for gaining insights from client feedback. It has helped us drive growth and innovation by better understanding the needs of clients on a discipline specific basis. And we use it frequently to support data generation and cross comparisons between interdivisional surveys.”

Challenges

The customer needed a research platform collect information that would contribute to medical research strategies and outcomes.

Use Case

The Enterprise solution features that make it easy for the customer to gather critical feedback include Custom Question Bank, multiple question types, and multiple ways of collecting data.

Results

According to the customer, SurveyMonkey Enterprise:

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

In the end, they were able to get up in running with less than an hour of training.

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:
Small Business

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.

Learn More:

[SurveyMonkey](#)

[SurveyMonkey Enterprise](#)