SurveyMonkey®

A UK-based games business uses SurveyMonkey Enterprise to improve customer experience metrics

Introduction

This case study of a medium enterprise hospitality company is based on a June 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.

> " I have found the service to work very well. On the rare occasions I needed support I found answer to be provided promptly.

Challenges

Complexity associated with multiple survey accounts and platforms to support and siloed data making it difficult to share with cross-functional teams that needed access lead the customer to evaluate and ultimately choose SurveyMonkey Enterprise.

Use Case

The customer uses SurveyMonkey Enterprise to collect customer experience feedback
after specific in-person or virtual events, and after support calls, webchats, or emails.

The customer also describes Enteprise's ability to share survey results and collaborate cross-functionally and integrate feedback data easily in to their existing tech stack as highly impactful to their work.

Enterprise has also helped the customer:

- centralize ownership and control of their survey data in a distributed workforce
- give employees the right access level they need when it comes to survey data
- consolidate survey programs under one account and get complete visibility into overall survey usage
- reduce the risk of collecting insecure, sensitive information
- reduce the risk of employee usage of shadow survey software

Results

The customer reports a return on their investment with SurveyMonkey Enterprise in less than 6 months, listing key benefits as:

- Less time spent on the survey process, more time to focus on research and insights
- Richer insights into the employee and customers experiences that drive critical outcomes

With SurveyMonkey Enterprise, the customer has seen:

- a 25% reduction in time spent on managing the survey process and users
- a 25% improve customer experience metrics

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:
Hospitality

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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