SURVEYMONKEY ENTERPRISE CASE STUDY

A global insurance firm relies on SurveyMonkey Enterprise to improve customer insights and experience.

Introduction

This case study of a small business insurance 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.

> "I'm able to create different types of surveys with different types of questions. Enterprise gives me the flexibility and simplicity that I need to get a survey created. And we are able to track NPS, customer experience, learn more about our customers, etc. It is an invaluable tool for our organization."

Challenges

The customer needed a solution for customer and employee feedback.

Use Case

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

- Intuitive user experience
- Plug and play templates
- Custom Question Bank
- Multiple question types
- Multiple ways of collecting data

The customer also described SurveyMonkey Enterprise as extremely reliable for accomplishing feedback and research.

Results

According to the customer, SurveyMonkey Enterprise:

- 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.

The customer also said they were able to get up and running immediately — there was no training required.

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:
Small Business

Industry:
Insurance

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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