

# A local UK Council uses SurveyMonkey Enterprise to improve survey management and GDPR compliance

## Introduction

This case study of a state & local government is based on a June 2020 survey of SurveyMonkey Enterprise customers by TechValidate, a 3rd-party research service. The profiled organization asked to have their name blinded to protect their confidentiality.

## Challenges

Before SurveyMonkey Enterprise, the Council was concerned with risks associated with limited visibility into and control over surveys and survey data and GDPR compliance.

## Use Case

The Council uses Enterprise to collect feedback according to established milestones, when they need to make a strategic business decisions, and after specific in-person or virtual events.

Data that SurveyMonkey Enterprise helps their organization to collect:

- Employees and candidate feedback about their experiences and sentiments
- COVID-19-related health and wellness data from customers or employees
- Planning / proposed change feedback from customers, employees or communities

Enterprise's abilities have been highly impactful to their efforts to:

- share survey results and collaborate cross-functionally
- manage response data in compliance with regulations or company policy
- understand who's sending surveys and what they're doing with the data

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 Council has achieved a return on their investment with SurveyMonkey Enterprise in under 6 months, along with the following benefits:

- Improvements to employee insights, engagement and increased productivity
- Improvements to customer insights, experience, and increased customer lifetime value
- Improved business agility powered by richer feedback data and wider access to it
- Richer insights into the employee and customers experiences that drive critical outcomes
- Better understanding of who's collecting survey data and what they're doing with it

With SurveyMonkey Enterprise, they've seen:

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

### Organization Profile

The organization 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.

Organization Size:  
**State & Local**

Industry:  
**Government**

### 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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