SurveyMonkey®

Global 500 Banking Company

Introduction

This case study of a Global 500 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.

Challenges

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

- Risks associated with limited visibility into and control over surveys and survey data
- Complexity associated with multiple survey accounts and platforms to support

Use Case

Data that SurveyMonkey Enterprise helps their organization to collect:

- Customer feedback about their experiences and sentiments
- 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.

Which SurveyMonkey Enterprise capabilities does the customer describe as highly impactful to their their work? The ability to:

- Share survey results and collaborate cross-functionally
- Manage response data in compliance with regulations or company policy
- Collaborate on surveys and coordinate their response to feedback based on alerts
- Integrate feedback data easily in to their existing tech stack
- Collect in-the-moment feedback from mobile or offline collectors
- Understand who's send surveys and what they're doing with the data

SurveyMonkey Enterprise has also helped the customer 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 insecure, sensitive information
- reduce the risk of employee usage of shadow survey software

Results

The surveyed company achieved the following results with 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
- Improvements to customer insights, experience, and increased customer lifetime value
- A trusted partner and advisor on their feedback programs
- 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

With SurveyMonkey Enterprise, the customer has seen:

- a 75% improvement in our ability to make strategic decision, faster
- a 75% improvement employee engagement metrics
- a significant reduction in time spent on managing the survey process and users
- a 50% improvement in response rates and data quality
- a 50% improvement in customer experience metrics

The customer has also experienced a return on their investment with SurveyMonkey in 6-12 months.

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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