

# An international insurance business taps SurveyMonkey Enterprise to increase response rates and stretch their budget

## Introduction

This case study of a small business insurance 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.



“Enterprise lets us craft simple surveys at virtually no cost to get feedback from customers and internal stakeholders, and allows us to stretch budgets further and research amongst groups that we would not have been able to invest in before. It’s a very simple programme and fairly intuitive, and is widely recognised making people more likely to feel comfortable participating.”

## Challenges

The customer needed a solution for customer and employee feedback surveys.

## Use Case

The Enterprise solution features that make it easy to gather critical feedback include Enterprise’s cost, its Intuitive user experience, and its multiple question types.

The customer also agreed that when it came to feedback and research, SurveyMonkey Enterprise was very reliable.

## Results

According to the customer, Enterprise:

- Provides reliable data needed to understand how people think and feel about their organization
- increases the speed, value, and reliability of insights
- has helped their organization to better understand and act on opportunities for growth and innovation

Best of all, they were up and running with Enterprise immediately — no training required!

### 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:  
**Insurance**

### 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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