SurveyMonkey®

Fidelity National Financial, Inc.

Introduction

This case study of Fidelity National Financial, Inc. is based on a May 2018 survey of SurveyMonkey Enterprise customers by TechValidate, a 3rd-party research service.

> "It's the simplest way to collect and analyze data, and is flexible enough for us to use that data in our own platforms to make smart strategic decisions."
>
> "It has given us clear insights into the customer experience we're providing, and a means for us to aggregate and communicate our performance metrics to our staff. It is helping us grow as an organization."

Challenges

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

- Wanted to solve the following challenges with SurveyMonkey Enterprise:
  - Integrate survey data into other business applications

Use Case

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

- Chose SurveyMonkey Enterprise for the:
  - Flexibility and ease of use of the platform
- Reports that it was extremely important that SurveyMonkey fit into their existing tech stack or business ecosystem at the time of purchase.

Results

The surveyed company achieved the following results with SurveyMonkey Enterprise:

- Impact of using SurveyMonkey:
  - Increased the volume of research and critical insights
  - Increased efficiency through collaboration across teams
  - Increased productivity
- Reports that the survey data insights they gather from SurveyMonkey is very important in helping people innovate faster.
- agrees that their users are empowered to make better business decisions by using SurveyMonkey.
- Reports that they are able to take action with SurveyMonkey data 3 – 4x faster.
- Realized a return on investment with SurveyMonkey (through cost savings, time savings, or other operational improvements) within a month.

Company Profile

Company:
Fidelity National Financial, Inc.

Company Size:
Fortune 500

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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Source: Jeff Meucci, Vice President, Fidelity National Financial, Inc.