

An innovative UK agriculture tech company reduces data silos and powers shared insights with SurveyMonkey Enterprise

Introduction

This case study of a small business agriculture company is based on a November 2019 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.



“A very comprehensive site and tool.”

Challenges

The customer needed a solution to collect customer experience and market research data.

Use Case

The Enterprise solution features that make it easy for the customer to gather critical feedback:

- Intuitive user experience
- Plug and play templates
- Multiple question types

Results

According to the customer, their Enterprise solution provides them with reliable data needed to understand how people think and feel about their organization: agree, increases the speed, value, and reliability of insights, and has helped their organization to better understand and act on opportunities for growth and innovation.

And since adopting Enterprise, they have been able to retain ownership of survey data, even when employees leave, reduce of data silos, and provide more people access to the data they need.

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:
Agriculture

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.

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