

Medium Enterprise Professional Services Company

Introduction

This case study of a medium enterprise professional services 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.



“The upgrade to SurveyMonkey Enterprise provided the opportunity to standardize across the firm, and it also helps my CIO sleep a little better at night knowing that the data is now the property of the firm as opposed to individuals who create surveys.”

Challenges

The business needs that led the profiled company to evaluate and ultimately select SurveyMonkey Enterprise:

- Greater security and regulatory compliance
- Increased governance and data ownership

Use Case

The customer confirmed that they were involved in the decision making process to upgrade to SurveyMonkey Enterprise from a SurveyMonkey self-serve plan.

The key features and functionalities of SurveyMonkey Enterprise that the surveyed company uses:

- Employee experience surveys
- Event feedback surveys

Results

The surveyed company achieved the following results by upgrading to SurveyMonkey Enterprise from self-serve plans:

- Increased efficiency through collaboration across teams
- Realized a return on their investment in 6-12 months, after upgrading to SurveyMonkey Enterprise from a self-serve plan.
- The customer agreed that upgrading from a self-serve plan to SurveyMonkey Enterprise:
 - Helps them drive better business decisions across our organization
 - Enables them to work worry-free with safeguarded data and compliance
- The feature most valued the most from SurveyMonkey Enterprise compared to self-serve:
 - Account control (single sign-on, domain lockdown, etc.)

Overall, the customer is satisfied with the decision to upgrade 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:
Medium Enterprise

Industry:
Professional Services

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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