

Small Business Banking Company

Introduction

This case study of a small business banking company is based on a June 2020 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.



SIMPLE!

Challenges

The business challenges that led the profiled company to evaluate and ultimately select SurveyMonkey Enterprise: their previous survey solution was not being as easy to use as Enterprise.

Use Case

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
- Market/public feedback, such as competitive analysis, concept testing, public awareness, etc.

The key capabilities that SurveyMonkey Enterprise enables that the customer describes as as highly impactful to their work:

- Listening to stakeholders at scale, collect data that's critical to objectives, and improve responses rates
- Collecting in-the-moment feedback from mobile or offline collectors
- Understanding who's send surveys and what they're doing with the data

Results

The customer has experienced a return on their investment with SurveyMonkey Enterprise in less than 1 month and achieved the following benefits and outcomes:

- Less time spent on the survey process, more time to focus on research and insights
- 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

And with SurveyMonkey Enterprise, the organization has seen:

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

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:
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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