SurveyMonkey®

A leading UK retailer taps SurveyMonkey Enterprise for multilingual customer and employee experience feedback

Introduction

This case study of a medium enterprise retail 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.

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"SurveyMonkey Enterprise's multilingual survey capabilities enable me to collect feedback from a diverse set of respondents. For the first time we were able to roll out our survey with variations in the set of questions related to the specific countries and in various languages at the same time."

Challenges

The customers needed a solution for customer and employee experience feedback.

Use Case

Key Enterprise features that make it easy for the customer gather critical feedback:

- Intuitive user experience
- Multiple question types
- Multiple ways of collecting data

Results

According to the customer, their Enterprise solution provides reliable data needed to understand how people think and feel about their organization, increases the speed, value, and reliability of insights, and has helped their organization to better understand and act on opportunities for growth and innovation.

And since adopting Enterprise, the customer has been able to retain ownership of survey data, even when employees leave, increase their volume of research and critical insights, and collect multilingual feedback.

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:
Retail

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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