

# A UK-based housing association leverages SurveyMonkey Enterprise to meet the needs and expectations of customers.

## Introduction

This case study of a medium enterprise real estate 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 offers a useful platform with a range of surveying methods that allow us to collect customer feedback before, during and after projects to ensure that they meet or exceed customer needs. Allows customers to give their feedback at a time and in a way that suits them.”

## Challenges

The customer needed a solution for

- Customer experience
- Employee experience
- Market research
- Quizzes to ensure understanding of corporate campaigns

## Use Case

The Enterprise solution features that make it easy for the customer to gather critical feedback:

- advanced features like SurveyMonkey Genius
- intuitive user experience
- multiple question types
- multiple ways of collecting data
- expert help center articles

Tracking results over time was also very important to the customer: “The ability to replicate surveys in the same format means we are able to show a progression in satisfaction (or opinion) based on changes made.”

As was being able to nudge respondents with a reminder. "Having a 'reminder' function means that we are able to maximise response rates. Newsletters offer useful tips to improve survey design and response rates. "

Multiple collectors were also important to their work: “The option to set up multiple collectors in each survey means that we can adapt the survey to meet the needs of a very diverse client group.”

## Results

According to the customer their Enterprise solution:

- 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.

### 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:  
**Real Estate**

### 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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