

Computershare

Introduction

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



“We are able to easily survey our customers and prospects to help us make business decisions.”

Challenges

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

- Risks associated with limited visibility into and control over surveys and survey data
- 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

Use Case

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

- When / how often the surveyed organization sends surveys with SurveyMonkey Enterprise:
 - At a regular cadence (e.g. annually, quarterly)
- The feedback and 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
 - Planning / proposed change feedback from customers, employees or communities
 - Market/public feedback, such as competitive analysis, concept testing, public awareness, etc.
- SurveyMonkey Enterprise abilities they would describe as highly impactful to their work:
 - Make evidence-based, inclusive decisions about planning, policy, and change
 - Share survey results and collaborate cross-functionally
 - Collaborate on surveys and coordinate our response to feedback based on alerts
 - Integrate feedback data easily into our existing tech stack
- SurveyMonkey Enterprise compared with alternative solutions:
 - Ability to create surveys, collect responses, and share results cross-functionally: superior
 - Improved compliance with company policies or regulations (e.g. HIPAA, GDPR): better than
 - **Administrative and security features: superior
 - Integration of feedback data with other tools: superior
- SurveyMonkey Enterprise helps them to:
 - Centralize ownership and control of their survey data in a distributed workforce: agree
 - **Give employees the right access level they need when it comes to survey data: agree
 - Consolidate survey programs under one account and get complete visibility into overall survey usage: agree
 - Reduce the risk of collecting unsecure, sensitive information: agree
 - Reduce the risk of employee usage of unsanctioned (not licensed) survey software: agree

Results

The surveyed company 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 customer insights, experience, and increased customer lifetime value
- Experienced a return on their investment with SurveyMonkey Enterprise through cost savings, time savings, or other operational improvements) in 4-6 months.
- With SurveyMonkey Enterprise, how much improvement have you seen to the following (please consider clients, patients, or student experience according to your industry).
 - Reduce time spent on managing the survey process and users: by at least 75%
 - Improve response rates and data quality: by at least 75%
 - Improve customer experience metrics: by at least 75%
 - Improve our ability to make strategic decision, faster: by at least 75%
 - Improve employee engagement metrics: by at least 75%

Company Profile

Company:
Computer Share Corp

Company Size:
Large Enterprise

Industry:
Financial Services

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](#)