

# SafeAmerica Credit Union

## Introduction

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



“We are able to identify challenges and concerns by staff and quickly address them.”

## Challenges

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

- A loss of important feedback data due to the lack of a secure, central platform
- Siloed data making it difficult to share with cross-functional teams that needed access
- Their previous survey solution was not being as easy to use as Enterprise

## Use Case

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

- Sends surveys with SurveyMonkey Enterprise:
  - At a regular cadence (e.g. annually, quarterly)
  - When we need to make strategic business decisions
  - 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
  - Planning / proposed change feedback from customers, employees or communities
- SurveyMonkey Enterprise abilities they would describe as highly impactful to their work:
  - Listen to stakeholders at scale, collect data that’s critical to objectives, and improve responses rates
  - 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
  - SurveyMonkey Enterprise capabilities and attributes compared with alternative solutions:
    - Administrative and security features: better than
    - Integration of feedback data with other tools: best-in-class
    - Flexibility of pricing options: superior
  - Strongly agrees that SurveyMonkey Enterprise helps them to:
    - 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 unsecure, sensitive information
    - Reduce the risk of employee usage of unsanctioned (not licensed) survey software

## 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 employee insights, engagement and increased productivity
  - A more trusted partner and advisor on their feedback programs
  - 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
- Experienced a return on their investment with SurveyMonkey Enterprise through cost savings, time savings, or other operational improvements) in less than 1 month.
  - 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 50%
    - Improve our ability to make strategic decision, faster: by at least a 100%
    - Improve employee engagement metrics: by at least 75%

### Company Profile

Company:  
**SafeAmerica Credit Union**

Company Size:  
**Small Business**

Industry:  
**Banking**

### 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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