SURVEYMONKEY ENTERPRISE CASE STUDY

A small healthcare technology firm accelerates product development decisions with SurveyMonkey Enterprise

Introduction

This case study of a small business healthcare 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.

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"Great customer service , flexible platform. I have used it for product development. Instead of creating a medical questionnaire for my small business, I use SurveyMonkey."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select SurveyMonkey Enterprise: they needed a HIPAA-compliant way to collect medical information.

Use Case

Compared with alternative solutions, the customer says that SurveyMonkey Enterprise's features to create surveys, collect responses, and share results cross-functionally, improve compliance with company policies or regulations (e.g. HIPAA), and administrative and security features are all best in class.

SurveyMonkey Enterprise also 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: strongly agree
- reduce the risk of collecting insecure, sensitive information

Results

Since using SurveyMonkey Enterprise, the business confirms that product development costs are less and timeline has been shortened, and the ability manage response data in compliance with regulations has been highly impactful.

With SurveyMonkey Enterprise, they've seen a significant reduction in time spent on managing the survey process and users, and a 100% improvement in their ability to make strategic decision, faster.

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:
Healthcare

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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