

# A British trading and mining multinational uses SurveyMonkey Enterprise to assess customer experience with its remote workforce

## Introduction

This case study of a large enterprise metals & mining 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.



“We asked our customers about our performance while employees worked from home. SurveyMonkey helped us to collect information to easily create summary so that management could see data. Enterprise is easy to use and has many features that make the survey attractive and professional.”

## Challenges

The business’ previous survey solution was not as easy to use as Enterprise, and complexity associated with multiple survey accounts and platforms to support prompted their evaluation and selection.

## Use Case

The business sends surveys with SurveyMonkey Enterprise on a regular basis and after a purchase or transaction.

Enterprise helps their organization collect customer and employee feedback about their experiences and sentiments.

The customer describes Enterprise’s abilities to help them manage response data in compliance with regulations or company policy and collect in-the-moment feedback from mobile or offline collectors as highly impactful to their work.

And they rate Enterprise’s ability to help with compliance with company policies or regulations (e.g. HIPAA, GDPR) as best-in-class compared with alternative solutions.

SurveyMonkey Enterprise has also helped them:

- 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 unsanctioned (not licensed) survey software

## Results

The customer has achieved a return on their investment with SurveyMonkey Enterprise in under 2 months, listing key

- Less time spent on the survey process, more time to focus on research and insights
- Improvements to employee insights, engagement and increased productivity
- Improvements to customer insights, experience, and increased customer lifetime value

And with Enterprise, they’ve seen:

- a significant reduction in time spent on managing the survey process and users
- a 75% improvement in response rates and data quality
- a 50% improvement in customer experience metrics
- a 75% improvement to their ability to make strategic decision, faster
- a 50% improvement to their employee engagement 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:  
**Large Enterprise**

Industry:  
**Metals & Mining**

### 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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