SurveyMonkey®

Saint Francis University

Introduction

This case study of Saint Francis University is based on a June 2020 survey of SurveyMonkey Enterprise customers by TechValidate, a 3rd-party research service.

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"As a higher education institution, the lives of our students changed abruptly in mid-March. SurveyMonkey provided us with a useful, intuitive tool that could help us gauge the success of our transition to online learning and get feedback from students who were struggling."

"Based on results from a survey we sent to students, we were able to give feedback to faculty (on useful strategies and successful methods), to our IT department (to aide with internet access/technology issues), and to our leadership team about where to allocate resources and efforts to make improvements. "

Challenges

The business challenges that led the profiled organization to evaluate and ultimately select SurveyMonkey Enterprise:

- Complexity associated with multiple survey accounts and platforms to support
- A loss of important feedback data due to the lack of a secure, central platform
- Siloed data making it difficult to share with cross-functional teams that needed access

Use Case

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

- When and how often the surveyed organization collected feedback with SurveyMonkey Enterprise:
  - At a regular cadence (e.g. annually, quarterly)
  - According to established milestones
  - When we need to make a strategic business decisions
  - After specific in-person or virtual events
- Data that SurveyMonkey Enterprise helps their organization to collect:
  - Customer feedback about their experiences and sentiments
  - Employees and candidate feedback about their experiences and sentiments
  - Data to support our COVID-19 decision-making with respect to resource and business planning
  - COVID-19-related needs assessments with customers, employees or communities
  - Planning / proposed change feedback from customers, employees or communities
- SurveyMonkey Enterprise abilities they would describe as highly impactful to their work:
  - Listen to stakeholders at scale, collect data that's critical to objectives, and improve responses rates
  - Make evidence-based, inclusive decisions about planning, policy, and change
  - Collaborate on surveys and coordinate our response to feedback based on alerts
  - Understand who's send surveys and what they're doing with the data
- SurveyMonkey Enterprise compared with alternative solutions:
  - Ability to create surveys, collect responses, and share results cross-functionally: best-in-class
    **Improved compliance with company policies or regulations (e.g. HIPAA, GDPR): better than
  - Administrative and security features: best-in-class
  - Integration of feedback data with other tools: superior
  - Flexibility of pricing options: superior

Results

The surveyed organization achieved the following results with SurveyMonkey Enterprise:

- Benefits and outcomes experienced since using SurveyMonkey Enterprise:
- Less time spent on the survey process, more time to focus on research and insights
- Improvements to employee insights, engagement and increased productivity
- Improved business agility powered by richer feedback data and wider access to it
- Better understanding of who's collecting survey data and what they're doing with it
- Experienced a return on their investment with SurveyMonkey Enterprise through cost savings, time savings, or other operational improvements) in 1-2 months.
- With SurveyMonkey Enterprise, how much improvement have you seen to the following (please consider clients, patients, or student experience according to your industry).
  - Reduced time spent on managing the survey process and users: by at least 50%
  - Improved response rates and data quality: by at least 75%
  - Improved customer experience metrics: by at least 75%
  - Improved our ability to make strategic decision, faster: by at least a 100%
- SurveyMonkey Enterprise helps them to:
  - centralize ownership and control of their survey data in a distributed workforce: strongly agree
  - give employees the right access level they need when it comes to survey data: strongly agree
  - consolidate survey programs under one account and get complete visibility into overall survey usage: strongly agree
  - reduce the risk of collecting unsecure, sensitive information: strongly agree
  - reduce the risk of employee usage of unsanctioned (not licensed) survey software: agree

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